

The Impact of Company's Corporate Responsibility on Customer's Trust through Corporate Reputation and word of Mouth Advertising (Case Study: Hotels in Guilan Province)

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Today, the importance of consumer behavior in industries and different economic, social and cultural spheres is not covered by anyone. Therefore, in order to understand consumer behavioral intentions, it is necessary to know the factors that affect the intensity of the tendency to conduct the behavior. The purpose of this research is to examine the impact of corporate social responsibility on customer confidence through corporate reputation and oral-to-mouth advertising. The nature of applied research and descriptive-correlation research. The statistical population of the present study is 423 customers of 4-5 star hotels in Guilan province. The method of collecting information by field method and using the questionnaire tool extracted the paper (Jalilivand et al., 2017). The results obtained the research indicate the relationships between the research variables (corporate social responsibility, customer trust, reputation of the company, oral-to-mouth advertising).

Keywords : : Corporate Social Responsibility - Customer Trust - Corporate Reputation - Oral-to-Hotel Advertising

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