

Corporate Social Responsibility and its Influence on the Positioning of Banking Entities in Peru

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ABSTRACT:

Governments seek to implement strategies through their internal policies that allow them to achieve sustainable development over time; Today, the "aforementioned road" is significantly affecting the environment, directly to natural resources (land, water and air) and their quality; Since the problem is related to the existence of inadequate social responsibility, it is not an exclusive consequence of the actions of organizations, in this reality, there are conditioning factors such as: soft and irresponsible policies of the governments in power, systems of corruption entrenched in officials, little concern on the issue of educational entities, other.

Specifically, in the financial system of our country, the Association of Banks of Peru – ASBANC (2016) [1] highlights the analysis carried out by Lizaraburu (2017) [6] on the direct relationship between corporate social responsibility and the reputation of the organization. and based on the adequate results achieved, they have sought to strengthen these plans. These authors highlight the adequate impact that investing in corporate social responsibility policies has achieved on the reputation of the financial institution in the sector (Saavedra, 2011) [10], and therefore on the improvement of the level of positioning of the entity when a potential customer must decide with which entity to start a financial transaction.

KEYWORDS: Ethical climate, work interest, professional laws and codes, work independence, institutional rules, work commitment.

1) INTRODUCTION:

All headings and subheadings should be in Times New Roman, Bold, Size 12, with the first sentence starting Governments seek to implement strategies through their internal policies that allow them to achieve sustainable development over time; Today, the "aforementioned road" is significantly affecting the environment, directly to natural resources (land, water and air) and their quality; Since the problem is related to the existence of inadequate social responsibility, it is not an exclusive consequence of the actions of organizations, in this reality, there are conditioning factors such as: soft and irresponsible policies of the governments in power, systems of corruption entrenched in officials, little concern on the issue of educational entities, other.

Specifically, in the financial system of our country, the Association of Banks of Peru – ASBANC (2016) [1] highlights the analysis carried out by Lizaraburu (2017) [6] on the direct relationship between corporate social responsibility and the reputation of the organization. and based on the adequate results achieved, they have sought to strengthen these plans. These authors highlight the adequate impact that investing in corporate social responsibility policies has achieved on the reputation of the financial institution in the sector (Saavedra, 2011) [10], and therefore on the improvement of the level of positioning of the entity when a potential customer must decide with which entity to start a financial transaction.

Relevant information was found to be able to raise the problem of the research, below, what was referred to.

Interbank is an emblematic financial institution in the country, whose guidelines highlight that social responsibility and corporate governance are a fundamental part of its reputation; which is supported by the study carried out by the company Merco (2016) [7] who consulted more than 2,400 managers, experts, analysts, opinion leaders, others, and these qualities were very well evaluated, since of a ranking of the best 100 companies in this area, the financial institution ranked third; which goes hand in hand with its purpose of seeking to contribute to the development of the country by doing business in an integral and proactive way, seeking quality solutions for our environment and for our collaborators.

Similarly, Banco de Crédito del Perú has implemented the most rigorous international standards in Corporate Social Responsibility (CSR) and environmental management. This commitment is reflected in a series of strategic programs that seek to raise the quality of life in the communities where it operates. In addition, the entity promotes good corporate citizenship, being aware of its role in society and actively working to preserve the environment, and through various programs, the entity not only seeks to fulfill its commercial obligations, but also strives to contribute positively to the environment in which it operates. This approach not only benefits local communities, but also reinforces the entity's image as a socially responsible actor.

But these efforts are not enough, since a public policy is required that promotes the different levels of government, together with private organizations, in the formulation and implementation of strategies that allow them to face the environmental, social and economic problems facing the country; At the regional level, what banks claim about the supposed advances in corporate social responsibility issues is not massively perceived, that is, they are little known by customers, affecting their level of positioning in the market.

Corporate Social Responsibility (CSR) calls into question the way it is implemented and also called into question its value and future relevance. By rethinking and redefining the purpose and organizational philosophy of a company. Only after serious consideration of their relationship with nature and society will corporations be able to reform their business models and create value by solving key social and environmental problems through innovation (Cao, 2017) [3]. Companies can make decisions to implement CSR actions with respect to the required level of maturity, versus the ambition of the company as a whole and the responsibilities of financial management (Baets et al., 2023) [2]. The concept of CSR from the perspective of improving organizational management operates in a given environment, it is the organizations themselves that must have a responsibility to it in order to provide sustainable development (Stegaroiu & Baranga, 2010) [11].

According to Ries et al. (1982) [9]. He indicates that "positioning does not refer to the product, but to what is done with the minds of the likely customers or people you want to influence; that is, how the product is located in their minds." By disseminating the benefits of a product and highlighting its most outstanding characteristics, they make the brand the solid basis of competitive advantage, this contributes to the increase in sales, strengthening the reputation of a brand (Chedraui, 2017) [4]. When talking about global brands, positioning faces the challenge of managing the transmission of benefits to audiences with tastes that may not be perfectly homogeneous (Serralvo & Furrier 2005).

On the other hand, Ortegón (2017) [8] points out that "brand preferences based on the activities carried out by companies; Associations were observed regarding the knowledge, preference and perceived quality of the brands, allowing us to know their current position in the market and thus identify sales opportunities."

2) METHODOLOGY:

This research is basic or pure, since through this research work it seeks to contribute to knowledge; On the research level, it is explanatory, since we worked to find evidence of the cause-effect relationship of a phenomenon. (Hernández, Fernández & Baptista, 2017)

Regarding the design of the research, it is specified that it is non-experimental, which implies that none of the variables used was intentionally altered; with regard to the achievement of data collection, it was collected by cross-section, that is, at a moment in time (Hernández-Sampieri & Mendoza, 2018) [5].

The study population considers the main banks that provide their service in the Tacna region, based on the Peru 2017 Statistical Compendium issued by the National Institute of Statistics and Informatics; being its approximate population of customers

Table 1: Approximate population of bank customers in Tacna

BENCH	QUANTITY	PERCENTAGE
Banco de Crédito del Perú	20 000	43,48%
BBVA Continental	14 000	30,43%
Scotiabank	12 000	26,09%
Total	46 000	100,00%

3) RESULTS:

Table 2: Corporate social responsibility

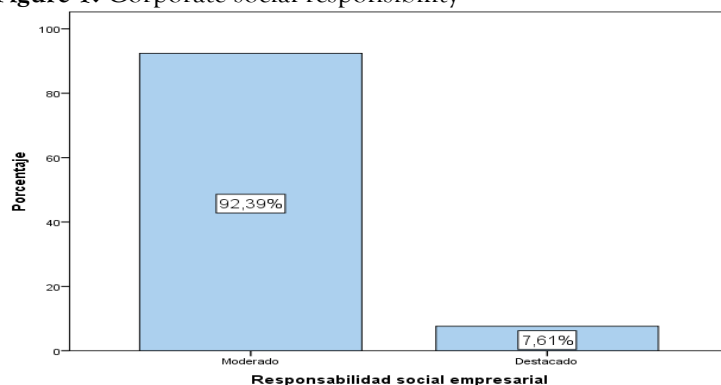
		Financial institution			Total
		Banco de Crédito del Perú	de BBVA del Continental	Scotiabank	
Corporate responsibility	Moderate	166	116	70	352
		100,0%	100,0%	70,7%	92,4%
	Outstanding	0	0	29	29
		0,0%	0,0%	29,3%	7,6%
Total		166	116	99	381
		100,0%	100,0%	100,0%	100,0%

Source: Corporate Social Responsibility Questionnaire

Table 2 presents the general results of the variable "Corporate Social Responsibility", of which 100.0% of Banco de Crédito del Perú's customers perceive the corporate social responsibility that characterizes the entity at a moderate level, similarly 100.0% of BBVA Continental customers, and 70.7% of Scotiabank's customers.

Table 12 shows the comparative analysis between the dimensions analyzed, showing that both in Banco de Crédito del Perú, BBVA Continental and Scotiabank, the most outstanding was the "Economic Dimension" and the focus to improve was the "Environmental Dimension".

Figure 1: Corporate social responsibility



Source: Corporate Social Responsibility Questionnaire

Figure 1 presents the results together, from which 92.39% of the customers perceive that the corporate social responsibility that characterizes the banks in Tacna is of a moderate level, and only 7.61% consider that it is of an outstanding level.

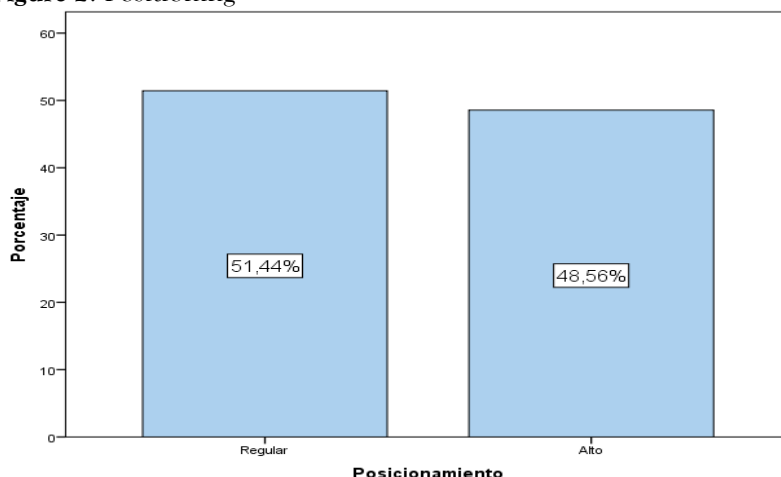
Table 3: Positioning

		Financial institution			Total
		Banco de Crédito del Perú	deBBVA Continental	Scotiabank	
Positioning	Regular	160	31	5	196
		96,4%	26,7%	5,1%	51,4%
	High	6	85	94	185
		3,6%	73,3%	94,9%	48,6%
Total		166	116	99	381
		100,0%	100,0%	100,0%	100,0%

Source: "Positioning" Questionnaire

Table 3 shows the general results of the "Positioning" variable, of which 96.4% of Banco de Crédito del Perú's customers perceive the positioning that characterizes the entity as a regular level, while 73.3% of BBVA Continental's customers perceive it as a high level, and similarly 94.9% of Scotiabank's customers.

Figure 2: Positioning



Source: "Positioning" Questionnaire

Figure 2 presents the results together, from which 51.44% of customers perceive that the positioning that characterizes the banks in Tacna is of a regular level, and 48.56% consider that it is of a high level.

Testing of hypotheses

H0: There is no significant influence of corporate social responsibility on the positioning of banks in Tacna, 2023.

H1: There is a significant influence of corporate social responsibility on the positioning of banks in Tacna, 2023.

Table 4 obtained a chi-square value of 28.947 (p value = 0.000), since the p value is less than 5% of significance, which allows us to conclude that there is a significant influence of corporate social responsibility on the positioning of banking entities in Tacna, 2023.

Table 4: Testing the general hypothesis

		Positioning		
		Regular	High	Total
Corporate social responsibility	Moderate	195	157	352
		99,5%	84,9%	92,4%

	Outstanding	1	28	29
		0,5%	15,1%	7,6%
Total		196	185	381
		100,0%	100,0%	100,0%

	Value	Mexico City	Asymptotic significance (bilateral)	Exact significance (bilateral)	Exact (one-sided) significance
Pearson's Chi-square	28,947a	1	,000		
Continuity correction ^b	26,904	1	,000		
Reason for plausibility	35,295	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	28,871	1	,000		
N of valid cases	381				

a. 0 polling stations (0.0%) have expected a count less than 5. The minimum expected count is 14.08.

b. Only calculated for one 2x2 table

Source: Both instruments

4) CONCLUSION:

5) **Acknowledgement:** No Acknowledgement.

6) **Funding Statement:** No financing

7) **Data Availability:** No new data were created or analyzed in this study.

8) **Conflict of interest:** The authors declare that there is no conflict of interest.

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