Integrating Technology into Corporate Social Responsibility and the Impact on the Corporate Image of the Municipal Savings and Credit Banks

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The objective of the research was to identify to what extent the perception of corporate social responsibility generates effects on the corporate image perceived by the customers of the Municipal Savings and Credit Banks in Peru; where the type of research is basic, of non-experimental design, of cross-sectional section, of explanatory level, the sample was of 355 customers. The results indicate that corporate social responsibility influences the corporate image perceived by customers, given a chi-square = 381.295 (p = 0.000) and a Nagelkerke coefficient = 0.760, 50.7% perceive the implementation of the institutional corporate social responsibility policy as a regular level, with the most prominent dimension being the "Economic" aspect, and 48.7% perceive the corporate image as a regular level. the most prominent dimension being the "General Impression"; and each of the dimensions (economic, social and environmental) influences the image of the entity.

Keywords: Corporate image, corporate social responsibility, reputation, social dimension, economic dimension, environmental dimension.

1. Introduction

Microfinance in Latin America has been considered as an instrument in the fight against poverty, it is not easy to build a really solid and impressive corporate image, since it will be the user who determines an image in the social sphere, which allows to raise the quality of life and promote economic development (Corner et al., 2007); The entities that channel

microcredit, such as cooperatives, credit unions and savings and credit banks, operate in a highly competitive environment, so it is essential to have a corporate image that allows them to stand out in the environment (Minzer, 2011).

In Peru, the Municipal Savings and Credit Banks (CMAC) were created as a basis for working with users who do not have access to credit from the Big Bank, in May 1980, through Decree Law No. 23039, which was later repealed by Supreme Decree No. 157-90-EF (Presidency of the Republic 1990); The legal norm that currently governs the activities of the CMACs was also strengthened with the enactment of Law 30607, which allowed them to increase the capital and new private shareholders to the share capital; They are regulated by the Superintendence of Banking and Insurance, and can operate in any region and capital of Peru (Congress of the Republic 2017).

In the case of Tacna, there are six CMACs that come from different cities, such as: Arequipa, Piura, Huancayo, Cusco, Lima and Tacna, which generate diversification and qualification, to adapt their business model to the new biosafety environment with digital processes to improve the offer of products and services to their customers. The corporate image reflected in the corporate social responsibility of the CMAC of Tacna is not effective, but they develop some initiatives that they try to turn into a transversal line for the entity, thus promoting and identifying opportunities for an improvement of the business model (FEPCMAC, 2019); This is how it has begun to develop the opening of digital accounts through the biometrics system, commitment to the environment by not using paper in the financial process, promoting the care of the environment with the participation of all agencies at the national level in "Earth Hour", with a voluntary electricity blackout for one hour, Save energy and reduce light pollution. (CMAC Tacna, 2019).

CMAC Arequipa has been carrying out a series of activities to improve its corporate image, one of the causes, the most latent is the low corporate social responsibility (FEPCMAC 2019), in financial, environmental and social matters, this balance is vital for the operation of the business, thus benefiting shareholders, customers and collaborators (CMAC Arequipa, 2019).

For the development of the corporate image of CMAC Cusco, it is incorporating, as an act of corporate social responsibility, the training of analysts identified with the entity and as an ideal collaborator for credit, loan and savings operations, the execution of actions in compliance with corporate social responsibility for regional development is not yet considered (FEPCMAC, 2019); In addition, it has implemented various activities, assuming the commitment to promote responsible microfinance aimed at improving the quality of life of the communities where it operates, being respectful of the environment, caring about the well-being of its collaborators and carrying out its work with ethics and transparency; In this sense, it has covered areas such as financial education, corporate eco-efficiency, the promotion of culture and sport, environmental protection and corporate volunteering, all key components of social responsibility, taking into account customers, collaborators and shareholders. (CMAC Cusco, 2019).

It is essential to indicate, in the agreements in the statutes of the CMACs, the distribution of their profits in 50%, to finance exclusive projects in works of social projection and the environment; Although the CMACs are developing a series of actions to improve the corporate image, compliance with the distribution of 50% of their profits for social projects such as

corporate social responsibility actions, which is not visible to the user public, has not yet been well studied or is being studied little. In the current situation, there are gaps in the information on the corporate social responsibility efforts that the CMAC has been developing, so this research contributes to understanding jointly how the corporate social responsibility mechanisms are in each of the entities, how it is affecting the corporate image, how the customer looks at it, other.

The general objective is to identify the extent to which the perception of the client's corporate social responsibility influences the corporate image that characterizes the Municipal Savings and Credit Banks of Peru; and the specific objectives, to analyze the extent to which the economic, social and environmental dimension influences the corporate image of the CMAC – Peru.

With respect to the theoretical basis of the "Corporate Social Responsibility" variable, it is defined as the commitment to meet the objectives of the organization, internally and externally, considering economic, social and environmental issues, respecting the community and the environment, which contributes to the definition of the common good.(Cajiga, 2013). The European Commission's Green Paper points to CSR as a voluntary integration by organizations, integrating social and environmental concerns into their business operations and their relations with their interlocutors, determining the main characteristics such as: Voluntariness, integration, consistency and transparency (European Union 2001, p. 5).

CSR considers environmental management, natural resource management, policies in business operations and adaptation to change as an integration of the (Bermúdez & Valverde, 2012); complementing this, Porter & Kramer (2006) describe justifications for prioritizing CSR to increase business competitiveness: Moral obligation, respect for the community and the natural environment; sustainability with the environment and the community; organizations need express social license from the government; and reputation to improve the organization's image by strengthening its brand. Leon (2008) and Gallardo-Vázquez and Sánchez-Hernández (2013) argue that customers make decisions based on their perception of their products and services; so consumers, as part of the community, see the behavior of organizations in relation to the environment; In this context, organizations have to be very clear about the perception of the consumer customer in relation to the social impacts that guide the organization towards CSR.

Therefore, CSR is here to stay, since the process of globalization causes sustainable development to become more acute and states continue to lose regulatory power, therefore, it acquires greater relevance. (Perez et al., 2016). To evaluate CSR, it is necessary to consider sustainability, which implies the evaluation through reports, the impact of the strategies used by companies their social responsibility policy, which allows the development of organizational capacity, which creates economic value, thus creating value in the brand for customers, for the community and the environment. and for its analysis it considers key aspects such as: Legal, collective and individual responsibility (Moreno 2015, p. 482-483).

The elements that make up CSR according to Añez et al. (2008) They are: Commitment of the organization, which is the responsibility of the company to operate adding value to society; voluntary decision-making, which encompasses a purely voluntary approach to social responsibility which is not regulated by law; benefits for society, where the organization's

operations must benefit society (employees, suppliers, customers, and families); ethical conduct, where acceptable business practices are expected by society; environmental performance, which considers the care of the environment as the important thing to highlight; and adaptability, which implies adapting CSR to the reality of society and the context in which organizations operate.

For the analysis, the three dimensions developed by Cajiga (2013) have been considered, which are: Social dimension, which is the entity represents the shared responsibility of managers and employees for the care of the quality of life at work, and outside the organization are the actions that must contribute with time and resources for the generation of development and entrepreneurship; the economic dimension, where responsibility is oriented towards the generation and distribution of profits among shareholders and employees, based on the criteria of equity and justice, but outside the organization, it implies the generation and distribution of goods and services for the community, through the development of social economic plans and projects; and the environmental dimension, which falls on the company in its products and processes, which implies recognizing the prevention of damages, but outside the organization, it allows the preservation and socio-environmental improvement of the community to be executed.
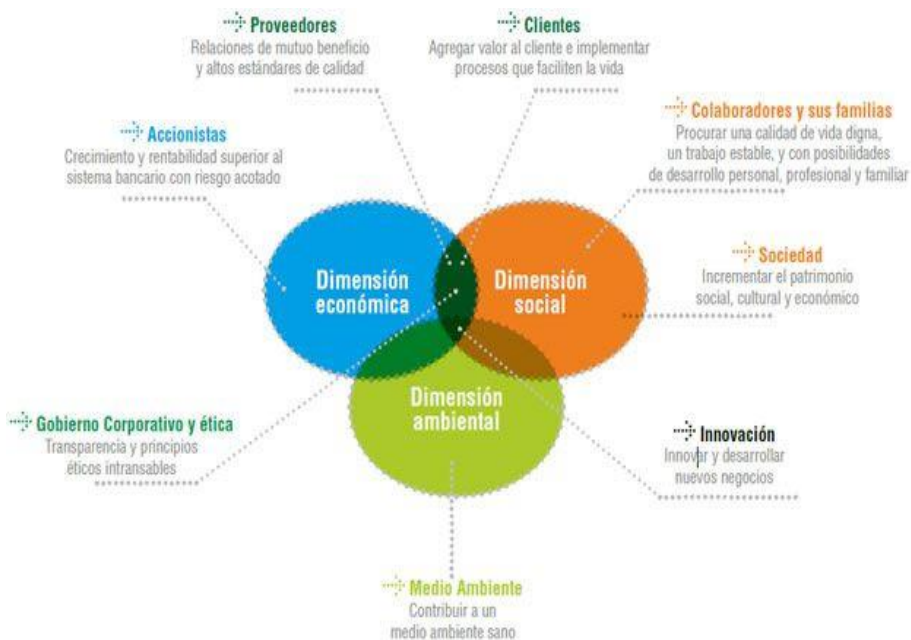

Figure 1. Dimensions of CSR

Note. Cajiga (2013)

Regarding the theoretical basis of the variable "Corporate image", it is an extension of the brand in an organization, which provides a general context of its interior, and when it is improved, external recognition is consolidated; In addition, its proper management reflects very good perceptions for the interested parties, both internal and external of an entity, so it

reflects in the activities, achievements, beliefs, ideas or feelings that it communicates (Hinojosa et al., 2020).

According to Capriotti (2009), is a mental schema or structure of the company that its customers have, therefore, it is the set of attributes that customers use to identify and differentiate that entity from the others; Also highlighted are Hinojosa et al. (2020) quoting Lievens et al. (2007), which defines it as the brand used by the entity to present it as a desirable employer, with distinctives and attributes typical of its competitors.

Gomez (2015) It describes the properties of the corporate image, which are: It has an intangible nature, as it is the reflection of the identity of an organization, forged in the internal and external interaction of the entity, so the management of the corporate image goes far beyond the conscious messages that are issued, where it functionally encompasses all areas; transversal management, any decision made in the organization must be related in terms of image, and all functional areas of the organization must be aware of this reality, in order to implement consolidation mechanisms; And the sum of opinions, which is the sum of experiences that a person has of an organization, must be understood in a general and global way, and not just a simple sum of individual contacts.

For the analysis, the five dimensions proposed by Bravo-Gil et al. have been considered.(2009), which are based on various studies that measured the corporate image of financial institutions, and which examine how individual perceptions of the entity have evolved over time, evaluating whether the actions undertaken by the organization are reflected in that perception; in addition, it makes it possible to make a comparison with the competition, in this way, the organization can evaluate the valuation of its customers in different aspects of its image and contrast it with that of other entities.

Table 1. Dimensions of the corporate image

DIMENSIONES	INDICADORES
Serv. Ofrecidos	X ofrece una amplia variedad de productos y servicios
	Los servicios prestados por esta entidad son muy fiables
Localización	X es una entidad muy arraigada en esta localidad
	X tiene un elevado número de oficinas
	Las oficinas están próximas a su domicilio/lugar de trabajo
Responsabilidad Social Corpor. (RSC)	Esta entidad dedica mucho esfuerzo a la realización de obras sociales, benéficas y culturales
	X está muy concienciada con el medio ambiente
	X está muy comprometida con la sociedad
Impresión global	Esta entidad es muy honesta
	X siempre cumple sus promesas
	X es una entidad financiera que despierta simpatía
	Esta entidad le causa una buena impresión
	X le transmite confianza
Personal	El aspecto del personal es adecuado
	El personal de X es, en general, amable y simpático
	El personal de X es muy profesional
	El personal de esta entidad está siempre disponible para sus clientes

Note. Bravo-Gil et al. (2009), where X is the name of the organization.

2. Methods

The research is of a basic type, the design is non-experimental, the level is explanatory, the data were collected by cross-section, the focus is quantitative, 5682 clients of the CMAC Arequipa, Cusco and Tacna, who reside in the city of Tacna – Peru, have been considered as population, for the sample a 5% error was assumed, a confidence of 95% and a proportion of 50%, giving a value of 355 clients to be surveyed (154 from CMAC Arequipa, 108 from CMAC Cusco and 93 from CMAC Tacna), who were randomly selected.

The research technique was the survey, the instrument was the questionnaire, which was validated by three experts and its reliability gave Cronbach's alpha values: 0.924 (Variable "Corporate Social Responsibility") of 12 items, and 0.938 (Variable "Corporate Image") of 19 items; the five-choice Likert scale (Never, Almost Never, Sometimes, Almost Always, and Always) was used.

3. Results

The results presented in Table 2 refer to the variable "Corporate Social Responsibility", from which it can be seen that 50.7% of the clients of the CMACs perceive the implementation of the institutional corporate social responsibility policy as a regular level, 25.9% as an adequate level and 23.4% as an inadequate level; This shows that the majority of customers consider that these entities prioritize the development of activities that promote socially responsible behavior.

Table 2. Independent variable – "Corporate Social Responsibility"

Level	Customer	Percentage
Inadequate	83	23,4
Regular	180	50,7
Adequate	92	25,9
Total	355	100,0

Note. Questionnaire "Corporate Social Responsibility"

Table 3 presents the analysis by dimension, where it can be seen that the most prominent is the "Economic" aspect, followed by the "Social" aspect, with the focus on improving the "Environmental" scope.

Table 3. Independent variable – "Corporate Social Responsibility" (by dimension)

Level Dimension		Customer	Percentage
Economic	Inadequate	74	20,8
	Regular	140	39,4
	Adequate	141	39,7
Social	Inadequate	68	19,2
	Regular	171	48,2
	Adequate	116	32,7
Environmental	Inadequate	134	37,7
	Regular	147	41,4
	Adequate	74	20,8

Note. Questionnaire "Corporate Social Responsibility"

The results presented in Table 4 refer to the dependent variable "Corporate image", from which it can be seen that 48.7% of the CMAC clients perceive the corporate image radiating from the entity as fair, 35.8% as adequate and 15.5% as inadequate; This shows that the majority of customers consider the image generated by the entity in the population to be acceptable.

Table 4. Dependent Variable – "Corporate Image"

Level	Customer	Percentage
Inadequate	55	15,5
Regular	173	48,7
Adequate	127	35,8
Total	355	100,0

Note. "Corporate Image" Questionnaire

Table 5 presents the analysis by dimension, where it can be seen that the most prominent dimension is the "General Impression", followed by "Personal", with the focus on improving the "Reputation".

Table 5. Dependent variable – "Corporate image" (by dimension)

Level Dimension		Customer	Percentage
Services Offered	Inadequate	68	19,2
	Regular	177	49,9
	Adequate	110	31,0
Localization	Inadequate	94	26,5
	Regular	140	39,4
	Adequate	121	34,1
General impressions	Inadequate	103	29,0
	Regular	114	32,1
	Adequate	138	38,9
Personnel	Inadequate	84	23,7
	Regular	142	40,0
	Adequate	129	36,3
Reputation	Inadequate	124	34,9
	Regular	153	43,1
	Adequate	78	22,0

Note. "Corporate Image" Questionnaire

Table 6 shows the chi-square value = 315.936 (p = 0.000), which implies that the corporate image is influenced by the economic dimension; and this is complemented by the value of the Nagelkerke coefficient = 0.680, of which 68% of changes in the corporate image are generated by changes in the economic aspects to reach customers; therefore, the economic dimension has a significant influence on the corporate image perceived by CMAC customers.

Table 6. Contrast for the first specific target

Tuning the model				
Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	377,867			
Final	61,932	315,936	16	0,000

Pseudo R2	
Cox and Snell	0,589
Nagelkerke	0,680
Mcfadden	0,442

Note. Both instruments

Table 7 shows the chi-square value = 291.856 (p = 0.000), which implies that the corporate image is influenced by the social dimension; and this is complemented by the value of the Nagelkerke coefficient = 0.647, from which 64.7% of the changes in the corporate image are generated by changes in the social aspects of support for customers and the population in general; therefore, the social dimension has a significant influence on the corporate image perceived by CMAC customers.

Table 7. Contrast for the second specific target

Tuning the model				
Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	369,514			
Final	77,658	291,856	20	0,000

Pseudo R2	
Cox and Snell	0,561
Nagelkerke	0,647
Mcfadden	0,408

Note. Both instruments

Table 8 shows the chi-square value = 237.315 (p = 0.000), which implies that the corporate image is influenced by the environmental dimension; and this is complemented by the value of the Nagelkerke coefficient = 0.563, from which 56.3% of the changes in the corporate image are generated by changes in the environmental aspects of prioritizing their care in the environment; therefore, the environmental dimension has a significant influence on the corporate image perceived by CMAC customers.

Table 8. Contrast for the third specific objective

Tuning the model				
Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	304,412			
Final	67,097	237,315	12	0,000

Pseudo R2	
Cox and Snell	0,488
Nagelkerke	0,563
Mcfadden	0,332

Note. Both instruments

Table 9 shows the chi-square value = 381.295 (p = 0.000), which implies that corporate image is influenced by corporate social responsibility; and this is complemented by the value of the Nagelkerke coefficient = 0.760, of which 76.0% of changes in the corporate image are generated by changes in the corporate social responsibility policy; therefore, corporate social responsibility has a significant influence on the corporate image perceived by CMAC customers.

Table 9. Contrast for the Overall Goal

Tuning the model				
Model	Logarithm of likelihood -2	Chi-square	Gl	Gis.
Intersection only	473,381			
Final	92,086	381,295	42	0,000

Pseudo R2	
Cox and Snell	0,658
Nagelkerke	0,760
Mcfadden	0,533

Note. Both instruments

4. Discussion

The results obtained allow us to specify that corporate social responsibility significantly influences the corporate image perceived by CMAC customers, since a chi-square = 381.295 (p = 0.000) was obtained, complemented by a Nagelkerke coefficient of 76.0%; This implies that if the aim is to improve the corporate image of the CMAC, a key aspect to prioritize for this is to strengthen the institutional policy of corporate social responsibility, especially in economic aspects such as providing greater facilities and better conditions for customers with monetary income problems as a result of the pandemic, in social aspects such as clients who require special support in educational or health issues, and in environmental aspects related to contributing to the formation of better pro-environmental behaviors in the region.

These results are in agreement with the results of Keita Koounga (2005), who concludes that a factor in the abandonment of financial institutions by their customers is due to the perceived negative image, since in the work carried out it was found that the corporate image of the CMAC is significantly influenced by the CSR policy promoted by the entity in the region.

Similarly, there is agreement with the results found by Humala (2019), who concludes by proposing a corporate social responsibility proposal to improve the company's corporate image; given that the work carried out includes a proposal to improve the corporate image from the prioritization of a corporate social responsibility strategy in the Covid-19 scenario.

There is also agreement with the results obtained by Sanchis and Rodríguez (2018), who conclude that the corporate image of cooperative banking can be improved through acts of corporate social responsibility towards the community; since this work found that CSR as a prioritized institutional policy manages to influence the corporate image of CMACs.

Similarly, it agrees with the work of Coba et al (2017), who conclude that environmental activities have a positive influence on improving corporate image, given that in this work it was found that the social dimension of CSR significantly influences the improvement of the corporate image of CMACs.

There is also agreement with the results of Pino (2021), who concludes that corporate social responsibility significantly influences the corporate reputation perceived by the inhabitants (0.64), in a similar way its three dimensions (social, economic and environmental) of CSR influence corporate reputation; given that in this research it was found that the corporate image of CMACs is significantly influenced by politics of CSR promoted by these entities.

It agrees with the results found by Velarde (2019), who concludes that there is an influence of corporate social responsibility on the positioning of banking entities in Tacna; since it was found that the CSR policy promoted by the CMAC significantly influences the corporate image perceived by customers.

Finally, there is agreement with the results of Hidalgo (2018), who concludes that corporate social responsibility influences the institutional image perceived by customers of financial institutions in Tacna (chi-square value = 6.698 and p-value = 0.10); given that in the work carried out it was found that the corporate image perceived by customers is influenced by a CSR policy prioritized in the CMAC.

5. Conclusions

- Corporate social responsibility influences the corporate image perceived by customers of CMACs in Peru; since a chi-square value = 381.295 (p = 0.000) and a Nagelkerke coefficient = 0.760 were obtained; In addition, 50.7% of customers perceive the implementation of the institutional policy of corporate social responsibility as being at a regular level, with the most prominent dimension being the "Economic" aspect; and 48.7% perceive the corporate image radiated by the entity to be at a regular level, with the most prominent dimension being the "General Impression".

- The economic dimension influences the corporate image perceived by the clients of the CMACs in Peru; given the chi-square value = 315.936 (p = 0.000), and the Nagelkerke coefficient = 0.680.

- The social dimension influences the corporate image perceived by the clients of the CMACs in Peru; given the chi-square value = 291.856 (p = 0.000), and the Nagelkerke coefficient = 0.647.

- The environmental dimension influences the corporate image perceived by the clients of the CMACs in Peru; given the chi-square value = 237.315 (p = 0.000), and the Nagelkerke coefficient = 0.563.

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