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CORPORATE SOCIAL RESPONSIBILITY AND MARKETING PERFORMANCE OF BANKS IN BORI

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ABSTRACT: *The study x-rayed "corporate social responsibility and marketing performance of banks in Bori." Descriptive research design was used for the study. The population of the study covered banks in Bori namely: First City Monument Bank, Union Bank Plc and Access Bank Plc. The study adopted judgmental sampling techniques. The sample size of the study was 40 respondents comprising tellers, managers, regular customers, cashiers and internal auditors of the selected banks operating within Bori in Rivers State. The findings revealed that ethical responsibility, environmental responsibility, economic responsibility and discretionary responsibility have a significant relationship with marketing performance of banks in Bori. The study therefore recommended among others that the management of banks should ensure they adhere to ethical practices at all levels of business to create a positive impact on the customers. The management of banks should concentrate on developing the environment in a friendly way so as to benefit all stakeholders.*

KEYWORDS: Corporate Social Responsibility and Marketing Performance.

INTRODUCTION

Nowadays, firms consider corporate social responsibility (CSR) as a long-term strategy to create values and build trust and respect for customers—partners and the social community in general. Designing a business strategy based on the concept of corporate social responsibility (CSR) creates an essential opportunity for differentiation as it considers the benefits of many stakeholders and is dedicated to achieving social goals and environmental protection (Stanisavljevic, 2017).

Mobin et al. (2014) argued that every organization has a motive for engaging in corporate social responsibility practices, which may affect financial performance positively or negatively. The motive driving a firm to engage in corporate social responsibility (CSR) practices could be for strategic choice, philanthropic purpose, economic returns or risk management. Naughton and Wang (2015) opined that most banks take up corporate social responsibility practices in their report to show the shareholders their investment in and commitment to social welfare. Corporate social responsibility (CSR) investments lead to higher levels of credibility, improved image or reputation and higher employee retention, and they build customer relationships.

A well strategized corporate social responsibility is targeted at enhancing a firm's market share and profitability (Berman *et al*., 2019). However, consumers' purchase intentions are likely to be stimulated in favour of companies that implement corporate social responsibility activities that are appropriate and directly impactful (Sen *et al*., 2016). Consumers appreciate and patronize firms that produce quality and satisfactory products as well as adhere to safety standard regulations that can enhance a healthy and safe environment, which could affect marketing performance positively (Graafland & van de Ven, 2016). Company policies and practices towards issues, such as ethical advertising and pricing or providing products to the economically advantaged, induce a "feel good factor" and make the customers feel happy, and proud to be identified with such a firm (Sen & Bhattacharya, 2021). They buttressed that alternatively customers boycott companies who mislead them.

Conversely, the marketing performance of any firm not only plays the role of increasing the market value of that specific firm but also leads towards the growth of the whole industry, which ultimately leads to the overall prosperity of the economy. Performance has always been the primary concern of business practitioners in all types of organizations; it has implications on organizational health and ultimately its survival. High sales performance reflects management effectiveness and efficiency in making use of a company’s resources (Naser and Mokhtar, 2018).

The concept of corporate social responsibility has become a headline in the past decades and has grown quite well. However, there are different views of the role of firms in society and disagreement as to whether wealth maximization should be the only goal of a firm. Firms have roles and responsibilities in addressing social problems through corporate social responsibility. A firm cannot comfortably neglect the problems of the environment where it is domiciled and operates. This is because such problems would have a negative impact on the corporation. However, the adoption of corporate social responsibility principles requires costs, like changes in management structure, purchase of environmentally friendly equipment and the implementation of stricter quality control, etc. These costs might lead to a positive or negative cash flow of the firm as the case may be. However, it is best that corporate social responsibility generates benefits as well in order to be a sustainable business practice. This is because an

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organization would not continue with a policy that constantly generates negative cash flows. The issue was to make corporate organizations understand how corporate social responsibility impacts on marketing performance at various levels, hence the study: Corporate Social Responsibility and Marketing Performance of Banks in Bori.

The main objective of this study was to examine corporate social responsibility and marketing performance of banks in Bori. However, in order to achieve the main objective of the study, the following specific objectives were examined:

1. To ascertain the relationship between ethical responsibility and marketing performance of banks in Bori.
2. To ascertain the relationship between environmental responsibility and marketing performance of banks in Bori.
3. To determine the relationship between economic responsibility and marketing performance of banks in Bori.
4. To determine the relationship between discretionary responsibility and marketing performance of banks in Bori.

REVIEW OF RELATED LITERATURE AND THEORETICAL UNDERPINNING

The study reviewed related literature that is relevant to this study. The study also reviewed and anchored two main theories, such as Legitimacy Theory and Stakeholder's Theory.

1. Legitimacy Theory

Legitimacy theory was propounded by Dowling and Pleffer in 1975. The legitimacy theory rests on the concept that organizations have a social contract with society and that fulfilling this social contract would provide them with legitimacy to operate. Legitimacy theory discusses expectations of society in general. Legitimacy theory is one of the most important theories in explaining corporate social reporting. One way in which companies can obtain legitimacy is by communicating with their various constituencies.

2. Stakeholder Theory

Stakeholder theory was developed by Professor Edward Freeman in 1984. The theory holds that a business organization must play an active social role in the society in which it operates. The theory emphasizes that an organization should create value for all stakeholders involved in its business decisions, not just its shareholders. The theory also states that managers must be accountable to the related parties to protect their interests. Because stakeholders are crucial in corporate social responsibility practices' success, enterprises should imply strategies that appropriately engage with critical stakeholders to improve business operations efficiency. Stakeholder theory states that the essence of an organization is to build relations and enhance value for all of its stakeholders. Though the number of stakeholders varies depending on the industry and business model of a company, the most important stakeholders are typically employees, customers, communities, suppliers and financiers (owners and investors). These

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stakeholders are equally important to the company, and there should be no trade-off between them. Instead, executives must figure out how to bring these disparate interests together.

Corporate social responsibility is aligned with stakeholder theory to generate the most benefits in terms of societal development and create a motivated workforce, better company branding, more extensive sales and profitability, and satisfied customers. As a result, corporate social responsibility is an integral part of corporate responsibility because it assists different parties in being successful. Besides, stakeholder theory is to confirm the benefits of corporate social responsibility when the company ignores the role of corporate social responsibility. Stakeholder theory and corporate social responsibility highlight the importance of a company's responsibility to its communities and society. Stakeholder theory focuses on building relationships and value between businesses and their various stakeholders, whereas corporate social responsibility affirms the benefits to society.

Concept of Corporate Social Responsibility

Dandago and Muhammad (2021) viewed corporate social responsibility as more of philanthropic responsibility which has to do with voluntary contributions to uplift the standard of living of the people living in the community than about profitability, ethics, or compliance with approved legal provisions. The discharge of corporate social responsibility demands businesses to integrate social and environmental concerns in their business operations and in their interactions with their stakeholders on a voluntary basis (Dandago & Muhammad, 2021).

Corporate social responsibility is what an organization does to contribute to the social, economic, political or educational aspect of the community, which it is not compelled to do by law. Adebayo and Oluwatoyosi (2012) argued that corporate social responsibility is seen as addressing the legal, ethical, commercial and other expectations society has for business, and making decisions that fairly balance the claim of all key stakeholders. In its simplest terms, corporate social responsibility is "what you do," "how you do it" and "when and what you say." In this sense, corporate social responsibility was viewed as a comprehensive set of policies, practices and programmes that are integrated into business operations, supply chain, and decision-making processes throughout the company and wherever the company does businesses that are supported and rewarded by top management.

Theoretically, "corporate social responsibility means enterprises integrate social and environmental concerns into their operations and their responses to stakeholders voluntarily" (Zu, 2019). Besides, from the shareholders' perspective, corporate social responsibility is to increase business profits. As a result, each enterprise must operate to generate economic benefits while adhering to legal regulations; it must also practice friendly policies that benefit its employees, society, community, customers, and the environment; respect ethical values; and donate a portion of its profits to charitable organizations. In a broader sense, corporate social responsibility includes four elements: economic, legal, ethical, and discretionary responsibilities (Caroll, 2019; Caroll, 2021).

Gilbert (2018), asserted that corporate social responsibility was considered to be influenced by the institutional environment in which companies operate.

Osemene (2012) viewed the corporate social responsibility concept as a combination of three separate agendas, namely, corporate sustainability, accountability and governance.

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All organizations have responsibilities to their employees, their clients and their immediate environment, and the society at large. Therefore, their commitment to corporate social responsibility is expected to unite the organization, strengthen its reputation and create vital links with the communities in which they operate (Tilt, 2019). Corporate social responsibility disclosure is a critical way for firms to communicate with society, to win the minds of the public that they are meeting their social expectations (Branco & Rodrigues, 2018).

It was reasonable to assume that banks significantly impact society and perform an essential role in economic development in the banking sector. Banks can positively impact society by implementing corporate social responsibility on their own or through other businesses by providing credit to solve the major social, ethical, or environmental issues (Levine, 2005; Djalilov & Piesse, 2011). Banks can combine their operational activities with corporate social responsibility components, such as the environment (Tran, 2014). By adopting corporate social responsibility, the bank satisfies its legitimacy and sustainability in disclosing information that creates trustworthiness among its stakeholders (Dlugopolska-Mikonowicz *et al.*, 2019). Corporate social responsibility builds sustainable business development by covering employee benefits, establishing a friendly working environment, protecting customer benefits from information transparency policies, and establishing funds to contribute to society. Thus, corporate social responsibility improved the bank reputation that creates the credibility for banks in providing financial services and the good effect on society (Przytuła *et al.*, 2019; Koning, 2018).

Richard (2022) argued that corporate social responsibility, as a component of societal marketing, may increase stakeholder loyalty and improve the image of banks, which may ultimately affect their performance. Moreover, due to sustainable growth over the last decades, the role of banks and their importance had significantly improved.

Ethical Responsibility

Ethical responsibility as a dimension of corporate social responsibility can be defined as a responsibility that compels a business to meet other social standards and expectations which are not stated in the law, such as the standards and expectations of all stakeholders, including customers, employees, shareholders, and the community. Ethical social responsibility is doing the right thing at all levels of the business. This can be identified as a combination of economic and legal social responsibilities (Dandago & Muhammad, 2021).

Uddin et al. (2018) asserted that from the beginning of the supply chain management process, to ensure customer satisfaction, the entire business process should ensure ethical practices such as making payments on time, minimizing the environmental impact from the business, careful utilization of resources and consideration to use recycling options, etc.

Gilbert (2018) opined that adhering to ethical practices in every level of business can create a positive impact on the customers and it can lead to long term positive customer relationships with the products or services. He stressed sthat economic and legal corporate responsibility lay the groundwork for corporations to move into ethical social responsibility, which means doing the right thing at all levels of business. This ranges from paying employees a living wage to ensuring that the company one works with or patronizes is abiding by all labour laws.

Consumers are more likely to buy products and utilize services from companies they trust, and part of building that trust is abiding by the laws that regulate business. Paying the required

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taxes, adhering to labour laws and allowing inspections are all examples of legal social responsibility. It may sound basic, but not being attentive to legal obligations can lead to the business being sued and can hurt the business' reputation, and reputation is vital to firm marketing success (Friedman, 2020).

Environmental Responsibility

Environment is the circumstances, objects, or conditions by which one is surrounded. It includes a complex of physical, chemical, and biotic factors (such as climate, soil, and living things) that act upon an organism or an ecological community and ultimately determine its form and survival (Richard, 2022).

He stressed that environmental corporate social responsibility involves implementing environmental management systems, accounting for environmental risk or managing the supply chain.

The environmental dimension of corporate social responsibility considers the environment where the business organization survives. Business practices should be developed in such a way that they do not harm the environment. Thus, they should concentrate on developing practices in an environmentally friendly way (Ofori *et al*., 2014).

Mujahid *et al.* (2014) opined that the corporate social responsibility (CRS) movement expects companies to go above and beyond compliance with the laws but to make a positive contribution to environmental quality. All companies are subject to environmental laws and regulations regarding pollution emissions, the handling of dangerous materials, and protection of natural resources. A frequent focus on climate change and the emission of greenhouse gases, for example, Amazon created what it called its Climate Pledge, a commitment to be carbon neutral across its broad business operations. Even the smallest businesses can adopt programs to recycle materials, use solar energy, minimize waste, or take other measures to protect the environment (Omwega, 2014).

Arsic et al. (2017) insisted that even though corporate social responsibilities had an interest in implementing environmental protection activities to win positive public opinion and support from society, it needs to be more than fulfilling the legal requirements.

Uddin *et al.* (2018) asserted that the normally negative effects of environmental impacts occurred because of business operations like pollution and overuse of natural resources. Many researchers try to find the positive effect between environmental corporate social responsibility activities and their economic outcome, because some scholars state that there is no positive connection between investment in environmental corporate social responsibility activities and corporates' better outcome in terms of management (Friedman, 2020).

In addition to ensuring ethical workplace practices, firms should also look at the environmental impact they make. If possible, consider using recycled materials and clean energy. Firms go beyond meeting the minimum environmental requirements and look at how they can exceed those requirements, which gives consumers a good impression of their brand.

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Economic Responsibility

Osemene (2012) asserted that economic responsibility refers to the responsibility that obligates a firm to make profit, provide jobs, and create products that satisfy customer demand. The most common goal of many business organizations is to make profits. Economic social responsibility starts with being profitable. It was identified that, before giving it back to society, the business must make enough income for survival and growth. This sustainability concept includes paying what is necessary for the stakeholders of the business, such as providing profits to shareholders of the business, paying wages to employees, tax payments to the government and making payments related to the supply chain of the business.

Adebayo and Oluwatoyosi (2012) affirmed that businesses can show their economic social responsibility by being transparent to all the interested parties regarding the financial status of the business. This can be achieved by providing true and accurate details about the financial status of the business to the required parties.

Economic social responsibility begins with being profitable. Before a business can give back, it must be sustainable. Sustainability includes making profit for shareholders, paying its employees an appropriate wage, paying business taxes and meeting other financial obligations. Corporations can show economic social responsibility by being transparent with all stakeholders regarding the financial status of their business (Caroll, 2021).

Discretionary Responsibility

Discretionary social responsibility can be defined as the process of using a company's time and resources to contribute to the community at large in whatever way is meaningful for its brand. This may include providing employees with opportunities to volunteer; donating money, services or products to charitable organizations; or initiating its own charitable organization that ties into the company's mission and goals. A firm may want to support multiple organizations or simply focus its efforts on one or two meaningful ones (Zu, 2019).

Tilt (2019) asserted that most business organizations use their resources and time for the benefit of society by conducting initiatives to improve society and the environment. These types of corporate social responsibility initiatives are considered discretionary social responsibility activities. These activities are mostly carried out in a way that is meaningful for the community as well as to the brand.

Corporate social responsibility shows that a company is about more than just the numbers. It shows that the company cares about its impact on the world, which appeals to consumers who want to feel good about the products they buy. By trying to be socially responsible, a firm ensures that it leaves a lasting, positive impact (Dandago & Muhammad, 2021).

Uddin *et al.* (2018) buttressed that the initiatives can be conducted by providing opportunities for the employees to contribute their time, money, or skills for the activities, or the initiative can happen through charitable organizations that are linked to the company's vision and mission. These types of corporate social initiatives ensure to convey a message to the public that the business is not only considerate about achieving profits but also about making the world a better place for the present and future generations. This can lead to creating a strong positive impact on the potential customers of the products (Uddin *et al.*, 2018).

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Concept of Marketing Performance

Marketing performance is defined as the measure of attained marketing wins, by matching marketing inputs against outputs in terms of net profit, market share, and sales growth within a given period (Wali & Opara, 2012). Thus, if revenues are higher than the value of input resources, this means a positive marketing performance, whereas if the value of input resources is higher than revenues, it indicates a negative marketing performance. Summarily, marketing performance is an evaluation of the attained marketing goals vis- a-vis marketing vision, mission and objectives within the period under review (Wali & Opara, 2012).

Marketing performance focuses on assessing how well customer preferences are won and retained, factors that contribute to the stimulation, facilitation and acceleration of sales, and how these impact overall firm performance. Marketing performance evaluations can contribute to the following four functions: annual-plan control, profitability control, efficiency control, and strategic control. The first and last function differ from each other in the sense that annual-plan control attempts to evaluate if planned results are realized, while strategic control strives to assess if the best market, product, and channel opportunities are pursued (Kotler & Keller, 2016; Alsem, 2017).

Customer Satisfaction

Customer satisfaction is a measure of how well the products and services provided by a company meet or exceed customer expectations (Fornell, 2012), while satisfaction is defined as a consumer's emotional reaction to an experience with a product or service (Brookes, 2015). Leisen and Vance (2021) defined customer satisfaction as an individual's internal feelings, which may be satisfied or dissatisfied, because of an assessment of the services provided to an individual concerning what they expected from an organization.

Kotler et al. (2022) asserted that customer satisfaction is the level of an individual's sensory state as measured by the results obtained from consuming a product or service that meets the individual's expectations. Customer satisfaction reflects expectations before and after a customer buys a product or service. Zu (2019) affirmed that customer expectations are based on previous shopping experiences, recommendations from friends and coworkers, and information from the seller and its competitors. The level of satisfaction depends on the difference between the perceived outcome and the expected outcome. The customer is dissatisfied if the perceived outcome is less than the expectation, satisfied if the perceived outcome matches the expectations, and extremely satisfied if the perceived outcome exceeds the expectations.

Fornell (2012) argued that customer satisfaction is one of many businesses' vital concerns. In particular, a company's corporate social responsibility activities can create a good impression on customers that improves the customers' attitude and evaluation toward the company. Thus, corporate social responsibility is a mechanism to support companies in understanding their customer satisfaction better. Moreover, the level of customer satisfaction is regularly evaluated through surveys or interviews to see how well the firm satisfies customers' demands compared to its competitors in the market. As a result, companies can update customer service policies on time to aim for business improvement.

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Concept of Customer Loyalty

Oliver (2013) defined customer loyalty as a deeply held commitment to rebuild and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviours. Griffin (2012) viewed customer loyalty as the strength of the relationship between an individual's relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level.

Customer satisfaction produces a positive financial result, especially in regular purchases. Jiang and Zhang (2016) asserted that in today's unforgiving market, creating and maintaining customer loyalty is more complex than it used to be in the past years due to technological breakthroughs and widespread internet use. Loyalty building in a company requires the company to focus on the value of its products and services and to show interest in fulfilling the desires of or building relationships with customers (Griffin, 2012). Customer loyalty is an ongoing positive relationship between a customer and a business. It is what drives repeat purchases and prompts existing customers to choose a company over a competitor offering similar benefits (Dick & Basu, 2014). Jiang and Zhang (2016) opined that customer loyalty is a vital source of competitive advantage for different companies. However, customer loyalty is regarded as a challenging issue for existing corporations, especially in competitive markets (Nyadzayo & Khajehzadeh, 2016).

Dick and Basu (2014) conceptualized customer loyalty based on the relationship between relative attitude and repeat patronage behaviour. In other words, customer loyalty includes attitudinal and behavioural dimensions, where relative attitude refers to attitudinal dimension of loyalty and repeats patronage behaviour refers to behavioural loyalty. They argued that integrating attitude dimension into the loyalty model (patronage behaviour) would enhance its predictive ability (Dick & Basu, 2014). More specifically, attitudinal loyalty refers to customer's emotional attachment while behavioural loyalty refers to customer's actual behaviour.

Dick and Basu (2014) postulated that in this regard, marketing scholars are advised to use both attitudinal and behavioural dimensions of loyalty in their actual measurements and studies. Employing composite or integrated loyalty measurements can be considered highly critical in order to have a better understanding of customer loyalty.

Nyadzayo and Khajehzadeh (2016) asserted that customer loyalty can be characterized as one of the most important successful measurements for different businesses in the marketplace. They opined that marketing practitioners should ultimately embrace appropriate marketing strategies and approaches to maintain loyal customers towards their businesses.

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RELATED EMPIRICAL STUDIES

Bolande *et al.* (2022) examined the effect of corporate social responsibility and the profitability of Nigerian banks. The study concluded that corporate social responsibility has a significant positive effect on the profitability of Nigerian banks.

Richard (2022) examined corporate social responsibility and financial performance of quoted manufacturing companies in Nigeria. The study concluded that corporate social responsibility has a significant relationship with financial performance of quoted manufacturing companies in Nigeria.

Olayinka and Temitope (2021) used a qualitative research method to examine the relationship between corporate social responsibility and financial performance in Nigeria. The result showed that corporate social responsibility had a positive and significant relationship with the financial performance measures.

Ashraf *et al.* (2017) examined the impact of corporate social responsibility on banks' financial performance of Islamic and Conventional banks in Pakistan and Bangladesh. The findings of the study revealed that corporate social responsibility had a significant impact on banks' performance of Islamic and Conventional banks in Pakistan and Bangladesh.

Usman and Amran (2015) carried out a study on corporate social responsibility practice and financial performance evidence from Nigerian companies. The findings revealed that corporate social responsibility practice had a significant relationship with the financial performance of Nigerian companies.

Andy *et al.* (2015) x-rayed corporate social responsibility practices and marketing performance in the banking sector of Nigeria. The study revealed that there is a significant relationship between corporate social responsibility practices and marketing performance in the banking sector of Nigeria.

Abdulrahman (2014) examined the influence of corporate social responsibility on total assets of quoted conglomerates in Nigeria. The study concluded that corporate social responsibility had a significant influence on total assets of quoted conglomerates in Nigeria.

Richard and Okoye (2013) examined the effect of corporate social responsibility on the deposit money banks in Nigeria. The study revealed that corporate social responsibility has a great impact on society by adding to the infrastructure and development of society.

Uadiale and Fagbemi (2012) x-rayed the impact of corporate social responsibility on firms' financial performance in Nigeria. The study found that corporate social responsibility has a positive and significant impact on firms' financial performance in Nigeria.

El Ghoul *et al.* (2012) examined the effect of corporate social responsibility on the cost of equity capital for a large sample of United States (U.S.) firms. The study concluded that corporate social responsibility has a significant effect on the cost of equity capital for a large sample of United States (U.S.) firms.

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METHODOLOGY

The research design for the study was a descriptive survey. The study adopted a structural questionnaire for data collection. The sample size for the study was 40 respondents from First City Monument Bank, Union Bank Plc and Access Bank Plc. However, the unit of analysis for the research were tellers, managers, regular customers, cashiers and internal auditors. A judgmental sampling was used to select the 40 respondents of the three banks earlier mentioned that were operating in Bori, Rivers State. The Pearson Product Moment Correlation (PPMC) statistical technique was used to analyse the data with the aid of Statistical Package for Social Science (SPSS) to generate the statistical results for the study.

RESULTS

Testing of Hypotheses

Statement of Hypotheses 1:

HO_1: There is no significant relationship between ethical responsibility and marketing performance of banks in Bori.

Table 1: Correlation between ethnical responsibility and marketing performance of banks in Bori.

		EtR	MP
EtR	Pearson Correction	1	.929’’
	Sig (2 tailed)		.000
	N	40	40
MP	Pearson Correction	.929’’	1
	Sig (2 tailed)	.000	
	N	40	40

** Correction is significant at the 0.05 level (2-tailed)

Source: *SPSS Output (2023).*

The result shows the relationship between ethical responsibility and marketing performance of banks in Bori, with a correlation coefficient of 0.929** and a p-value ($p = 0.000$) less than 0.05, indicating that there is a significant relationship between ethical responsibility and marketing performance of banks in Bori. The null hypothesis, which states that there is no significant relationship between ethical responsibility and marketing performance of banks in Bori, was rejected, while the alternate hypothesis—there is a significant relationship between ethnical responsibility and marketing performance of banks in Bori—was upheld.

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Statement of Hypotheses 2:

HO2: There is no significant relationship between environmental responsibility and marketing performance of banks in Bori.

Table 2: Correlation between environmental responsibility and marketing performance of banks in Bori.

		EnR	MP
FM	Pearson Correction	1	.900’’
	Sig (2 tailed)		.000
	N	30	30
MP	Pearson Correction	.900’’	1
	Sig (2 tailed)	.000	
	N	30	30

** Correction is significant at the 0.05 level (2-tailed)

Source: *SPSS Output (2023).*

The table shows the relationship between environmental responsibility and marketing performance of banks in Bori, with a correlation coefficient of 0.900** and a p-value ($p = 0.000$) less than 0.05, indicating that there is a significant relationship between environmental responsibility and marketing performance of banks in Bori. The null hypothesis, which states there is no significant relationship between environmental responsibility and marketing performance of banks in Bori, was rejected, while the alternate hypothesis—there is a significant relationship between environmental responsibility and marketing performance of banks in Bori—was upheld.

Statement of Hypotheses 3:

HO3: There is no significant relationship between economic responsibility and marketing performance of banks in Bori.

Table 3: Correlation between economic responsibility and marketing performance of banks in Bori.

		EcR	MP
EcR	Pearson Correction	1	.986’’
	Sig (2 tailed)		.000
	N	40	40
MP	Pearson Correction	.986’’	1
	Sig (2 tailed)	.000	
	N	40	40

** Correction is significant at the 0.05 level (2-tailed)

Source: *SPSS Output (2023).*

The result in the table shows the relationship between economic responsibility and marketing performance of banks in Bori, with a correlation coefficient of 0.986** and a p-value ($p = 0.000$) less than 0.05, indicating that there is a significant relationship between economic

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responsibility and marketing performance of banks in Bori. The null hypothesis, which states there is no significant relationship between economic responsibility and marketing performance of banks in Bori, was rejected, while the alternate hypothesis—there is a significant relationship between economic responsibility and marketing performance of banks in Bori—was upheld.

Statement of Hypotheses 4:

HO_4: There is no significant relationship between discretionary responsibility and marketing performance of banks in Bori.

Table 4: Correlation between discretionary responsibility and marketing performance of banks in Bori.

		DIR	MP
DIR	Pearson Correction	1	.932’’
	Sig (2 tailed)		.000
	N	40	40
MP	Pearson Correction	.932’’	1
	Sig (2 tailed)	.000	
	N	40	40

** Correction is significant at the 0.05 level (2-tailed)

Source: *SPSS Output (2023).*

The result reveals a significant relationship between discretionary responsibility and marketing performance of banks in Bori, with a correlation coefficient of 0.932** and a p-value ($p = 0.000$) less than 0.05, indicating that there is a significant relationship between discretionary responsibility and marketing performance of banks in Bori. The null hypothesis, which states that there is no significant relationship between discretionary responsibility and marketing performance of banks in Bori, was rejected. While the alternate hypothesis—there is a significant relationship between discretionary responsibility and marketing performance of banks in Bori—was upheld.

DISCUSSION

The first hypothesis ($H0_1$) sought to determine that there is no significant relationship between ethnical responsibility and marketing performance of banks in Bori. The result revealed there is a statistically significant relationship between ethical responsibility and marketing performance of banks in Bori, thus leading to the rejection of hypothesis (HO_1), which states there is no significant relationship between ethical responsibility and marketing performance of banks in Bori, and the acceptance of the alternative hypothesis (H_1)—there is no significant relationship between ethical responsibility and marketing performance of banks in Bori. This explained that firms’ indulgence in ethical responsibility results in increased marketing performance of banks in Bori.

The second hypothesis ($H0_2$) sought to determine that there is no significant relationship between environmental responsibility and marketing performance of banks in Bori. The result

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revealed there was a statistically significant relationship between environmental responsibility and marketing performance of banks in Bori, thus leading to the rejection of the null hypothesis (HO_2), which states there is no significant relationship between environmental responsibility and marketing performance of banks in Bori, and the acceptance of the alternate hypothesis (H_2)—there is a significant relationship between environmental responsibility and marketing performance of banks in Bori. Hence, firms' environmental responsibility results in increased marketing performance of banks in Bori.

The third hypothesis (HO_3) sought to determine that there is no significant relationship between economic responsibility and marketing performance of banks in Bori. The result revealed there is a statistically significant relationship between economic responsibility and marketing performance of banks in Bori, thus leading to the rejection of hypothesis (HO_3), which states there is no significant relationship between economic responsibility and marketing performance of banks in Bori, and the acceptance of the alternative hypothesis (H_3)—there is a significant relationship between economic responsibility and marketing performance of banks in Bori. This explains that firms' indulgence in economic responsibility results in increased marketing performance of banks in Bori.

The fourth hypothesis ($H0_4$) sought to determine that there is no significant relationship between discretionary responsibility and marketing performance of banks in Bori. The result revealed there was a statistically significant relationship between discretionary responsibility and marketing performance of banks in Bori, thus leading to the rejection of hypothesis ($H0_4$), which states that there is no significant relationship between discretionary responsibility and marketing performance of banks in Bori, and the acceptance of the alternate hypothesis (H_4)—there is a significant relationship between discretionary responsibility and marketing performance of banks in Bori. This explains that firms' indulgence in economic responsibility results in increased marketing performance of banks in Bori.

CONCLUSION

Based on the findings, the study concluded that there is a significant positive relationship between ethical responsibility, environmental responsibility, economic responsibility and discretionary responsibility, and marketing performance of banks in Bori. Hence, corporate social responsibility had a significant positive influence on marketing performance of banks in Bori. This reveals that banks in Bori can influence their marketing performance through the utilization of ethical responsibility, environmental responsibility, economic responsibility and discretionary responsibility as a unit increase in corporate social responsibility was found to increase marketing performance rate in selected banks in Bori.

RECOMMENDATIONS

Based on the findings sand conclusion, the following recommendations were made:

1. The management of banks in Bori should ensure that they adhere to ethical practices at all levels of the business to create a positive impact on the customers.

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2. The management of the banks in Bori should concentrate on developing the environment in a friendly way, so as to benefit all stakeholders.

3. The management of banks in Bori should be committed to its social responsibility by being transparent with all stakeholders regarding their financial status.

4. The management of banks in Bori should ensure their resources and time are used for the benefit of society and the environment at large.

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