

Socially responsible investments among savings banks and credit unions: empirical findings in the Spanish context

C. Valor Martínez; R.J. Palomo Zurdo; J. Iturrioz del Campo; J.L. Mateu Gordon

Abstract-

This article examines the socially responsible offer of savings banks and credit unions in Spain. In particular, it has been analysed their perceived commitment with socially responsible investments, their product portfolio, their marketing strategy, and their reported forecasts of future growth. The findings lead us to conclude that a socially responsible market in Spain is at an introductory stage among credit unions, and at a growth stage among savings banks. The paper outlines managerial implications for marketing managers so as to reap the potential benefits derived from this approach to investment.

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