



Analysis of the relationship between corporate social responsibility and resistance to negative information in users of electronic wallets in Mexico and Colombia

Análisis de la relación entre la responsabilidad social empresarial y la resistencia a la información negativa en usuarios de monederos electrónicos en México y Colombia

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Abstract

Corporate social responsibility (CSR) in the business environment is essential in promoting responsible consumption decisions. Effective management of CSR communications prioritizes, among other aspects, the external processes that influence customer response behavior. For this reason, the authors aimed to investigate the relationship between the perception of Corporate Social Responsibility (CSR) and resistance to negative information (RNI) among users of the leading electronic wallet services in Mexico and Colombia. Through the development of quantitative research, which surveyed 415 active users of electronic wallets, it is evident that the two variables have a medium degree of association in both Mexico and Colombia. The results indicate that the support behavior of users of these electronic services towards their suppliers is now largely unaffected by minor inconveniences, as the perceived lack does not compromise trust in the company, thanks to the organization's accurate perception of responsibility. Although the research is not free of limitations, which for this work was the age disparity, it is concluded that CSR strategies can be formulated typically for all users without going into detailed demographic segmentation actions, since users, in general, increase their RNI when they perceive an increase in CSR actions.

Keywords: E-wallets, consumer behavior, conative component, segmentation, strategy.

Resumen

La responsabilidad social empresarial (RSE) en el ambiente de los negocios es importante para promover decisiones de consumo responsable. Un adecuado manejo de las comunicaciones de RSE favorece, entre otros aspectos, los procesos externos de comportamientos de respuesta de los clientes. Es por ello que, los autores se plantean analizar la relación entre la percepción de la RSE y la resistencia a la información negativa (RIN), en los usuarios de los principales servicios de monederos electrónicos en México y en Colombia. Mediante el desarrollo de una investigación cuantitativa, que encuestó a 415 usuarios activos de los monederos electrónicos, se evidencia que las dos variables tienen un grado de asociación medio tanto en México como en Colombia. Los resultados favorecen un comportamiento de respaldo de los usuarios de estos servicios electrónicos hacia sus proveedores en el momento de presentar algún inconveniente menor, debido a que la falta percibida no destruye totalmente la confianza en la empresa, gracias a que la organización goza de una percepción acertada en temas de responsabilidad. Aunque la investigación no se encuentra exenta de limitaciones, que para dicho trabajo fue la disparidad etaria, se concluye que las estrategias de RSE pueden ser formuladas de forma común para todos los usuarios sin entrar a realizar acciones detalladas de segmentación demográfica, pues los usuarios en general aumentan su RIN cuando perciben un aumento en las acciones de RSE.

Palabras clave: Monederos electrónicos; comportamiento del consumidor; componente conativo; segmentación; estrategia.

INTRODUCTION

Social responsibility is a term that has grown in importance in all types of organizations since the end of the last century. In the debate on the results of Corporate Social Responsibility, it is recognized that the perception of these actions affects key indicators of competitiveness, such as profitability (Maury, 2022), profits obtained through customer satisfaction (Ghanbarpour & Gustafsson, 2022), and the value of the company (Fairhurst & Greene, 2022), among others.

A trend that is gaining strength in both scientific and business research is the perception of CSR activities among consumers. This topic is of interest in organizations' strategic planning due to its effect on their operational and financial results. This is partly explained by the fact that CSR initiatives promote responsible consumption decisions (Marquina & Reficco, 2015).

Undoubtedly, CSR actions influence society's positive perceptions of the company. Therefore, communicating such actions through marketing efforts can also impact other results, such as increased loyalty and trust among consumers (Iglesias *et al.*, 2020) and the creation of a favorable perception among external entities and investors (Bloom *et al.*, 2006).

In addition, this contributes to the company becoming an example and benchmark in the industry, where it excels by strengthening the organization's image, brand credibility, and corporate reputation (Hur *et al.*, 2014; Švermová, 2022). In this way, it impacts issues of attraction, recruitment, and retention of human talent by influencing aspects such as work motivation, organizational trust, and employee commitment (Loor *et al.*, 2022; Lin *et al.*, 2022).

As can be seen, the effects of CSR perception vary widely across various indicators of interest. The relevance that consumers attach to these actions can even compensate for aspects such as low brand strength or a limited advertising budget (Van Doorn *et al.*, 2017). That is, CSR efforts that the consumer perceives as compensating for other aspects in which the organization might have weak performance. It is through the company's communication strategy that consumers perceive CSR, so it is of interest to examine this in relation to the resistance to negative information that users of a specific service may develop.

This manuscript examines the relationship between Corporate Social Responsibility and Responsible Natural Investment from the consumer's perspective in the context of e-wallets. This payment system has shown significant growth in recent years. Consumers are expected to remain attracted to the use of these services, although adoption rates have varied across countries and are primarily driven by utility aspects (Teng & Khong, 2021; Pham, Hoang & Do, 2021; Shaw *et al.*, 2022; Shetu *et al.*, 2022). This form of payment has been experiencing significant growth in emerging markets; however, research has primarily focused on developed

economies (Kaur *et al.*, 2020), with limited information available on other contexts, such as Latin American countries like Mexico and Colombia.

Globally, the number of e-wallet users is steadily increasing. According to data from Statista (2022), it is estimated that by 2022, the value of transactions made through digital payments in Mexico will reach US\$71.1 billion, representing a 15.2% growth in transaction value. For Colombia, the estimated total is 11.6 billion for the sum of transactions, with a 12.5% growth in transaction value (Statista, 2022). The above is stimulated even by the changes that occurred in the context of the COVID-19 pandemic, particularly in the digital transformation of payments.

This highlights the significance of this sector for the global economy and underscores the need to provide key elements that contribute to understanding its performance. Thus, the relevance of the research lies in the contribution of empirical evidence regarding the association between users' perception of CSR and their appreciation of the brand, specifically in relation to the RNI. In Latin American contexts, the above presents similarities in terms of the increase in this form of payment, motivated not only by the digital transformation in the context of the pandemic but also supported by government policies that have made this medium an effective instrument for distributing resources to beneficiaries of social programs.

This study aimed to analyze the relationship between users' perception of Corporate Social Responsibility and their resistance to negative information among users of primary electronic wallet services in Mexico and Colombia. This research employed a non-experimental design with a quantitative approach, an analytical scope, and a cross-sectional design. The data were collected in January and February 2022, using a survey technique that involved administering a questionnaire electronically.

Data analysis was performed using Minitab18 software. The results are helpful in understanding the importance of socializing CSR actions for service providers as a strategy for strengthening their brand. Comparing similar contexts with providers of similar services in terms of coverage and market segment served will analyze the variables that influence the definition of CSR strategies and their communication in the markets. It will also be helpful in identifying the similarities and differences perceived by users in different geographical locations.

The document is organized in sections: as an initial point, it contains a punctual review of the concepts associated with the variables of interest (CSR and RNI), as well as the identification of the background of these elements in the business context associated with their behavior in the banking sector, to which electronic wallet payment operations belong. Subsequently, the methodology used in the research, the analysis of the results, and the conclusions are presented. The results contribute to the literature on CSR and enhance understanding of the effects of CSR about other variables of interest, specifically the RNI.

LITERATURE REVIEW

CSR has been approached from different conceptual proposals, with a variety of positions that ultimately converge on a common point: the recognition of companies' role in the sustainability not only of business operations but of society as a whole.

Corporate Social Responsibility

The concept of CSR

The concept of CSR has had an outstanding evolution since the middle of the last century, following the publication of Bowen's work in 1953, in which he states that CSR refers to "the obligations of businessmen to apply policies, make decisions or follow courses of action that are desirable in terms of the goals and values of our society" (Carroll, 1999, p.6). In 1960, Frederick indicated that CSR refers to "a public stance toward the economic and human resources of society and a willingness to consider that these resources are used for social purposes, not simply for the interests of private individuals and corporations" (Duque *et al.*, 2013, p, 60). Friedman (1970) questions some of the proposals regarding CSR and points out that it should combine several elements, such as the allocation of resources, profit-making, and transparency, all within an open competition free from deception.

A review of the history of this term's evolution reveals conceptual dynamism, primarily during the latter half of the 20th century. In the 1970s, significant contributions were made to the definition of this construct, including the definition of Corporate Social Responsibility, which differentiates social responsibility (SR) from other forms of responsibility, such as those of non-business organizations (Carroll, 1999). Another significant contribution was made by Freeman (1984), who introduced the concept of social responsibility by emphasizing the importance of identifying the groups or interested parties associated with companies through the term "stakeholders." Drucker (1984) states that CSR is "converting a social problem into economic opportunity and economic benefit, into productive capacity, into human skills, into well-paid jobs and wealth" (p.10).

In the 1980s, progress was made in the development of measuring instruments for assessing their application in organizations. In the 1990s, contributions focused on strengthening both CSR measurement processes and theoretical foundations. Likewise, during the 1990s, CSR issues involved aspects such as the theory of business ethics and corporate citizenship (Carroll, 1999).

Although there is still no consensus as to the precise definition of CSR, there are some common conceptions regarding the meaning of its application. A socially responsible company is one that consciously recognizes that achieving its organizational objectives must be carried out within a framework of respect for ethics, the people with whom it interacts (both internally and externally), the

environment, and the community (CEMEFI, 2022). In this way, through its actions, it demonstrates a genuine commitment to achieving the common good (Barragán *et al.*, 2020).

The central CSR model comprises three dimensions: economic, social, and environmental. For each of them, actions with external and internal orientations are required (Spiller, 2000; Mishra & Suar, 2010; Landázuri *et al.*, 2018). The economic dimension is internally oriented towards creating added value among collaborators and shareholders through equity, fairness, and market conditions, thereby generating profits and healthy finances. At the same time, externally, it is manifested through the distribution of goods and services to the community, as well as through contributions to public causes via tax payments.

The social dimension, internally, involves a shared responsibility between the company and stakeholders to promote the quality of life at work and enhance productivity. The external approach is promoted through collective actions that contribute to social awareness programs or the expansion of the entrepreneurial spirit. Finally, the environmental dimension internally seeks to improve environmental performance with a sustainable approach to maximize the use of resources and natural inputs; in its external orientation, it is aimed at promoting the protection and restoration of the environmental heritage with actions that generate values in stakeholders, in order to raise awareness of the importance of this component.

Effects of Corporate Social Responsibility

The implementation of CSR actions is a crucial element for management because it favors the creation of relationships with all stakeholders. Although studies initially focused on analyzing the economic performance of such actions, they now also examine the impact of CSR practices on the intangibles of organizations (Castaño & Arias, 2021). For example, some researchers say that CSR influences the financial performance of companies, their market value, and financial risk (Belasri *et al.*, 2020), in addition to affecting profitability indicators (Nizam *et al.*, 2019) and brand value (Guzmán & Davis, 2017).

In this regard, Fayad, Ayoub & Ayoub (2017); Belasri *et al.* (2020); and Kabir & Chowdhury (2022) identified that CSR actions have a positive effect on banks' performance efficiency. Although Belasri *et al.* (2020) acknowledge that this only occurs in developed countries where corporate culture has a strong stakeholder orientation, in developing countries, a set of environmental characteristics affects the favorable impact of CSR on bank efficiency.

Concerning corporate performance indicators, Gaies and Jahmane (2022) found that in the European banking sector, the results of CSR actions contribute to improving stability, while negative results in this area have the same effect on the profitability of these institutions. The authors acknowledge that there are differences between the CSR practices of banks in their home countries and abroad.

Zhou et al. (2021) found that the effect of corporate social responsibility on financial performance in the banking sector in China is negative in the short term but positive in the long term.

From another perspective, it has been demonstrated that the attributes associated with altruism are aspects that consumers consider when assessing the trustworthiness of a company linked to social causes (Alcañiz et al., 2010) and when forming an intention to purchase a brand (Rangel et al., 2022). This suggests that companies should be aware that consumers perceive the organization's responsible actions in a differentiated manner, as well as the actions carried out by the brand. Therefore, it is likely that for brands owned by the same corporation, there may be different perceptions of CSR, so the consumer's point of view should be considered when implementing marketing strategies (Grohmann & Bodur, 2015).

In this sense, the role of the consumer is crucial when measuring the effects of CSR actions. According to Currás (2018), the customer builds an image of the company in relation to its social commitment and, consequently, modifies consumption decisions. Thus, when a company undertakes activities that aim to positively impact society, these initiatives have repercussions on its marketing performance. Specifically, in the banking sector, it has been confirmed that CSR practices have an impact on purchase intention (Fatma & Rahman, 2016), perception of quality in service, and customer loyalty (Goyal & Chanda, 2017).

However, this effect varies across each of the CSR dimensions, as actions associated with internal social dimensions have a positive relationship with bank performance. In contrast, environmental dimensions show no relationship (Moufty et al., 2021). The latter finding is consistent with those from other business contexts, both within different industry sectors and geographical settings (Farooq et al., 2017; Amezcua et al., 2018).

Additionally, CSR activities serve as a means by which consumers form affective bonds with the company or its brand. Vlachos and Vrechopoulos (2012) suggest that when customers purchase products from a socially responsible brand, they feel good about themselves, thereby increasing their self-definition and self-expression. Won-Moo, Tae-Won & Kim (2020) found that CSR has a positive influence on consumer loyalty through emotionally charged processes, triggering strong brand attachment.

These authors suggest that banks can foster long-term relationships with their users by adopting moral and ethical practices, such as social responsibility and environmental awareness (Won-Moo et al., 2020). Levy & Hino (2016) highlight the success of companies that strive for a brand personality based on corporate social responsibility, as the result is reflected in a strong attachment from their consumers, thereby forging a long-lasting relationship between companies and customers.

Ultimately, existing studies suggest that the impact of CSR on bank performance remains a matter of controversy. One school of thought suggests that banks may

be reluctant to engage in corporate social responsibility due to the associated costs. Another strand highlights that CSR has a favorable influence on financial performance through its positive impact on reputation (Belasri *et al.*, 2020). As Bhattacharya, Korschun & Sen (2009) point out, companies require a more detailed understanding of CSR actions and the different responses to these initiatives.

Importance of communication of CSR actions

Several studies have emphasized the importance of effectively communicating CSR actions in achieving a positive impact on the organization's perception (Viererbl & Koch, 2022). Evidence indicates that CSR dimensions are differently linked to organizational trust and reputation, such that the perception of these dimensions leads to different consumer behaviors and attitudes (Hui-Wen *et al.*, 2022).

Also, perception of CSR performance has been found to be positively associated with the persistence of CSR disclosure (Kamaludin *et al.*, 2022). Therefore, it is essential to understand this perception in order to design effective CSR communication strategies tailored to the organization's various audiences. Proper CSR communication has a positive and lasting effect on consumers' perception of corporate reputation; however, a self-promotional tone in such communication should be avoided, as it has an inverse effect on consumer trust and corporate reputation (Kim, 2019).

Together with the efforts made by the company or brand in terms of CSR communication strategies, the consumer becomes a powerful sender of information, which, in opportunities, surpasses traditional communication tools, such as advertising (Silva *et al.*, 2021). The process of customer participation in relation to the search, creation, circulation, and exchange of commercial information is a voluntary action that impacts other consumers both positively and negatively. For example, Silva *et al.* (2021) confirm that a favorable perception of CSR by consumers leads to three types of desirable behaviors in the co-creation of value for the company: positive word-of-mouth, feedback, and recommendations.

Similarly, Valor, Antonetti and Zasuwa (2022) analyze the counterpart of CSR, identified as Corporate Social Irresponsibility (CSI). The study suggests that consumers can punish the brand or develop negative emotions towards it as a result of poor practices or crises that are not handled properly, highlighting the importance for management to establish policies and actions for an effective response and communication in the face of crises. This aspect is very significant, significantly, when the rise of social media, including YouTube, Instagram, Twitter, Facebook, and other online discussion spaces, increases the dissemination of information in general and negative information in particular (Wang *et al.*, 2022).

When customers perceive that a brand has failed to fulfill its promises and obligations, it can trigger an intense reaction of indignation, resentment, anger, and betrayal (Coyle *et al.*, 2019; Liu *et al.*, 2020). These reactions are made known

through negative communication that affects the company's reputation while decreasing its sales (Chevalier & Mayzlin, 2006).

As can be seen, negative information about a company can have a disproportionate impact on consumer attitudes and behavior. In contrast, the literature also indicates that CSR can mitigate negative judgments, thanks to the favorable perception that consumers have of organizations that engage in "good deeds" (Eisingerich *et al.*, 2011). This favorability translates into a mechanism that protects the integrity of the brand or the company's image, as represented by the user's resistance to negative information.

Resistance to negative information

Recognizing that we live in an era of ever-increasing online reviews and diverse content, questions arise about how consumers respond to negative information. Su *et al.*, (2022) suggest that an individual's positive relationships with exchange partners may serve as a mechanism to facilitate the processing of negative information. Particularly in marketing, consumers often consider the brand or company a partner in the business relationship (Cristela *et al.*, 2019).

Consequently, any negative information affecting the brand image would conflict with the affective and cognitive elements that loyal consumers value. Therefore, a predictable response to demonstrate support for the organization is to minimize or ignore unfavorable comments (Elbedweihy *et al.*, 2016). This demonstration of endorsement is referred to as resistance to negative information, defined as the extent to which consumers do not allow destructive comments or reviews to diminish their overall view of a company (Eisingerich *et al.*, 2011).

Consumers may demonstrate a greater willingness to defend and support a company in the face of potential attacks when they become aware that the organization is socially responsible (Eisingerich *et al.*, 2011). For example, suppose the company effectively communicates sustainability initiatives and CSR practices. In that case, consumers are likely to perceive these actions as exemplary behavior, thereby neutralizing the impact of the information received about the brand's negative behavior (Brunk & De Boer, 2020).

However, it is not that immunity to negative information is created, but rather that the consumer's previous experiences have generated goodwill in him/her, which contributes to processing information differently (Peasley *et al.*, 2021). In other words, the effective communication of positive practices favors a bias that reduces the impact of negative information; however, a proactive communication strategy must be established.

In the banking sector, CSR practices have often been integrated into the business strategy; however, their success in defining corporate identity has been influenced by the communication strategies employed (Pérez & Rodríguez del Bosque, 2012). In this sense, it is common for CSR actions to be undertaken to strengthen aspects

such as the organization's reputation; these practices encompass a range of aspects that have diverse effects on the organization's results. Consequently, there is a clear need for further research into these practices in the relevant sector, particularly in the context of Latin America, as information on the subject is scarce (Rojas *et al.*, 2022).

This is also affected by the context in which the organization operates since the national culture affects the economic results of CSR actions (Cheung *et al.*, 2020), in addition to differences in the dissemination activities of CSR practices (Lu & Wang, 2021), and in the attitude of consumers towards this communication (Naatu *et al.*, 2022).

METHODOLOGY

A quantitative, analytical, and cross-sectional study was designed to determine the relationship between the perception of CSR among users of electronic wallet services and the resistance to negative information among customers of the main products in this category in Mexico and Colombia. Data processing was carried out using Minitab18 software.

Description of the units of analysis

The units of analysis or subjects of study are the users of electronic wallet purses. For Mexico, users of the E-Wallet 1 (EW1) were surveyed, and for Colombia, users of the EW2 and EW3 were contacted. The characteristic of these subjects is that they had a valid account in the service at the time of data collection.

In the case of Mexico, since EW1 services are offered nationwide, no geographic delimitation was specified regarding where users should be located; therefore, it is considered that they can be found anywhere in the country. A similar criterion was used for Colombia.

To obtain the information, a sample size calculation was conducted based on an infinite population, as the number of people with the digital wallet service active in the two countries at the time of the research is highly uncertain. We worked with a 95% confidence level and a maximum error of 4.8%, resulting in a sample size of 415 individuals.

A non-probabilistic sampling method by judgment was used to form the sample, and the instrument to be answered was provided to individuals who informed the interviewer that they had used the services referred to. The responses were obtained during January and February 2022. A total of 500 forms were sent, with participation from 209 subjects in Mexico and 206 in Colombia, resulting in a response rate of 83%. This response rate was sufficient to meet the number of elements required for a representative sample. In all cases, the criteria established by the bioethics

committees of the universities supporting this research were met, primarily in aspects related to data collection, information handling, and participant privacy preservation.

Techniques and instruments

The questions are closed-ended, and the variables studied are answered using a 5-level Likert-type scale, with definitions at the extremes, ranging from “totally disagree” (value of 1) to “totally agree” (value of 5). The questions used to measure the study variables were translated and adapted from the scientific literature. To measure CSR, we utilized the work of [Gatti, Caruana and Snehota \(2012\)](#). Those used to measure RNI were taken from [Bhattacharya and Sen \(2003\)](#).

In its application, this instrument reported adequate indicators to guarantee convergent validity, as all the loadings of the items used were significant and varied, with RSE ranging from 0.721 to 0.826, and RNI ranging from 0.707 to 0.840. The average variance extracted (AVE) was higher than 0.555. In terms of reliability values, the instrument achieved a Cronbach’s alpha coefficient of 0.892, with each variable exceeding the recommended threshold of 0.70 (RSE = 0.883 and RNI = 0.815).

RESULTS

The data analysis obtained made it possible to characterize the electronic wallet users in Mexico and Colombia and identify their perception of the service providers’ CSR. We also measured the RNI of the service users, and finally, we related both perceptions (CSR and RNI) and contrasted them according to the user’s gender, age, and level of schooling. The participant profiles are presented in [Table 1](#).

Table 1.

Profile of the participants in the study (absolute values)

	Feature	Mexico	Colombia
Sex	Man	106	92
	Woman	103	114
Age	14-21	41	42
	22-29	66	81
	30-37	29	46
	38-45	29	25
	46-53	26	8
	54-61	6	2
	Greater than 61	12	2

Maximum level of studies	No studies	4	0
	Primary Basic Education	14	5
	High school	105	75
	University studies	85	126
		n=209	n=206

Source: Authors' elaboration.

Most Mexican participants were men, representing 51% of the sample, whereas among Colombians, participation was greater among women, who accounted for 55% of the respondents. The average age of participants in Mexico was 33 years and in Colombia 30 years, with a greater dispersion in the case of Mexico ($\sigma = 12.4$ years). Most users in Colombia were between 14 and 45 years of age (94.2%), while in Mexico, the range was between 18 and 53 years of age (91.4%). In the case of schooling, the highest proportion of users in Mexico had a high school education (50.2%), while in Colombia, the highest percentage had a university education (61.2%).

In this analysis of the perception of CSR and RNI, the mean values for each variable were first identified. The results are summarized in [Table 2](#).

Table 2.

Perception of CSR and RNI

Country	Service Provider	Social Responsibility	Resistance to negative information
Mexico	EW1	3,3	2,8
		$\sigma=0,9$	$\sigma=1,01$
Colombia	EW2	3,8	3,3
	EW3	3,9	3,4
		$\sigma=0,71$	$\sigma=0,83$

Source: Authors' elaboration

The values obtained for both CSR and RNI were higher among users of electronic wallets in Colombia; in both Colombian services, the average register values are similar to each other and are higher than the mean value of the scale. The perception of CSR among consumers of the EW1 service is the lowest of the three services, as is the case with RNI, whose result is even lower than the mean value of the scale, which places it in a range of disagreement. Both RSE and RNI obtained more significant variability in the appraisals of Mexican users. To analyze the perception of CSR specifically, the evaluation of each of its dimensions was examined, as shown in [Figure 1](#).



Figure 1. Perception of CSR by users of e-wallet services in Mexico and Colombia.
 Source: Authors' elaboration

In each of the elements that make up CSR, the valuation is higher among users of wallet services in Colombia than in Mexico. However, in both cases, there is consistency in terms of the elements that users value most. In both contexts, compliance with international, national, and local regulations is highly valued by service customers, as is ethical behavior towards customers and maintaining a competitive position that positively impacts the country's economic growth.

Therefore, it is considered that the elements of CSR that clients most highly value are those that denote integrity in the provision of the service and the service itself. It is noteworthy that, for both Colombian and Mexican users, the perception of actions to finance social projects or activities, as well as donations to altruistic causes, were the lowest-rated dimensions, the result being very close to the average value on the scale.

In general terms, for users of EW1 (Mexico), the CSR actions linked to this service are rated above average on the scale, while for users of EW2 and EW3 (Colombia), the perception falls within the medium to high range. About the RNI, the perception of its elements is shown in **Figure 2**.

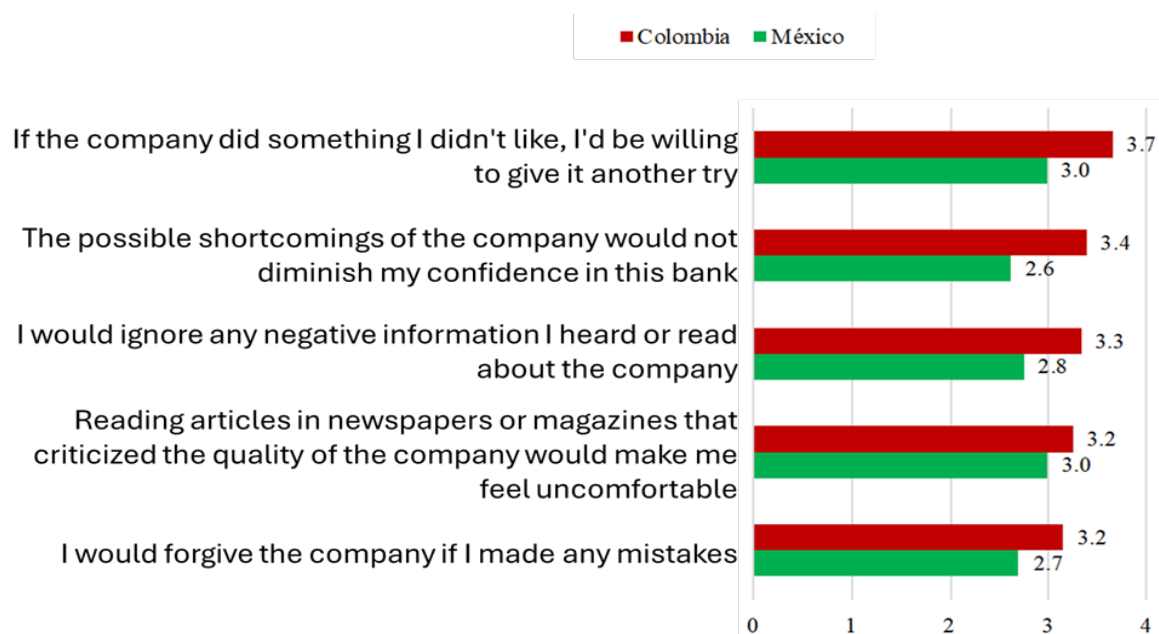


Figure 2. RNIs by users of e-wallet services in Mexico and Colombia
 Source: Authors' elaboration

Similar to the perception of CSR, the values obtained for each of the RNI elements were higher for Colombian users than for Mexican users. In both cases, there was a coincidence in that the highest value corresponded to the item indicating users' willingness to give the service provider a second chance after a negative experience.

From the perspective of Colombian users, the lowest values corresponded to the discomfort they felt when reading negative information about the organization and to forgiving the company for its mistakes. This last element also reported a lower score for Mexican users, together with the item indicating that the company's defects would not affect their trust in it. These results indicate that the RNI is lower for those behaviors directly linked to the trust that the user perceives in the service.

In general, the perception of RNI in the Colombian services was above the average level of the scale, while in the Mexican experience, this assessment remained below the average value.

To analyze whether the differences found in the perception of CSR and RNI are statistically significant, an analysis of variance (ANOVA) was performed, with a significance level of $\alpha = 0.05$, using Minitab software. Differences were compared based on sex, age, and schooling of the service users; the values obtained are shown in **Table 3**.

Regarding differences in perception associated with the sex of the participants, the p-values for CSR and RNI indicate that neither characteristic differs in evaluation between men and women. The same applies to the level of education of service users, indicating that the perception of CSR and RNI is independent of the level of education.

Table 3.

Analysis of variance of CSR and RNI concerning the sex, age, and education level of the service user

CSR Analysis of Variance						
Fountain	GL	SS Tight	HS Tight.	Value F	Value p	
Sex_Mx	1	0,405	0,4052	0,50	0,482	
Sex_Col	1	0,062	0,0620	0,12	0,727	
Age_Mx	42	49,67	1,1825	1,64	*0,015	
Age_Col	39	17,83	0,4572	0,89	0,664	
Studies_Mx	3	2,569	0,8563	1,05	0,370	
Studies_Col	2	0,098	0,04919	0,10	0,908	
RNI Analysis of Variance						
Fountain	GL	SS Tight.	HS Tight.	Value F	Value p	
Sex_Mx	1	0,308	0,3085	0,30	0,583	
Sex_Col	1	0,049	0,04883	0,07	0,792	
Age_Mx	42	58,78	1,3996	1,53	*0,033	
Age_Col	39	22,69	0,5819	0,81	0,783	
Studies_Mx	3	1,527	0,5091	0,50	0,684	
Studies_Col	2	1,279	0,6397	0,92	0,400	

Note: Mx = Mexico; Col= Colombia; SS Tight = Adjusted sum of squares; HS Tight = Tight Half Squares.

Source: Authors' elaboration, analyzed with Minitab18.

The only significant difference found is related to the age of the service user, and is present among consumers in Mexico, as indicated by a value of $p=0.015$ for CSR and $p=0.033$ for RNI. Since these values are below the significance level, it is confirmed that, for the EW1 service, the perception of the two variables differs by age group. This is not the case for Colombian users, whose results reflect similar perceptions for the three demographic variables analyzed. The examination of the data was complemented by correlation analysis, whose values are shown in **Tables 4** and **5** for Colombia and Mexico, respectively.

Table 4.

Correlations for e-wallet users in Colombia

	Age_Col	Magnitude	Studies_Col	Magnitude	CSR_Col	Magnitude
CSR_Col	0,005 n.s	Null	-0,030 n.s	Null		
RNI_Col	0,013 n.s	Null	-0,089 n.s	Null	0,435**	Media

Cell Contents: Pearson's Correlation. *** $p<0,001$; ** $p<0,01$; * $p<0,05$; n.s = no significant

Source: Authors' elaboration, analyzed with Minitab18.

It is possible to indicate that the results for Colombia show an independent behavior between the demographic variables, age and level of studies, associated with the study variables CSR and RNI. All correlation coefficients tend to a value of 0.0, and their p-values are not significant. However, a correlation of medium magnitude and positive direction is evident between the CSR and RNI variables.

*Table 5.**Correlations for e-wallet users in Mexico*

	Age_Mex	Magnitude	Studies_Mex	Magnitude	CSR_Mex	Magnitude
CSR_Mx	-0,063 n.s	Null	0,022 n.s	Null		
RNI_Mx	0,108 *	Casualty	0,026 n.s	Null	0,556***	Media

Cell content: Pearson's correlation. ***p<0.001; ** p<0.01; * p<0.05; n.s not significant.

Source: Authors' elaboration, analyzed using Minitab 18.

The results for electronic wallet users in Mexico show a similar trend to those obtained in Colombia when analyzing the association between demographic variables, such as age and level of education, with CSR. However, there is evidence of a low-magnitude positive correlation between age and RNI behavior.

Finally, the association between CSR and RNI shows a significant strength of association, an indicator shared by users of the EW1 (Mexico) and those of EW2 and EW3 (Colombia), with coefficients of 0.435 and 0.556, respectively. This significant and positive relationship between the two variables suggests that, as the perception of the first variable as an intentional action of the organization increases, the value of RNI response behavior among consumers also increases, and this occurs in a similar manner among users of the two countries studied.

DISCUSSION

The research among users of e-wallet services in Mexico and Colombia allowed identifying some characteristics referred to in the scientific literature in recent years, linked to the associations between CSR actions and general marketing variables (Iglesias *et al.*, 2020; Švermová, 2022). Some of these relationships have been proven in the banking sector (Fatma & Rahman, 2016; Goyal & Chanda, 2017), but specifically, the results of the present comparative study allow increasing the evidence for the CS,R and NIR relationship (Eisingerich *et al.*, 2011; Elbedweihy *et al.*, 2016; Won-Moo *et al.*, 2020; Brunk & De Boer, 2020; Peasley *et al.*, 2021).

The findings indicate that the correlation between CSR and RNI presents a greater magnitude in users of the EW1 service compared to the EW2 and EW3 services, with all of them exhibiting a directly proportional relationship. Thus, it is accurate to indicate that if the users of the services consider that their e-wallets carry out a greater number of CSR actions that benefit the population, their perception and way of processing the information related to the brand neutralizes the effect of the information received, and increases the RNI response behavior, which is consistent with the result of Brunk & De Boer (2020) and Peasley *et al.*, (2021).

It is also important to note that when measuring the CSR variable, the best evaluated item corresponds to the importance of compliance by the electronic wallet with existing regulations for its operation. The average scores for the two countries were close to the maximum score available for this statement, which is part of the

economic dimension of corporate social responsibility . On the other hand, the lowest average score was obtained for the item on company contributions to donations and social projects, which is part of the social dimension of CSR. This suggests the need to implement differentiated actions for each of the dimensions that make up this variable, as stated by [Landázuri et al. \(2018\)](#).

In relation to the RNI variable, the hierarchy of scores obtained can be interpreted in light of [Cristela et al.'s \(2019\)](#) statement, which suggests that consumers tend to consider the brand/company as a partner in their commercial relationship. Therefore, Mexican and Colombian users agree that, in the event of a failure associated with the wallet's general performance, which does not significantly affect the user, they are more inclined to provide a new opportunity for its use. On the contrary, if the wallet presents failures or errors in specific aspects of the service provision, users will adopt a more critical stance regarding the forgiveness expected from the brand.

Finally, regarding the differences in CSR actions and RNI behaviors that may arise from different contexts and national culture ([Cheung et al., 2020](#)), the evidence obtained indicates that despite finding higher scores in the variables studied in the Colombian territory, most of the tests of differences in this perception are not statistically significant, except for the one found for the variable age of the Mexican user.

The evaluation in Mexico identifies differences in the EW1 with reference to its CSR actions and post-consumer behavior associated with the RNI. Give this finding, it is worth noting that to access it is necessary to be over 18 years of age, so that the reasoning when scoring each of the questions can be more measured and thus evaluated with better financial ability than that achieved by Colombian users who have the possibility of opening the wallet from the age of 13.

CONCLUSIONS

The findings associated with the relationship between CSR and RNI are growing in the scientific literature. Specifically, it has been indicated that companies in the financial sector can build lasting relationships with their consumers if they adequately implement practices that their users value as moral and ethical. As a result, this leads current or potential clients to modify their consumption decisions, increasing their preference for the use of financial products from organizations that are well valued for their CSR actions, to the detriment of those that do not develop or communicate them adequately.

This research builds upon previous years' evidence of the association between CSR and RNI variables by focusing on the analysis of user perceptions in both Mexico and Colombia of digital wallets, a type of financial service. The results confirm that consumers' resistance to negative information circulating about the entity providing their electronic service is directly and positively associated with

the image of corporate responsibility that they perceive. CSR, and specifically its component of ethical behavior with customers and regulations, becomes a strategic action that must be communicated to stakeholders in a consistent and accurate manner to improve the perception of the company as responsible, and thus, if necessary, obtain the support of its users in times of trouble.

It is demonstrated that the association between the CSR and RNI variables does not differ when analyzing the Mexican and Colombian samples in terms of aspects related to the gender or educational level of the users of these electronic wallets. Thus, it is concluded that CSR strategies can be formulated in a broad and generic manner for all users without requiring detailed demographic segmentation, as the RNI response is a behavior that increases among customers of digital wallet providers who sustain a regulated, ethical, and transparent approach.

The results of the comparison of experiences between Mexican and Colombian users confirm the similarities in perception, despite the different contexts and service providers. Therefore, these findings are expected to be relevant not only for the providers considered in this research but also for all companies engaged in the sale of intangibles in both countries.

Finally, the main limitation of this work is the age range used in the fieldwork. Due to the restriction in Mexico and the flexibility in Colombia, the skills in the interpretation of CSR actions and the behavior of RNI can be fully comparable from the age of 18 onwards, so it is suggested that in future research similar samples in age ranges be used, despite the requirements for opening the purse that the companies analyzed themselves pose.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Otero Gómez: Writing - proofreading and editing, visualization, supervision, project management, and fund acquisition. **Sánchez Zeferino:** Writing, methodology, software, and fund acquisition. **Giraldo Pérez:** Writing, methodology.

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DECLARATION OF COMPETING INTEREST

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