

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 important to promote responsible consumption decisions. Adequate management of CSR communications favors, among other aspects, the external processes of customer response behavior. For this reason, the authors set out to analyze the relationship between the perception of CSR and resistance to negative information (RNI) among users of the main electronic wallet's services in Mexico and Colombia. Through the development of quantitative research, which surveyed 415 active users of the electronic wallets, it is evident that the two variables have a medium degree of association in both Mexico and Colombia. The results favor a the support behavior of the users of these electronic services towards their suppliers now of a minor inconvenience, because the perceived lack does not totally destroy the trust in the company, thanks to the fact that the organization enjoys an accurate perception in terms 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 in a common way 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 and to date. In the debate on the results of Corporate Social Responsibility (CSR), it is recognized that the perception of these actions has an effect on 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 by consumers, given that it is a topic of interest in the strategic planning of the organization, due to its effect on the operational and financial results of the business. This is partly explained by the fact that CSR initiatives promote responsible consumption decisions (Marquina and Reficco, 2015).

Undoubtedly, CSR actions influence the creation of positive perceptions that society has of the company. Therefore, communication of such actions through marketing efforts can also have an impact on other results such as increased loyalty and trust on the part of consumers (Iglesias, Markovic & Bagherzadeh, 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 in which it performs, by strengthening the organization's image, brand credibility and, corporate reputation (Hur, Kim & Woo, 2014; Švermová, 2022). In this way, it manages to affect issues of attraction, recruitment and retention of human talent, by influencing aspects such as motivation at work, trust in the organization and, commitment to it (Llor, Santos & Palacios, 2022; Lin, Liu & Lin, 2022).

As can be seen, the effects of the perception of CSR vary widely on various indicators of interest. The relevance that the consumer attaches to these actions can even compensate for aspects such as low brand strength or a limited advertising budget (Van, Onrust & Verhoef, 2017). That is, CSR efforts that are perceived by the consumer compensate for other aspects in which the organization might have a weak performance. It is through the company's communication strategy that the consumer perceives CSR, so it is of interest to examine the latter in relation to the resistance to negative information (RNI) that the user of a specific service may develop.

This manuscript focuses on the relationship between CSR and RNI, from the consumer's perspective, in the context of e-wallets. This payment system has shown significant growth in recent years, and consumers are expected to remain attracted to the use of these services, although adoption has been different in each country and is mainly associated with utility aspects (Teng & Khong, 2021; Pham, Hoang & Do, 2021; Shaw, Eschenbrenner & Brand, 2022; Shetu, Islam & Promi, 2022). This form of payment has been booming in emerging markets; however, research has focused mainly on developed economies (Kaur et al., 2020), with less information on other contexts, such as Latin American countries like Mexico and Colombia.

Globally, there is a steady increase in the number of e-wallet users. According to data from Statista (2022), it is estimated that by 2022 in Mexico the value of

transactions made through digital payments will reach US\$71.1 billion with a growth in transaction value of 15.2%. For Colombia, the estimate is 11.6 billion for the sum of transactions and a growth of 12.5% in transaction value (Statista, 2022). The above, is stimulated even by the changes that occurred in the context of the Covid-19 pandemic, in the digital transformation in payments.

This shows the importance of this sector for the global economy and the need to provide elements that contribute to understanding its performance. Thus, the relevance of the research lies in the contribution of empirical evidence regarding the association of the perception of CSR that users of electronic wallet have with their appreciation of the brand, specifically in relation to the RNI. The above in Latin American contexts present similarities in terms of the increase of 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 instrument for the dispersion of resources to beneficiaries of social programs.

This study aimed to analyze the relationship between the perception of CSR and resistance to negative information among users of the main electronic wallet services in Mexico and Colombia. This research had a non-experimental design, with a quantitative approach, analytical scope a cross-sectional cut. The data were collected during January and February 2022 and the survey technique was used to obtain them, using a questionnaire administered electronically.

Data analysis was performed using Minitab18 software. The results are useful for understanding the importance for the providers of these services of socializing CSR actions as a strategy for strengthening the brand. Comparison in similar contexts, with providers of similar services in terms of coverage and market segment served, will serve to analyze the variables that influence the definition of CSR strategies and their communication in the markets. It will also be useful 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 description of the methodology used in the research, the analysis of the results and the conclusions are included. The results feed the literature on CSR and contribute to understanding the effects of CSR in relation to other variables of interest, in this case, the RNI.

STATE OF THE ART

CSR has been approached from different conceptual proposals, with a variety of positions that ultimately converge on a common point, which is the recognition of the role played by companies 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 and not simply for the interests of private individuals and corporations" (Duque, Cardona and Rendón, 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 framed in an open competition free of deception.

A review of the history of the evolution of this term shows a conceptual dynamism, mainly during the last half of the 20th century. In the 1970s, important contributions were made to the definition of this construct, such as the definition of Corporate Social Responsibility (CSR), to differentiate social responsibility (SR), which corresponds to any type of organization that is not necessarily a business organization (Carroll, 1999). Another important contribution was made by Freeman (1984) when he introduced to social responsibility the importance of identifying the groups or interested parties with respect to companies, by means of 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 its application in organizations, and in the 1990s contributions were aimed at strengthening both CSR measurement processes and theoretical contributions. 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 identified as one that consciously assumes that the achievement of organizational objectives must be carried out within a framework of respect for ethics, the people with whom it relates (internally and externally), the environment and, the community (Centro Mexicano para la Filantropía, 2022). In this way, through its actions it demonstrates a genuine commitment to the achievement of the common good (Barragán et al., 2020).

The main CSR models identify three dimensions in its composition: economic dimension, social dimension, and environmental dimension. For each of them, actions with external and internal orientation are required (Spiller, 2000; Mishra & Suar, 2010; Landázuri, Hinojosa and Aguilar, 2018). The economic dimension internally is oriented to the creation of added value among collaborators and shareholders through equity, fairness, and market conditions to form profits and healthy finances; while externally it is manifested through the distribution of goods and services to the community, as well as the contribution to public causes through the payment of taxes.

The social dimension, internally, consists of a shared responsibility of the company and stakeholders to promote the care of the quality of life at work and benefit productivity; the external approach is promoted through collective actions to contribute to social awareness programs or 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 key element for management because they favor the creation of relationships with all stakeholders, and although studies initially focused on the analysis of the economic performance of such actions, nowadays they also delve into the effect of CSR practices on the intangibles of organizations (Castaño & Arias, 2021). For example, some researchers refer that CSR influences the financial performance of companies, their market value and, financial risk (Belasri, Gomes & Pijourlet, 2020), in addition to affecting profitability indicators (Nizam et al., 2019) and brand value (Guzmán & Davis, 2017).

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

Concerning corporate performance indicators, Gaies & 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 recognize that there are differences between the CSR practices of banks at home and abroad. Zhou et al. (2021) found that the effect of CSR 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 shown that the attributes associated with altruism are aspects that consumers use both in assessing the trustworthiness of the company when it is linked to social causes (Alcañiz, Cáceres and Pérez, 2010), and in the intention to purchase a brand (Rangel, Hinojosa, and Sierra, 2022). This suggests that companies should be aware that consumers perceive in a differentiated way, on the one hand, the organization's responsible actions, and on the other, 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 the company carries out activities that seek to positively impact society, these initiatives have repercussions on 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 differs for each of the CSR dimensions, given that actions associated with internal social dimensions have a positive relationship with bank performance, while environmental dimensions show no relationship (Moufty,

Clark & Al-Najjar, 2021). The latter is consistent with findings conducted in other business contexts, both in different industry sectors and in different geographical settings (Farooq, Farooq & Arshad, 2017; Amezcua et al., 2018).

In addition to this, CSR activities constitute a means by which consumers develop affective bonds with the company or its brand. Vlachos, & Vrechopoulos (2012) suggest that when customers buy products from a socially responsible brand, they feel good about themselves, thus increasing their self-definition and self-expression. Won-Moo, Tae-Won & Kim (2020) found that CSR positively influences consumer loyalty through emotionally charged processes, triggering strong brand attachment.

These authors indicate that banks can build long-term relationships with their users when financial institutions engage in moral and ethical practices such as social responsibility and environmental awareness (Won-Moo, Tae-Won & Kim, 2020). Levy & Hino (2016) point out the success of companies that strive for a brand personality based on CSR because the result is reflected in a strong attachment from their consumers, thus forging a long-lasting relationship between companies and customers.

Finally, existing studies suggest that the impact of CSR on bank performance remains controversial. One school of thought suggests that banks may be reluctant to engage in CSR because of the costs involved. Another strand highlights that CSR favorably influences 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 highlighted the importance of effective communication of CSR actions in achieving a positive impact on the perception of the organization (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). Thus, it is necessary to identify this perception to design effective strategies in CSR communication for the different audiences of the organization. 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 its effect is inverse 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, Azevedo & Farhangmehr, 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) confirms that a favorable perception of CSR by the consumer leads to three types of desirable behaviors in

the co-creation of value for the company: positive word-of-mouth, feedback, and recommendation.

Similarly, Valor, Antonetti & Zasuwa (2022) analyze the counterpart of CSR, identified as Corporate Social Irresponsibility (CSI), the study indicates that consumers can punish the brand or develop negative emotions towards it, as a result of bad practices or crises that are not handled properly, so they point out the importance for management to establish policies and actions for effective response and communication in the face of crises. This aspect is very significant, especially 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, Luo & Yang, 2022).

When customers perceive that a brand has reneged on its promises and obligations, it can trigger an intense reaction of indignation, resentment, anger, and betrayal (Coyle et al., 2019; Liu, Yang & Chen, 2020). These reactions are made known through negative communication that affects the company's reputation while causing a decrease in its sales (Chevalier & Mayzlin, 2006).

As can be seen, negative information about a company can have a disproportionate impact on consumer attitudes and behavior. Contrary to this, the literature also shows that CSR can qualify negative judgments, thanks to the favorable perception that consumers have of organizations that "do good" (Eisingerich et al., 2011). This favorability translates into a mechanism that protects the integrity of the brand or the company's image, which is represented in the user's resistance to negative information.

Resistance to negative information

Recognizing that we live in an age of ever-increasing online reviews and varied content, questions arise as to how consumers respond to negative information. Su, Hsu & Huels (2022) indicate that an individual's good relationships with exchange partners may be a mechanism to help with the processing of negative information. Particularly, in marketing, consumers often consider the brand or company a partner in the business relationship (Cristela, Coelho & Lizanets, 2019).

Consequently, any negative information affecting the brand image would conflict with the affective, and cognitive elements of loyal consumers, 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 (RNI), 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 a company and support it in the face of possible attacks when they become aware that the organization is socially responsible (Eisingerich et al., 2011). For example, if the company effectively communicates sustainability initiatives and CSR practices, consumers are likely to perceive these actions as exemplary behavior, thus neutralizing the effect of the information received about the brand's bad 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 process information differently (Peasley, Woodroof &

Coleman, 2021). In other words, effective communication of positive practices favors a bias that reduces the impact of negative information, but a proactive communication strategy must be established.

In the banking sector, CSR practices have often been integrated as part of the business strategy; however, their success in defining corporate identity has been affected 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 reputation of the organization; these practices include a multiplicity of aspects whose effect on the results of the organization is diverse. Consequently, there is a clear need for further research into these practices in the sector in question, particularly in the context of Latin America, since information on the subject is scarce (Rojas, Pérez and Campos, 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, Tan & Wang, 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

To determine the relationship between the perception of CSR among users of electronic wallet services and resistance to negative information among customers of the main products in this category in Mexico and Colombia, a quantitative, analytical, and cross-sectional study was designed. 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-Wallet1 (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 throughout the country, no geographic delimitation was specified as to where users should be located, so 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 made based on an infinite population, because the number of people who may have the digital wallet service active in the two countries at the time of the research is highly uncertain. We worked with a confidence level of 95% and a maximum error of 4.8%, so the sample size obtained was 415 individuals.

To form the sample, a non-probabilistic sampling by judgment was applied, in which the instrument to be answered was provided to those individuals who told the interviewer that they used the services referred to. The responses were obtained during of January and February 2022; 500 forms were sent, with the participation of 209 subjects from Mexico and 206 from Colombia, finally obtaining a response rate of 83%, thus sufficiently complying with the number of elements required to have a representative sample. In all cases, the criteria established by the bioethics committees of the universities that support this research were met, mainly in the

aspects associated with data collection, and the handling of information and the preservation of the privacy of the participants.

Techniques and instruments

The questions are closed-ended and, about the variables studied, are answered using a Likert-type scale of 5 levels, 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; thus, to measure CSR, we used the work of Gatti, Caruana & Snehota (2012), while those used to measure RNI were taken from Bhattacharya & Sen (2003).

In its application, this instrument reported adequate indicators to guarantee convergent validity, since all the loadings of the items used were significant and varied for RSE from 0.721 to 0.826, while in RNI they varied from 0.707 to 0.840; with average variance extracted (AVE) higher than 0.555. In the values referring to reliability, the instrument reached a Cronbach's alpha coefficient of 0.892, each of the variables reaching values above the recommended threshold of 0.70 (RSE=0.883 and RNI=0.815).

RESULTS

The analysis of the data obtained made it possible to characterize the users of electronic wallet in Mexico and Colombia, as well as to identify their perception of the CSR of the service providers. We also measured the RNI of the users of the service, and finally related both perceptions (CSR and RNI) and contrasted them according to the user's gender, age and level of schooling. The profile of the participants is presented in Table 1.

Table 1.

Profile of the participants in the study (absolute values)

<i>Feature</i>		<i>México</i>	<i>Colombia</i>
<i>Sex</i>	<i>Man</i>	106	92
	<i>Woman</i>	103	114
<i>Age</i>	<i>14-21</i>	41	42
	<i>22-29</i>	66	81
	<i>30-37</i>	29	46
	<i>38-45</i>	29	25
	<i>46-53</i>	26	8
	<i>54-61</i>	6	2
	<i>Greater than 61</i>	12	2
<i>Maximum level of studies</i>	<i>No studies</i>	4	0
	<i>Primary Basic Education</i>	14	5
	<i>High school</i>	105	75
	<i>University studies</i>	85	126
		<i>n=209</i>	<i>n=206</i>

Source: own elaboration.

Most Mexican participants were men, representing 51% of the sample, while in the case of 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 of the users in Colombia were between 14 and 45 years of age (94.2%), and for Mexico, it 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 of these variables 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
México	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' creation.

The values obtained for both CSR and RNI were higher among users of electronic wallet in Colombia; in both Colombian services, the averages register values like 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 greater variability in the appraisals of Mexican users. To analyze specifically the perception of CSR, 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: own elaboration.

In each of the elements that make up CSR, the valuation is higher among users of wallet services in Colombia than in Mexico, although in both cases there is consistency

in terms of the elements that are most highly valued by users. In both contexts, compliance with international, national, and local regulations is highly valued by service customers, followed by ethical behavior with customers and maintaining a competitive position that has an impact on the country's economic growth.

It is therefore considered that the elements of CSR that are most highly valued by clients have to do with elements that denote integrity in the provision of the service and about the service provided to clients. 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 the users of EW1 (Mexico), the CSR actions linked to this service are rated above average on the scale, while for the users of EW2 and EW3 (Colombia), the perception is in the medium to high range. About the RNI, the perception of its elements is shown in Figure 2.



Figure 1. RNIs by users of e-wallet services in Mexico and Colombia
Source: Authors' creation

As in the perception of CSR, the values obtained for each of the elements of the RNI 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 would feel when reading negative information about the organization, and to forgiving the company for mistakes made. 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 software¹⁸. Differences were compared based on the sex, age and, schooling of the service users; the values obtained are shown in Table 3.

With respect to differences in perception associated with the sex of the participants, the p-values for CSR and RNI show that both characteristics do not differ in their evaluation between men and women. The same occurs with the level of education of the service users, so it can be affirmed that the perception of CSR and RNI is indistinct to the level of education.

Table 3.

Analysis of variance of CSR and RNI with respect to 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 = México; Col= Colombia; SS Tight = Adjusted sum of squares; HS Tight = Tight Half Squares.

Source: Authors' creation, analyzed with Minitab¹⁸.

The only significant difference found is related to the age of the user of the service, and is present in consumers in Mexico, since for CSR there was a value of $p=0.015$ and for RNI $p=0.033$. Since these values are below the significance level, it is affirmed that, for the EW1 service, the perception of the two variables is differentiated 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' creation, 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 to with the study variables CSR and RNI, all correlation coefficients tend to value of 0.0 and their p-values are not significant; but 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: own elaboration, analyzed with Minitab18.

The results for electronic wallet users in Mexico show a similar trend to those obtained in Colombia when analyzing the association between the demographic variables 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) (0.435 and 0.556 respectively). This significant and positive relationship between the two variables indicates that, as the perception of the first variable (CSR) as an intentional action of the organization increases, the value of RNI response behavior among consumers also increases, and this occurs in a similar way in the users of the two countries studied.

DISCUSSION OF RESULTS

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 CSR 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 the users of the EW1 service compared to the EW2 and EW3 services, but all of them with 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 CSR. 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 obtained in the scores can be interpreted from what Cristela et al. (2019) stated, in that consumers tend to consider the brand/company as a partner in their commercial relationship. Therefore, Mexican and Colombian users coincide in indicating that, in the face of a failure associated with the

general performance of the wallet, which does not represent a major affectation to the user, the user will have a more inclined position to provide a new opportunity regarding its use. On the contrary, if the wallet presents failures or errors in specific aspects of the service provision, users will assume a hardened position regarding the forgiveness required by 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. Given 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 participating in the financial sector can build lasting relationships with their consumers if they adequately carry out 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 increases the evidence of previous years for the association between CSR and RNI variables by focusing on the analysis of the perception of users in both Mexico and Colombia of the financial services known as digital wallets. 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 constant and accurate manner to improve the perception as a responsible company, 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 aspects related to 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 way for all users without going into detailed demographic segmentation actions, since the RNI response is a behavior that increases among customers of digital wallet providers that sustain a regulated, ethical, and clear behavior.

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

Finally, the main limitation of this work is the age ranges that were 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.

AUTHOR'S STATEMENT

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

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DECLARATION OF CONFLICT OF INTEREST

This research does not represent any conflict of interest with the authors, the journal, the publishing entity, and the funding entities.

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