

Cashless Transactions: A Study on e-Wallet Intention and Uptake

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Introduction

It is necessary to evaluate how marketing managers can use CSR-related activities to generate value for their various stakeholders. For improving our comprehension of how CSR is implemented in marketing, this review of relevant academic literature and empirical evidence is just as important. CSR has become an important academic concept and a priority for all kinds of businesses, especially conglomerates and large organizations. It is presently conceivable to say with conviction that there is no generally acknowledged meaning of the idea of corporate social obligation (CSR) in spite of the way that researchers keep on discussing its substance and significance and the biggest organizations seem to have settled on something worth agreeing on which they have created key systems and advancements regarding the matter. The business community has enthusiastically adopted its conceptualization and application, despite the lack of apparent agreement on its definition [1,2].

Description

By reviewing not only definitions but also major topics and perspectives within the context of its integration into the academic field, which has evidently extended to business practices, this article examines how the marketing literature has discussed CSR. In doing as such, it coordinates CSR and showcasing. The purpose of this analysis is not to be comprehensive or restrictive due to the numerous concepts and contributions to this topic; instead, its purpose is to draw attention to and illustrate a few of these points of view so that its scope and application can be clearly understood. It is important to note that CSR has been discussed in the marketing field in a fragmented manner, that some major schools of thought have encouraged the development of theories on the subject, and that many contributions to the literature have been limited to particular aspects of the idea. Conversely, the administration writing contains various CSR-related hypothetical examinations and order endeavors, restricting showcasing to few helpful hypothetical viewpoint arrangements. Additionally, when marketing scholars first began to discuss aspects of CSR within the discipline, they initially focused on broadening marketing concepts and then analyzing business social functions to focus on strategic ways to apply the concept, typically focusing only on major company stakeholders: clients, customers and conveyance channels [3,4].

Because the purpose of this article is to examine how and to what extent the marketing literature has addressed CSR, it is essential to separately define constructs in order to clearly comprehend related concepts. Since marketing is a crucial business discipline that is perhaps one of the most heavily

concerned with the connection between businesses and their environments, efforts have been made to connect these fields of study. In light of the current climate of mistrust toward businesses caused by scandals primarily involving prominent accounting firms, businesses in general have declared themselves to be socially responsible and have implemented strategic initiatives in this direction. Furthermore, it is significant to foster an outline of hypothetical points of view on the mix of such ideas, so it is vital to characterize and represent the consideration of CSR in promoting [5].

The primary focus of the field was distribution, followed by managers' responsibilities for the development and supply of a marketing mix and the full involvement of businesses in the societies in which they operate through their relationships with various stakeholders. This development in the field's conceptualization has been centered on the "marketing approaches" that businesses ought to employ; as a result, it is essential to take into account the true scope of such strategies, which now encompass a significantly broader range of stakeholders in addition to customers. In a similar vein, certain schools of thought in the field of marketing, such as the management macromarketing schools, have centered themselves on crucial issues pertaining to the relationship between businesses and society that need to be highlighted and have oriented themselves toward the discovery and study of all activities that are related to the discipline in order to produce a substantial body of knowledge [4]. These schools of thought also focus on the relationship between businesses and society. It is essential to analyze this idea because it addresses and takes into account the most important concerns of various public audiences regarding the relationships between businesses and society. It has been found that a developing number of associations overall are taking on CSR and want to more readily fathom its significance, degree and relationship to showcasing with respect to the mix of the two ideas. As CSR initiatives are gradually becoming high-priority corporate issues, businesses are putting in a number of initiatives to understand the concept and its true scope. This point's consequences for purchaser conduct when clients request more from organizations than simply low-evaluated, top notch products are one justification behind the developing interest [6].

Conclusion

Because the integration of both concepts is so important, some authors have suggested that marketing should lead the analysis of corporate social responsibility (CSR). Others have even attempted to define such forms of responsibility within the marketing industry. The accompanying proposition is planned to be a commitment to the promoting field not just from the scholastic works of discipline scientists, who will recommend extra lines of exploration in light of their proposed hypothetical viewpoints, yet additionally from the perspective of showcasing professionals, who will sort approaches to apply CSR in their day to day exercises in a calculated way. As a consequence of this, the structure of this article is as follows: the following section provides an overview of significant marketing and corporate social responsibility (CSR) concepts as well as a review of CSR concepts that have been discussed in marketing literature to categorize major topics. This section is not intended to be all-inclusive. The review's findings are listed at the end of the article.

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Conflict of Interest

None.

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