

## **Corporate Social Responsibility In Consumer Behaviour Research: A Bibliometric-Systematic Review**

### **Tanggung Jawab Sosial Perusahaan Dalam Penelitian Perilaku Konsumen: Tinjauan Sistematis-Bibliometrik**

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#### **ABSTRACT**

Corporate social responsibility (CSR) increasingly shapes consumer attitudes, relationships, and behavioural decisions, yet the literature remains fragmented across theories, methods, industries, and geographical contexts. This study conducts a bibliometric and systematic review of 506 journal articles to map the field's development, identify publication and citation patterns, and examine its theoretical, methodological, and thematic structure. The findings reveal five interconnected research clusters: CSR-driven purchasing and responsible supply-chain decisions; CSR communication, consumer perceptions, and market responses; CSR-based brand relationships and customer outcomes; corporate reputation, trust, and CSR credibility; and consumer attitudes and emotional responses to responsible marketing. The field has evolved from an early emphasis on business ethics, philanthropy, stakeholder accountability, and corporate reputation toward more consumer-centred research on authenticity, motive attribution, trust, identification, loyalty, advocacy, willingness to pay, responsible consumption, avoidance, and boycotting behaviour. Based on these findings, the study proposes the Integrated CSR–Consumer Behaviour Framework, explaining how CSR practices and communication shape consumer perceptions of fit, authenticity, credibility, transparency, and corporate motives. These evaluations subsequently influence emotional, relational, and behavioural responses, subject to consumer, organisational, industry, cultural, and market conditions. The review consolidates fragmented knowledge and identifies directions for more theoretically integrated, context-sensitive, and methodologically diverse research.

**Keywords:** Corporate social responsibility; Consumer behaviour; CSR communication; Bibliometric analysis.

#### **ABSTRAK**

Tanggung jawab sosial perusahaan (CSR) semakin memengaruhi sikap, hubungan, dan keputusan perilaku konsumen; namun, literatur mengenai hal ini masih terfragmentasi dalam berbagai teori, metode, industri, dan konteks geografis. Studi ini melakukan tinjauan bibliometrik dan sistematis terhadap 506 artikel jurnal untuk memetakan perkembangan bidang ini, mengidentifikasi pola publikasi dan sitasi, serta mengkaji struktur teoretis, metodologis, dan tematisnya. Bidang ini telah berkembang dari fokus awal pada etika bisnis, filantropi, akuntabilitas pemangku kepentingan, dan reputasi perusahaan menuju penelitian yang lebih berpusat pada konsumen mengenai autentisitas, atribusi motif, kepercayaan, identifikasi, loyalitas, advokasi, kesediaan untuk membayar, konsumsi bertanggung jawab, penghindaran, dan perilaku boikot. Berdasarkan temuan tersebut, studi ini mengusulkan Kerangka Kerja Terintegrasi CSR–Perilaku Konsumen, yang menjelaskan bagaimana praktik dan komunikasi CSR membentuk persepsi konsumen mengenai kesesuaian, autentisitas, kredibilitas, transparansi, dan motif perusahaan. Evaluasi-evaluasi ini selanjutnya memengaruhi respons emosional, relasional, dan perilaku, dengan

mempertimbangkan kondisi konsumen, organisasi, industri, budaya, dan pasar. Tinjauan ini mengintegrasikan pengetahuan yang terfragmentasi serta mengidentifikasi arah bagi penelitian yang lebih terintegrasi secara teoretis, peka terhadap konteks, dan beragam secara metodologis.

Kata kunci: Tanggung jawab sosial perusahaan; Perilaku konsumen; Komunikasi CSR; Analisis bibliometrik.

## 1. Introduction

Corporate social responsibility (CSR) has evolved from a largely philanthropic and compliance-oriented activity into a strategic component of contemporary business management. Organisations are increasingly expected to address the social, environmental, ethical, and economic consequences of their operations while responding to the expectations of consumers and other stakeholders. This development is reflected in the growing integration of social responsibility, environmental performance, circularity, and sustainability certification into corporate strategies and operating models (Ferioli et al., 2022; Ghisellini et al., 2024). Heightened concern about climate change, labour practices, social inequality, responsible production, and corporate accountability has further strengthened the role of CSR in establishing organisational legitimacy, communicating corporate values, and differentiating firms in increasingly sustainability-conscious markets.

Consumers are central to the effectiveness of CSR because their perceptions and behavioural responses determine whether responsible corporate practices generate favourable marketplace outcomes. Recent research shows that consumer-perceived CSR can strengthen attitudes and purchase behaviour, while well-designed CSR communication can encourage supportive in-role and extra-role behaviours (Ji & Suntrayuth, 2025; Rathore et al., 2023). CSR initiatives may also generate customer citizenship behaviour, prosocial responses, and willingness to support firms perceived as socially responsible (Liu et al., 2025; Zhang et al., 2025). These outcomes suggest that CSR creates marketplace value not simply through the implementation of responsible practices, but through consumers' awareness, interpretation, and evaluation of those practices.

However, positive consumer responses cannot be assumed. Consumers assess whether CSR initiatives are credible, authentic, relevant, and consistent with a company's broader conduct. Recent meta-analytic evidence indicates that consumers' inferences regarding corporate altruism are important for explaining the effectiveness of CSR initiatives, but their effects depend on the characteristics of the initiative, company, and consumer (Carrillat et al., 2025). Poorly framed, inconsistent, or overly promotional responsibility messages may therefore generate scepticism rather than support. Research on environmental responsibility communication similarly demonstrates that message framing influences consumer responses, while studies of corporate social irresponsibility show that irresponsible conduct may produce adverse price-related consequences (Cai et al., 2024; Szőcs & Montanari, 2025).

The relationship between CSR and consumer behaviour is consequently complex and context dependent. Consumer reactions may vary according to perceived motives, company-cause fit, issue involvement, psychological distance, prior corporate reputation, cultural orientation, industry characteristics, and communication quality. For example, psychological distance can influence how consumers evaluate corporate environmental, social, and governance initiatives and translate these evaluations into purchase intentions (Lee, 2024). Goal framing also affects consumer prosocial responses to cause-related marketing, while campaign characteristics and individual evaluations shape responses to CSR-related initiatives in developing markets (Liu et al., 2025; Moharam & Yacout, 2024). These findings indicate that

identical CSR activities may produce different outcomes depending on how consumers cognitively and emotionally interpret them.

Recent research has also expanded the empirical contexts in which CSR–consumer relationships are investigated. Studies have examined responsible consumption and corporate sustainability in fashion, retailing, tourism, hospitality, aviation, sport, circular businesses, online platforms, and supply-chain settings. Research on sport consumers, for example, demonstrates that stakeholder evaluations extend across the environmental, social, and economic dimensions of sustainability, while consumer-oriented ESG measures in the airline industry illustrate the growing incorporation of responsibility criteria into service evaluation (Cayolla et al., 2023; Sim & Kim, 2025). Studies of recycling programmes and extended producer responsibility further show that consumer participation, organisational strategy, and mutual producer–consumer understanding are central to the implementation of responsible business practices (Hu et al., 2022; Jafari et al., 2022).

Across these contexts, researchers have examined outcomes such as corporate image, brand reputation, perceived value, trust, customer satisfaction, identification, engagement, purchase intention, loyalty, advocacy, willingness to pay, customer citizenship, avoidance, and boycotting behaviour. They have also investigated explanatory mechanisms involving motive attribution, perceived authenticity, psychological distance, trust, emotional response, and consumer–company relationships. Nevertheless, the increasing variety of constructs and contexts has made the literature difficult to integrate. For example, recent studies separately emphasise altruistic inference, message framing, stakeholder evaluation, psychological distance, and CSR communication as explanations of consumer responses (Cai et al., 2024; Carrillat et al., 2025; Lee, 2024; Rathore et al., 2023). Although these perspectives are complementary, their relationships have not been systematically consolidated into a unified account of how CSR influences consumer behaviour.

The theoretical foundation of the field is similarly dispersed. Recent studies apply stakeholder perspectives to explain consumer attitudes and purchase behaviour, construal-based reasoning to examine psychological distance, framing approaches to investigate CSR communication, and behavioural frameworks to explain prosocial and citizenship responses (Cai et al., 2024; Lee, 2024; Liu et al., 2025; Rathore et al., 2023). The coexistence of these perspectives demonstrates the theoretical richness of the field but also creates conceptual fragmentation because constructs with similar explanatory roles are frequently examined under different theoretical labels. CSR itself is also operationalised inconsistently, ranging from broad multidimensional responsibility and ESG frameworks to specific initiatives involving environmental protection, cause-related marketing, philanthropy, recycling, employee welfare, ethical sourcing, and community development.

Methodological diversity has increased, but empirical research continues to rely heavily on survey-based and cross-sectional designs, structural equation modelling, regression analysis, experiments, and mediation–moderation models. Emerging approaches include meta-analysis, bibliometric mapping, computational analysis, consumer-based index development, and the analysis of digital communication and online behaviour (Carrillat et al., 2025; Chiu et al., 2023; Ji & Suntrayuth, 2025; Sim & Kim, 2025). Nevertheless, longitudinal, field-based, behavioural, qualitative, and cross-cultural studies remain comparatively underdeveloped. Greater methodological pluralism is therefore needed to determine whether reported intentions and perceptions translate into actual consumer behaviour over time.

Although prior reviews have generated valuable insights, their scopes are generally restricted to specific industries, constructs, or analytical objectives. For example, Chiu et al. (2023) mapped the knowledge structure of CSR in sport management, whereas Carrillat et al. (2025) synthesised evidence concerning consumers' altruistic inferences. Such studies advance particular segments of the literature but do not provide a comprehensive cross-sector account

of its publication patterns, theoretical foundations, methodological choices, consumer outcomes, and thematic evolution. A broader review is therefore necessary to clarify how CSR and consumer behaviour research has developed and how its principal theories, constructs, contexts, and findings are connected.

Bibliometric analysis is appropriate for identifying publication growth, influential journals, authors, institutions, countries, citation structures, collaborative networks, and thematic relationships. Systematic review techniques complement this macro-level mapping by enabling a more detailed examination of theoretical perspectives, methodological designs, contextual conditions, mediating mechanisms, moderating factors, and behavioural outcomes. Integrating these approaches therefore provides both a structural overview of the knowledge domain and a critical interpretation of its substantive development.

Accordingly, this study conducts a bibliometric and systematic review of CSR and consumer behaviour research. It aims to trace the evolution of the field, identify its most influential contributors and intellectual foundations, classify its dominant thematic streams, examine prevailing theories and methodologies, and formulate a future research agenda. CSR is approached not merely as an organisational policy or communication strategy, but as a marketplace stimulus whose effects depend on consumer awareness, interpretation, motive attribution, perceived credibility, emotional response, and behavioural decision-making.

- The study is guided by the following research questions:
- RQ1.** How has CSR and consumer behaviour research developed in terms of publication trends, influential sources, authors, institutions, countries, and landmark studies?
  - RQ2.** What intellectual, conceptual, and thematic structures characterise this research domain?
  - RQ3.** Which theories, constructs, methodologies, consumer outcomes, industries, and geographical contexts dominate the literature?
  - RQ4.** What antecedents, mediating mechanisms, moderating conditions, and behavioural consequences explain consumer responses to CSR?

This study contributes to the literature in three ways. First, it consolidates a broad and fragmented research domain by integrating bibliometric performance analysis, science mapping, and systematic content analysis. Second, it clarifies the intellectual, theoretical, methodological, and thematic structure of CSR–consumer behaviour research across multiple industries and geographical contexts. Third, it proposes an integrative framework in which CSR activities and communication influence consumer behaviour through awareness, perceived fit, motive attribution, credibility, authenticity, emotional response, and relational evaluation. These processes subsequently shape purchasing, loyalty, advocacy, willingness to pay, customer citizenship, avoidance, and boycotting behaviour, while being conditioned by consumer characteristics, cultural context, industry sensitivity, corporate reputation, communication framing, and the nature of the CSR initiative.

2. Method

This study employed an integrated bibliometric–systematic review to examine the development and knowledge structure of CSR research within the consumer behaviour domain. The bibliometric component was used to assess publication performance, intellectual relationships, and thematic patterns, while the systematic component enabled a detailed evaluation of theories, research contexts, methods, constructs, and consumer outcomes. Article identification and selection followed the PRISMA framework to ensure that the review process was systematic, traceable, and reproducible (Tappy & Mandagi, 2026). Table 1 summarises the research protocol.

Table 1. Research Protocol

| Research Protocol | Description |
|-------------------|-------------|
|-------------------|-------------|

|                    |                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Document type      | Peer-reviewed journal articles                                                                                                                                                                                                                                                                                                                                               |
| Source             | Scopus and Web of Science                                                                                                                                                                                                                                                                                                                                                    |
| Time frame         | 1 January 1986 to 31 December 2025                                                                                                                                                                                                                                                                                                                                           |
| Search field       | Title, abstract & keywords                                                                                                                                                                                                                                                                                                                                                   |
| Language           | English                                                                                                                                                                                                                                                                                                                                                                      |
| Search keywords    | ("corporate social responsibility" OR CSR OR "corporate responsibility" OR "social responsibility" OR "responsible business") AND ("consumer behaviour" OR "consumer behavior" OR consumer* OR customer*) AND ("purchase intention" OR loyalty OR trust OR satisfaction OR "brand attitude" OR advocacy OR "word of mouth" OR "willingness to pay" OR boycott* OR avoidance) |
| Subject area       | Business, management, marketing, economics, psychology, and social sciences                                                                                                                                                                                                                                                                                                  |
| Inclusion criteria | English-language journal articles examining CSR activities, perceptions, communication, or evaluations in relation to consumers' cognitive, emotional, relational, or behavioural responses                                                                                                                                                                                  |
| Exclusion criteria | Book chapters, conference papers, reports, working papers, theses, dissertations, non-English publications, retracted articles, inaccessible studies, articles from discontinued journals, and studies that do not directly examine CSR in relation to consumer behaviour.                                                                                                   |

### 2.1. Search Strategy and Article Identification

Scopus and Web of Science were selected because of their extensive coverage of peer-reviewed publications in marketing, business ethics, sustainability, consumer psychology, management, and related social science disciplines. The use of both databases increased the breadth of coverage and reduced the likelihood of excluding relevant studies indexed in only one database.

The search strategy combined CSR-related terminology with terms representing consumers and their behavioural responses. CSR keywords included "corporate social responsibility," "CSR," "corporate responsibility," "social responsibility," and "responsible business." These terms were linked to consumer-related expressions such as "consumer behaviour," "consumer behavior," "consumer," and "customer." A third group of terms captured frequently examined outcomes, including purchase intention, loyalty, trust, satisfaction, brand attitude, advocacy, word of mouth, willingness to pay, boycott, and avoidance. The Boolean syntax was adjusted to match the technical requirements of each database and was applied to titles, abstracts, and author keywords.

The search covered publications available from database inception until 31 December 2025. Using the full publication period was considered appropriate because the study seeks to trace the intellectual development of CSR–consumer behaviour research, including its foundational contributions and more recent thematic expansion. The search generated 443 records from Scopus and Web of Science, all of which were exported with complete bibliographic information for further assessment.

Two reviewers independently evaluated the retrieved records using the predefined eligibility criteria. Differences concerning article relevance or classification were discussed until

agreement was reached. This procedure reduced individual judgement bias and improved consistency throughout the selection process.

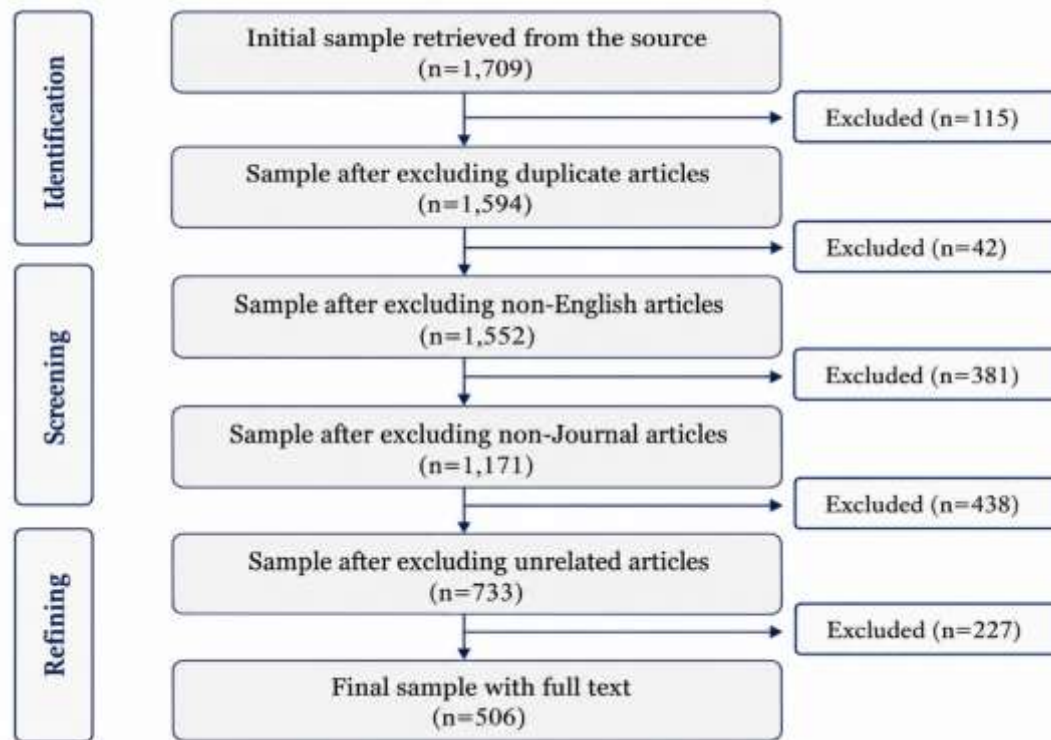
## **2.2. Screening and Eligibility Assessment**

Articles were eligible when they explicitly examined the relationship between CSR and consumer-related perceptions, attitudes, emotions, intentions, or behaviours. Relevant studies included those investigating CSR awareness, perceived responsibility, CSR communication, company–cause fit, motive attribution, authenticity, credibility, corporate hypocrisy, consumer–company identification, trust, satisfaction, purchase intention, loyalty, advocacy, willingness to pay, avoidance, and boycotting behaviour.

Studies addressing environmental, ethical, philanthropic, community, employee-related, or economic responsibility were retained when these activities were evaluated from a consumer or customer perspective. Research conducted in retailing, banking, tourism, hospitality, food services, manufacturing, telecommunications, luxury goods, fashion, and other consumer-oriented settings was also considered eligible.

Publications were excluded when they focused exclusively on organisational performance, financial outcomes, investors, employees, suppliers, or other internal stakeholders without examining consumer responses. Studies discussing sustainability, ethical consumption, green products, or corporate reputation without an explicit CSR dimension were also removed. Additional exclusions covered duplicate records, non-English articles, non-journal publications, retracted papers, inaccessible full texts, and articles published in discontinued journals.

The screening process was completed in several stages. Of the 1,709 records initially identified, 115 duplicates were removed, leaving 1,594 unique publications. A further 42 non-English articles were excluded. The remaining 1,552 records were then assessed by document type, resulting in the removal of 381 publications that did not meet the journal-article requirement. Full texts were sought for the remaining 733 articles, of which 227 were unavailable or could not be adequately assessed. The final dataset therefore consisted of 506 journal articles. Figure 1 presents the complete article identification and selection process.



**Figure 1. Article selection process following PRISMA guidelines**

### 2.3. Data Extraction and Coding

A structured coding form was developed to ensure that information was extracted consistently from the 506 eligible articles. Bibliographic data included author names, publication year, journal, institutional affiliation, country, keywords, citations, and reference lists. Content-related information included the research objective, theoretical perspective, industry setting, geographical context, sample characteristics, research design, analytical technique, CSR dimension, consumer construct, principal findings, and proposed future research directions.

The articles were also coded according to the main elements of CSR-related consumer decision-making. These included CSR activities and communication as initial stimuli; consumer awareness, perceived fit, authenticity, credibility, and motive attribution as evaluative mechanisms; and trust, identification, satisfaction, emotional attachment, purchase intention, loyalty, advocacy, willingness to pay, avoidance, and boycotting as consumer responses. Potential mediators and moderators were recorded to identify the conditions under which CSR produces favourable, neutral, or adverse behavioural consequences.

To support the development of the future research agenda, the extracted studies were additionally classified according to their theoretical foundations, research contexts, construct characteristics, and methodological approaches. This coding structure enabled the study to identify both established areas of inquiry and aspects that remain theoretically, contextually, conceptually, or methodologically underdeveloped.

### 2.4. Bibliometric and Systematic Analysis

The analysis was conducted in two complementary stages. The first stage involved bibliometric performance analysis and science mapping. Publication and citation indicators were examined to identify annual research growth, influential journals, productive authors, leading institutions and countries, and landmark publications. VOSviewer was used to construct and visualise bibliometric networks.

Keyword co-occurrence analysis was undertaken to reveal the principal concepts and thematic clusters within CSR–consumer behaviour research. Co-citation analysis was used to identify the publications and theoretical contributions forming the intellectual foundations of the field. Bibliographic coupling was applied to detect contemporary research streams by grouping recent studies that shared similar reference patterns. Where relevant, co-authorship analysis was also used to examine collaboration among authors, institutions, and countries.

Before the network analyses were performed, the bibliographic data were cleaned and standardised. Variations in author names, institutional affiliations, keywords, spelling conventions, abbreviations, and singular or plural forms were harmonised. For example, related terms such as “CSR,” “corporate social responsibility,” “consumer behavior,” and “consumer behaviour” were consolidated where appropriate. This procedure reduced duplication and improved the interpretability of the resulting networks.

The second stage consisted of a systematic thematic synthesis of the selected articles. Studies within each bibliometric cluster were read and compared to determine their shared theoretical assumptions, constructs, methods, contexts, and findings. Particular attention was given to themes involving CSR perceptions, CSR communication, consumer attribution, authenticity, scepticism, corporate hypocrisy, consumer–company identification, brand relationships, ethical consumption, purchase decisions, loyalty, advocacy, willingness to pay, avoidance, and boycott behaviour.

The analysis also examined recurring debates within the literature, including genuine responsibility versus strategic self-interest, substantive CSR versus symbolic communication, positive consumer identification versus scepticism, and responsible corporate positioning versus perceived hypocrisy. Differences across industries, cultures, consumer groups, and types of CSR initiatives were considered when interpreting inconsistent or context-dependent findings.

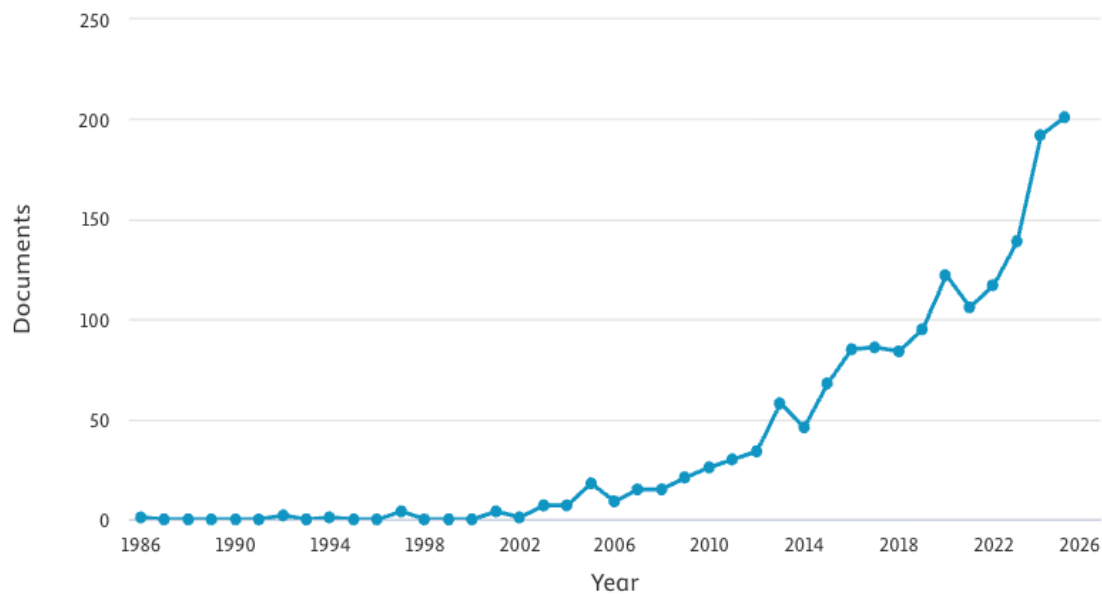
Combining bibliometric mapping with systematic thematic analysis provided a comprehensive understanding of the field. Bibliometric techniques revealed the publication landscape, intellectual foundations, and thematic relationships, while systematic synthesis explained the theoretical mechanisms, methodological tendencies, contextual conditions, and consumer outcomes underlying those patterns. The integrated findings were subsequently used to identify research gaps and formulate a structured agenda for future CSR–consumer behaviour research.

### **3. Results**

#### **3.1 Bibliometric profile of CSR in Consumer Behaviour research**

##### *Publication trends*

Figure 2 illustrates the annual development of CSR and consumer behaviour research from 1986 to 2025. Scholarly production remained sparse and irregular during the early stage, particularly from 1986 to the early 2000s, when only a few articles were published each year. This limited output suggests that consumer responses to CSR had not yet developed into a distinct and established research domain.



**Figure 2. Publication trends of CSR in Consumer Behaviour research**

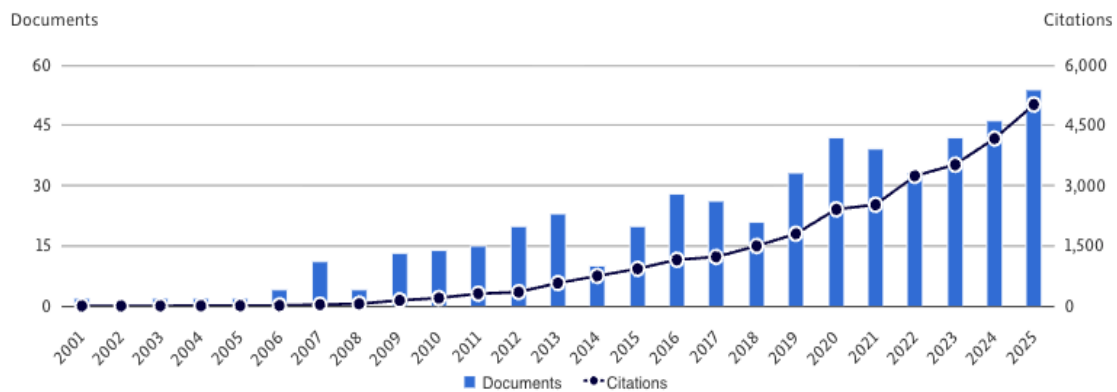
A clearer upward movement emerged from the mid-2000s and became more pronounced after 2010. During this period, researchers increasingly examined how CSR perceptions and corporate responsibility initiatives influence consumer attitudes, trust, satisfaction, purchase intentions, loyalty, and other behavioural outcomes. Although annual output fluctuated, the overall pattern indicates sustained expansion and gradual consolidation of the field.

Research activity accelerated further from the mid-2010s, with annual publications reaching approximately 80–90 articles toward the end of the decade. A noticeable increase occurred around 2020, followed by a brief decline and subsequent recovery. The strongest growth appeared between 2022 and 2025, when output rose sharply from approximately 120 publications to more than 200 articles annually.

This recent expansion demonstrates the growing strategic and scholarly importance of CSR in explaining consumer decision-making. It may also reflect increasing attention to responsible consumption, sustainability communication, CSR authenticity, corporate hypocrisy, ethical branding, environmental responsibility, and consumer activism. Overall, the publication trajectory shows that CSR and consumer behaviour research has progressed from a limited area of inquiry into a rapidly expanding and increasingly diversified field, reinforcing the need to consolidate its intellectual foundations, thematic developments, and future research priorities.

### ***Citation trends***

Figure 3 illustrates the growth of citations in CSR and consumer behaviour research between 2001 and 2025. Citation activity was minimal during the early years, reflecting the relatively limited size and visibility of the field. A gradual increase became apparent after 2007 and gained momentum from the mid-2010s as CSR attracted greater attention within marketing, consumer behaviour, business ethics, and sustainability research.



**Figure 3. Publication and citation growth in CSR and consumer behaviour research**

Citation growth accelerated markedly after 2018 and continued to rise through 2025, when it reached its highest level. This upward trajectory indicates increasing scholarly recognition of research examining CSR perceptions, consumer trust, purchase intention, loyalty, responsible consumption, CSR authenticity, corporate hypocrisy, and sustainability communication. The simultaneous growth in publications and citations suggests that the field has expanded not only in volume but also in academic influence. Overall, CSR in consumer behaviour has progressed from a relatively limited research topic into an established and increasingly influential interdisciplinary domain.

### Research methodologies

Table 2 demonstrates that CSR and consumer behaviour research is methodologically diverse but strongly dominated by quantitative designs. Survey and questionnaire-based studies constitute the largest category, with 196 articles, indicating the field's substantial emphasis on measuring consumer perceptions, attitudes, trust, satisfaction, purchase intentions, loyalty, advocacy, and other behavioural outcomes. Experimental, scenario-based, and conjoint designs represent the second most frequently used approach, with 104 articles, reflecting growing efforts to examine causal relationships and determine how consumers respond to different CSR initiatives, messages, motives, and organisational contexts.

**Table 2. Dominant methods in CSR in Consumer Behaviour research**

| Research Strategy   | Methodology                          | Total Articles | Sample Studies                                                                                                            |
|---------------------|--------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------|
| Quantitative        | Survey / questionnaire               | 196            | Du et al. (2007); Maignan (2001); Marin et al. (2009); De Los Salmones et al. (2005); Grappi et al. (2013)                |
| Quantitative        | Experimental / scenario / conjoint   | 104            | Klein and Dawar (2004); Wagner et al. (2009); Lii and Lee (2012); Sparks et al. (2013); Rahman et al. (2015)              |
| Review / conceptual | Conceptual / narrative review        | 39             | White et al. (2019); Terlau and Hirsch (2015); Gupta and Pirsch (2008); Fatma and Rahman (2015); Beckmann (2007)          |
| Quantitative        | Modelling / simulation / game theory | 21             | Cruz (2009); Ni and Li (2012); Arya and Mittendorf (2015); Cruz and Matsypura (2009); Wang et al. (2021)                  |
| Qualitative         | Interviews / focus groups            | 21             | Öberseder et al. (2013); Öberseder et al. (2011); Green and Peloza (2011); Goworek et al. (2012); Gupta and Hodges (2012) |

| Research Strategy  | Methodology                                      | Total Articles | Sample Studies                                                                                                                            |
|--------------------|--------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Quantitative       | Econometric / archival / secondary-data analysis | 14             | Park and Ghauri (2015); Shan et al. (2017); Casado-Díaz et al. (2014); Xun (2013); Ferioli et al. (2022)                                  |
| Review / synthesis | Systematic / bibliometric / scoping review       | 14             | Han (2021); Stewart and Niero (2018); Ma (2009); Chiu et al. (2023); Carrillat et al. (2025)                                              |
| Mixed methods      | Mixed methods                                    | 12             | Manaktola and Jauhari (2007); Pomeroy and Dolnicar (2009); Ettinger et al. (2021); Lemke and Petersen (2013); van den Broek et al. (2017) |
| Qualitative        | Case study                                       | 12             | Quaak et al. (2007); Robinson (2010); Arrigo (2013); Ghisellini et al. (2024); Smith et al. (2013)                                        |
| Qualitative        | Content / document / discourse analysis          | 9              | Holcomb et al. (2007); Truong and Hall (2017); Scharf and Fernandes (2013); McCaffrey and Kurland (2015); Huhmann and Limbu (2016)        |
| Quantitative       | Scale development / validation                   | 6              | Joo et al. (2019); Wagner et al. (2008); Davis et al. (2021); Sim and Kim (2025); Dincer and Dincer (2012)                                |

Conceptual and narrative studies account for 39 articles, showing that theoretical development and framework building remain important components of the literature. Modelling, simulation, and game-theoretic approaches, together with interviews and focus groups, each appear in 21 studies. The former category commonly examines strategic decisions involving CSR, firms, consumers, and supply-chain actors, whereas qualitative interviews provide deeper insight into consumer interpretations, expectations, scepticism, and decision-making processes.

Econometric and secondary-data analysis and systematic, bibliometric, or scoping reviews each comprise 14 articles. Mixed-method research and case studies are also relatively limited, with 12 studies in each category. Content, document, and discourse analysis appears in nine articles, while scale-development studies account for six. Computational approaches remain particularly uncommon, with only three studies applying sentiment analysis or text mining. Ethnographic and netnographic methods are the least represented, appearing in only one article.

### ***Theoretical foundations***

Table 3 shows that theory use in CSR and consumer behaviour research is relatively diverse, with several frameworks appearing prominently across the reviewed studies. Social Identity Theory, Stakeholder Theory, the Theory of Planned Behaviour, Attribution Theory, Game Theory, and Signalling Theory are the most frequently represented perspectives, each appearing in six sample studies. Social Identity Theory explains how consumers' identification with socially responsible organisations shapes attitudes, loyalty, and supportive behaviour. Stakeholder Theory emphasises the responsibilities of firms toward multiple stakeholder groups and the importance of aligning CSR practices with stakeholder expectations. The Theory of Planned Behaviour is commonly applied to explain how attitudes, subjective norms, and perceived behavioural control influence responsible consumption and purchase intentions. Attribution Theory focuses on how consumers interpret corporate motives and assess whether CSR initiatives are sincere or self-serving, while Signalling Theory explains how CSR communication conveys information about organisational values, credibility, and product or brand quality. Game Theory provides a strategic perspective on the interactions among firms,

consumers, governments, and other stakeholders when CSR decisions involve competing interests and interdependent outcomes.

**Table 3. Dominant theories in CSR in Consumer Behaviour research**

| Theory                                          | Sample Studies                                                                                                                         |
|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Social Identity Theory (SIT)                    | Marin et al. (2009); Marin and Ruiz (2007); Dang et al. (2020); Jones et al. (2017); Aljarah (2020); Lu et al. (2021)                  |
| Stakeholder Theory (ST)                         | Park and Ghauri (2015); Waheed et al. (2020); Ma (2009); Cayolla et al. (2023); Rathore et al. (2023); Gupta (2011)                    |
| Theory of Planned Behaviour (TPB)               | Han (2021); Johnstone and Lindh (2022); Akbari et al. (2019); Yuen et al. (2016); Kim et al. (2019); Rathore et al. (2023)             |
| Attribution Theory (AT)                         | Pérez (2019); Pérez et al. (2020); Johnson et al. (2010); Lee et al. (2019); Szócs and Montanari (2025); Cai et al. (2024)             |
| Game Theory                                     | Ni and Li (2012); Khosroshahi et al. (2021); Liu and Xiao (2020); Lin et al. (2024); Fan et al. (2024); Chen and Yang (2017)           |
| Signalling Theory                               | Dang et al. (2020); Heinberg et al. (2021); Przepiorka and Horne (2020); Hu et al. (2022); Lu et al. (2021); Moharam and Yacout (2024) |
| Theory of Reasoned Action (TRA)                 | Han (2021); Coleman et al. (2011); Moharam and Yacout (2024); Sun et al. (2025); Zhang et al. (2025)                                   |
| Construal Level Theory (CLT)                    | Connors et al. (2017); Liu et al. (2025); Lee (2024); Phang et al. (2020)                                                              |
| Institutional Theory / Neo-Institutional Theory | Xun (2013); El-Bassiouny and Letmathe (2018); Mazumdar et al. (2025)                                                                   |
| Social Exchange Theory (SET)                    | Aljarah (2020); Huang and Fitzpatrick (2018); Kumar Roy and Psychogios (2023)                                                          |
| Stimulus–Organism–Response (S-O-R) Framework    | Yu et al. (2021); Chang and Jai (2015); Ji and Suntrayuth (2025); Mandagi et al. (2026)                                                |

The Theory of Reasoned Action, represented in five studies, further explains how beliefs and attitudes shape behavioural intentions, whereas the Construal Level Theory and the Stimulus–Organism–Response framework, each appearing in four studies, address psychological distance and the internal cognitive and emotional processes through which CSR stimuli influence consumer responses. Institutional Theory and Social Exchange Theory, represented in three studies each, provide complementary explanations of how external norms, legitimacy pressures, reciprocity, and perceived benefits shape corporate and consumer behaviour. Overall, the table indicates that CSR and consumer behaviour research draws on behavioural, psychological, strategic, and institutional perspectives. However, the dispersion of theories also suggests opportunities for future studies to integrate multiple frameworks to better explain how CSR perceptions influence consumer trust, identification, attitudes, purchase intentions, and long-term behavioural responses.

### 3.2. Publication and citation performance of CSR and consumer behaviour

#### *Leading journals in the field*

Table 4 shows that research on CSR and consumer behaviour is concentrated in journals specialising in business ethics, consumer research, sustainability, and marketing. The Journal of

Retailing and Consumer Services is the most productive outlet, with 33 articles and 2,231 citations, followed closely by the Journal of Business Ethics, with 32 articles. However, the Journal of Business Ethics records the highest citation count, at 5,230 citations, demonstrating its particularly strong intellectual influence on the field. CSR and Environmental Management and the Social Responsibility Journal also serve as important publication outlets, contributing 20 and 18 articles, respectively.

**Table 4. Most influential journals by number of articles published in this field**

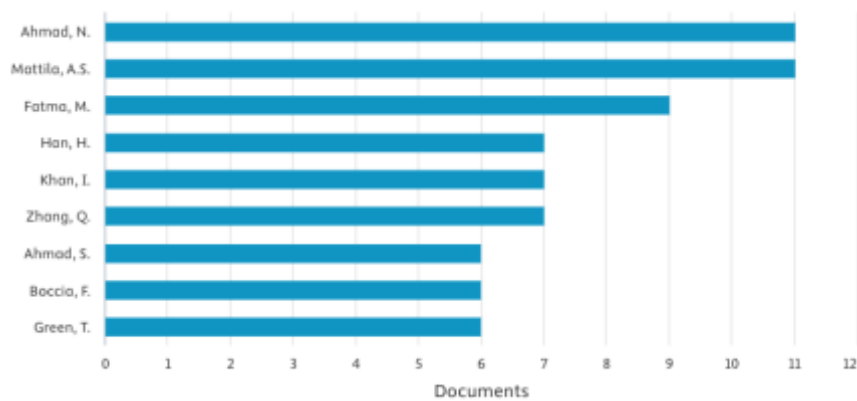
| Source Title                                                 | Publisher Name     | TA | TC    |
|--------------------------------------------------------------|--------------------|----|-------|
| Journal of Retailing and Consumer Services                   | Elsevier           | 33 | 2,231 |
| Journal of Business Ethics                                   | Springer Nature    | 32 | 5,230 |
| Corporate Social Responsibility and Environmental Management | John Wiley & Sons  | 20 | 885   |
| Social Responsibility Journal                                | Emerald Publishing | 18 | 465   |
| Journal of Business Research                                 | Elsevier           | 15 | 1,947 |
| Journal of Cleaner Production                                | Elsevier           | 12 | 575   |
| Business Strategy and the Environment                        | John Wiley & Sons  | 9  | 978   |
| Journal of Consumer Marketing                                | Emerald Publishing | 9  | 776   |
| International Journal of Contemporary Hospitality Management | Emerald Publishing | 8  | 1,911 |
| Journal of Fashion Marketing and Management                  | Emerald Publishing | 6  | 344   |

Other influential journals include the Journal of Business Research, which published 15 articles and accumulated 1,947 citations, and the Journal of Cleaner Production, with 12 articles and 575 citations. Although the International Journal of Contemporary Hospitality Management contributed only eight articles, these publications generated 1,911 citations, indicating substantial scholarly impact. Similarly, the Journal of Sustainable Tourism published five articles but recorded 830 citations, highlighting the significance of CSR and consumer behaviour research within tourism and hospitality contexts.

Overall, the journal distribution demonstrates the interdisciplinary character of the field. Research is published not only in dedicated CSR and sustainability journals but also in consumer services, business ethics, marketing, hospitality, tourism, corporate communication, and fashion-management outlets. The citation patterns further indicate that scholarly influence is not determined solely by publication volume, as several journals with comparatively fewer articles have achieved substantial citation impact.

#### **Most influential authors**

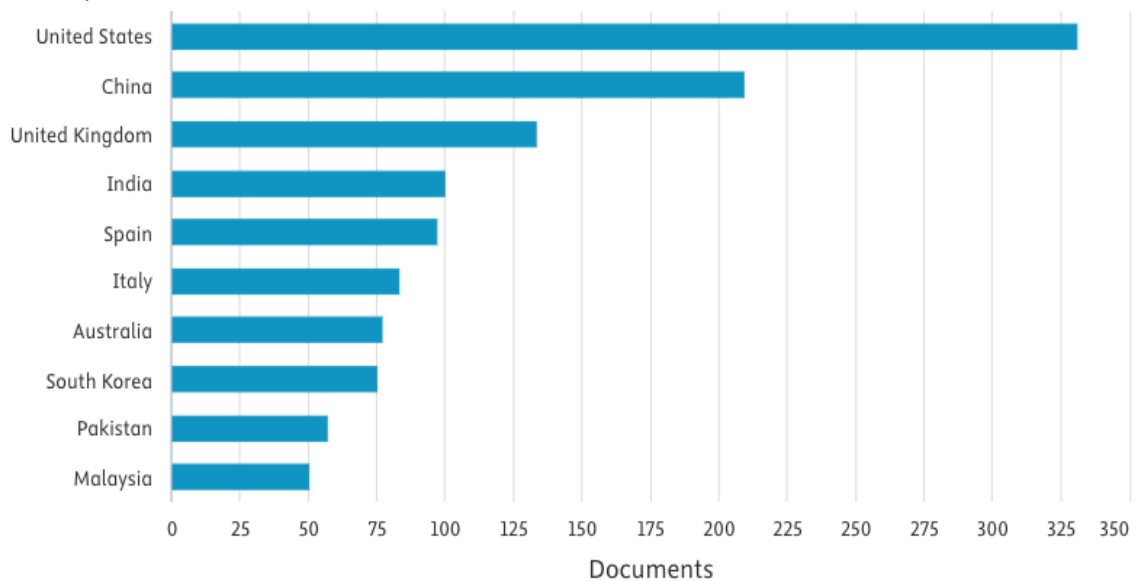
Figure 4 presents the leading authors based on their number of publications in the field. Ahmed, N. and Mottola, A.S. are the most productive contributors, with 11 publications each, followed by Futino, M. with nine publications. Iton, H., Khan, I., and Zhang, Q. each contributed seven publications, whereas Ahmad, S., Boccia, F., and Green, T. each published six articles. The relatively narrow range of six to eleven publications indicates that research productivity is distributed across several scholars rather than being dominated by a single author. Nevertheless, the higher output of the two leading contributors suggests that they have played a particularly prominent role in developing the literature in this field.



**Figure 4. Most productive authors by number of publications**

#### ***Top contributing countries***

Figure 5 presents the leading countries by publication output in the field. The United States is the most productive contributor, with approximately 330 publications, substantially exceeding all other countries. China ranks second with slightly more than 200 publications, followed by the United Kingdom with approximately 135 publications. India and Spain each contributed close to 100 publications, while Italy, Australia, and South Korea recorded between approximately 75 and 85 publications. Pakistan and Malaysia complete the top ten, with around 50–60 publications each.



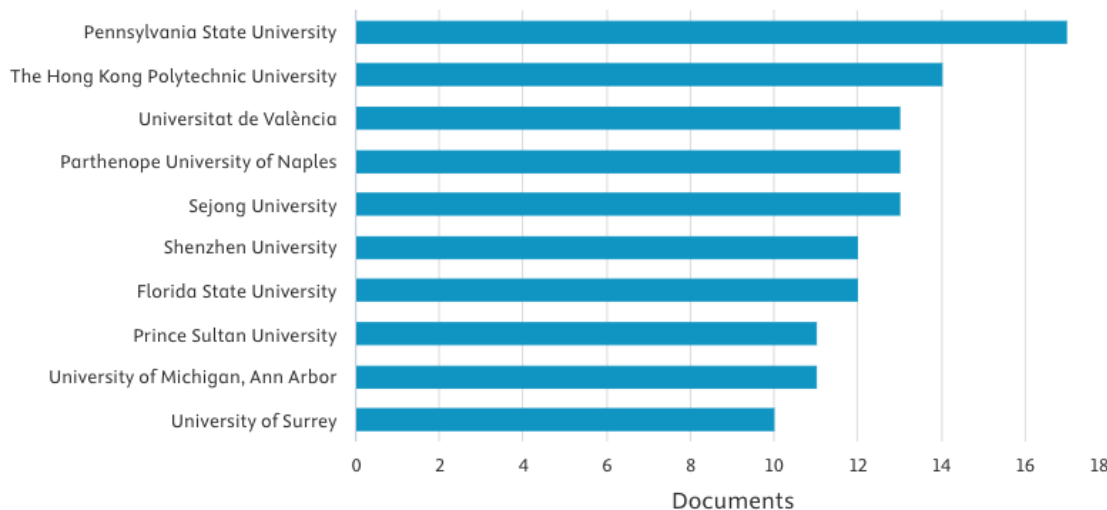
**Figure 5. Top 10 countries by number of publications in the field**

The pronounced lead of the United States and China indicates that research output is concentrated in these two major scholarly systems. Nevertheless, the presence of countries from North America, Europe, Asia, and Oceania demonstrates the international scope of the field. The substantial contributions from India, Spain, and Italy further suggest growing scholarly attention to this topic across both established and emerging research contexts.

#### ***Top contributing institutions***

Figure 5 presents the institutions with the highest research output in the field. Pennsylvania State University is the leading contributor with 17 publications, followed by The Hong Kong Polytechnic University with 14 publications. Universitat de València, Parthenope

University of Naples, and Sejong University each contributed 13 publications, while Shenzhen University and Florida State University produced 12 publications each. Prince Sultan University and the University of Michigan–Ann Arbor each recorded 11 publications, whereas the University of Surrey contributed 10 publications. The relatively narrow range of publication counts suggests that institutional productivity is distributed across several universities rather than being concentrated in a single dominant research centre. The presence of institutions from North America, Europe, Asia, and the Middle East further reflects the geographically diverse and international development of research in this field.



**Figure 5. Top 10 institutions by number of publications in the field**

#### ***Landmark publications on CSR and consumer behaviour***

Table 5 identifies the ten landmark publications in CSR and consumer behaviour research based on citation frequency. White, Habib, and Hardisty's (2019) study on shifting consumer behaviour toward sustainability is the most influential publication, with 1,885 citations, followed by Klein and Dawar's (2004) examination of CSR attributions and brand evaluations during product-harm crises, with 1,115 citations. Wagner, Lutz, and Weitz's (2009) study of corporate hypocrisy ranks third with 1,046 citations, while Du, Bhattacharya, and Sen's (2007) investigation of the relational benefits of CSR accumulated 988 citations.

**Table 5. Top 10 landmark publications on CSR and consumer behaviour**

| Title                                                                                                      | Authors                              | Year | Source Title                                   | Cited by* |
|------------------------------------------------------------------------------------------------------------|--------------------------------------|------|------------------------------------------------|-----------|
| How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework          | White, K.; Habib, R.; Hardisty, D.J. | 2019 | Journal of Marketing                           | 1,885     |
| Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis | Klein, J.; Dawar, N.                 | 2004 | International Journal of Research in Marketing | 1,115     |
| Corporate hypocrisy: Overcoming the threat of inconsistent corporate social responsibility perceptions     | Wagner, T.; Lutz, R.J.; Weitz, B.A.  | 2009 | Journal of Marketing                           | 1,046     |

| Title                                                                                                                              | Authors                                                   | Year | Source Title                                                 | Cited by* |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|------|--------------------------------------------------------------|-----------|
| Reaping relational rewards from corporate social responsibility: The role of competitive positioning                               | Du, S.; Bhattacharya, C.B.; Sen, S.                       | 2007 | International Journal of Research in Marketing               | 988       |
| Exploring consumer attitude and behaviour towards green practices in the lodging industry in India                                 | Manaktola, K.; Jauhari, V.                                | 2007 | International Journal of Contemporary Hospitality Management | 791       |
| Consumers' perceptions of corporate social responsibilities: A cross-cultural comparison                                           | Maignan, I.                                               | 2001 | Journal of Business Ethics                                   | 764       |
| Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research | Han, H.                                                   | 2021 | Journal of Sustainable Tourism                               | 678       |
| The role of identity salience in the effects of corporate social responsibility on consumer behavior                               | Marin, L.; Ruiz, S.; Rubio, A.                            | 2009 | Journal of Business Ethics                                   | 515       |
| Influence of corporate social responsibility on loyalty and valuation of services                                                  | De Los Salmones, M.D.M.G.; Crespo, A.H.; Del Bosque, I.R. | 2005 | Journal of Business Ethics                                   | 504       |
| Doing right leads to doing well: When the type of CSR and reputation interact to affect consumer evaluations of the firm           | Lii, Y.-S.; Lee, M.                                       | 2012 | Journal of Business Ethics                                   | 501       |

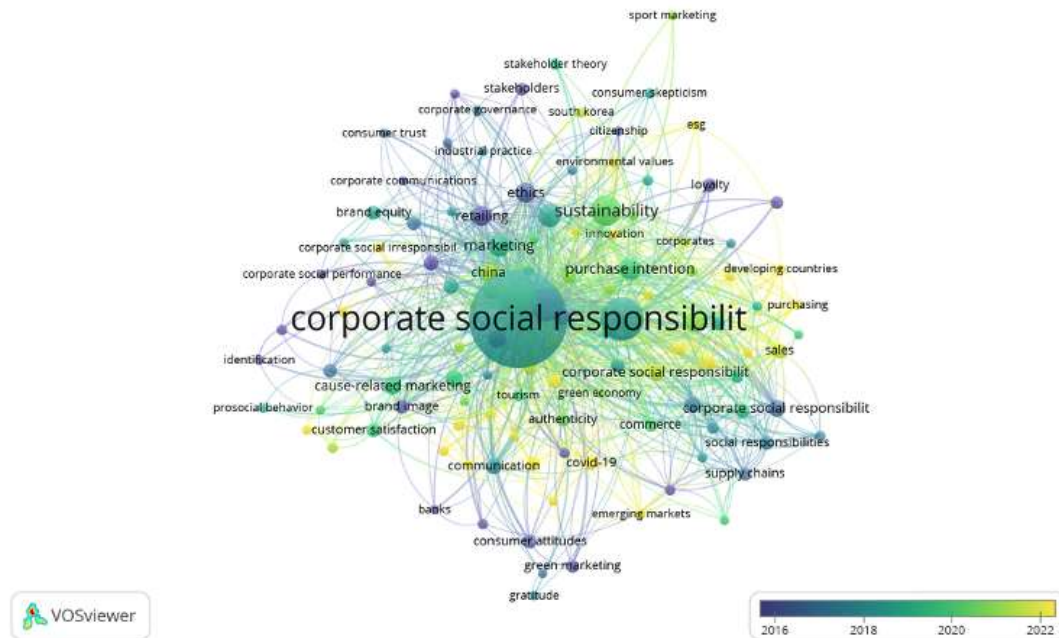
\* Citation counts as of June 2026

The remaining highly cited studies address several interconnected themes, including environmentally responsible consumption, consumer perceptions of corporate responsibility, CSR-driven loyalty, corporate reputation, brand identification, green practices, and sustainable behaviour in tourism and hospitality. Collectively, these publications demonstrate that the intellectual foundation of the field is strongly oriented toward understanding how consumers interpret corporate motives, evaluate the credibility and consistency of CSR initiatives, and translate these perceptions into attitudes, loyalty, brand evaluations, and purchase-related behaviour. The citation distribution further indicates that foundational studies on attribution, identity, reputation, and relational outcomes continue to exert substantial influence, while more recent research has extended the field toward sustainable consumption and behavioural change.

### 3.3. The evolution of CSR and consumer behaviour research

Figure 7 presents the overlay visualization of research on CSR and consumer behaviour. The network is organised around CSR, which appears as the largest and most central node. Its strong connections with sustainability, purchase intention, green marketing, corporate image,

corporate reputation, stakeholder theory, business ethics, and environmental responsibility indicate that CSR functions as the principal conceptual foundation linking organisational responsibility with consumer evaluation and behavioural responses. The dense interconnections among the keywords further demonstrate that the field has developed through the integration of ethical, environmental, strategic, and marketing perspectives.



**Figure 7. Overlay visualization of CSR and consumer behaviour research**

In the earlier phase, represented by darker blue and purple nodes, research was primarily anchored in the organisational, ethical, and institutional foundations of CSR. Prominent themes included stakeholder theory, business ethics, corporate governance, philanthropy, corporate reputation, and social responsibility. Studies during this period examined CSR as a mechanism for addressing stakeholder expectations, strengthening corporate legitimacy, and managing ethical and reputational responsibilities (Ma, 2009; Xun, 2013; Park & Ghauri, 2015; El-Bassiouny & Letmathe, 2018). Although consumer-focused research had already begun to investigate CSR awareness, motive attribution, corporate identification, brand evaluation, and loyalty, these behavioural outcomes were generally positioned within broader discussions of organisational responsibility and reputation (Klein & Dawar, 2004; Du et al., 2007; Marin et al., 2009; Wagner et al., 2009).

The middle phase, represented mainly by green nodes, reflects the expansion of CSR research toward sustainability, environmental responsibility, and market-related outcomes. Themes such as corporate image, consumer perception, green marketing, trust, purchase intention, and consumer citizenship behaviour became increasingly prominent. This development marked a shift from viewing CSR primarily as an ethical or governance obligation toward understanding it as a strategic capability that can shape stakeholder evaluations and marketplace performance. Research increasingly examined how consumers interpret CSR initiatives and how perceived effectiveness, transparency, trustworthiness, and corporate image influence their attitudes and behavioural responses (Dang et al., 2020; Przepiorka & Horne, 2020; Heinberg et al., 2021; Yu et al., 2021). Studies also extended CSR research into sustainable consumption, environmental behaviour, and tourism and hospitality contexts, reinforcing the connection between corporate responsibility and consumer decision-making (Han, 2021; Lu et al., 2021).

The most recent phase, shown by yellow and lighter-coloured nodes, demonstrates stronger attention to the psychological and behavioural consequences of CSR. Recent studies increasingly focus on purchase intention, sustainable consumption, environmental awareness, cause-related marketing, brand-related responses, and consumer citizenship behaviour. Scholars have examined how message framing, psychological distance, perceived motives, authenticity, and stakeholder evaluations determine whether CSR activities generate trust, favourable attitudes, prosocial behaviour, and purchasing responses (Rathore et al., 2023; Cai et al., 2024; Lee, 2024; Moharam & Yacout, 2024). Recent meta-analytic and empirical evidence further indicates that consumer responses depend on whether CSR initiatives are interpreted as altruistic, credible, and consistent with corporate conduct rather than as opportunistic promotional efforts (Carrillat et al., 2025; Liu et al., 2025; Sun et al., 2025). This phase therefore reflects the increasing consumer orientation of the field and its growing concern with the conditions under which CSR produces supportive, resistant, or adverse behavioural outcomes. Table 6 summarizes the Evolution of CSR and consumer behaviour research.

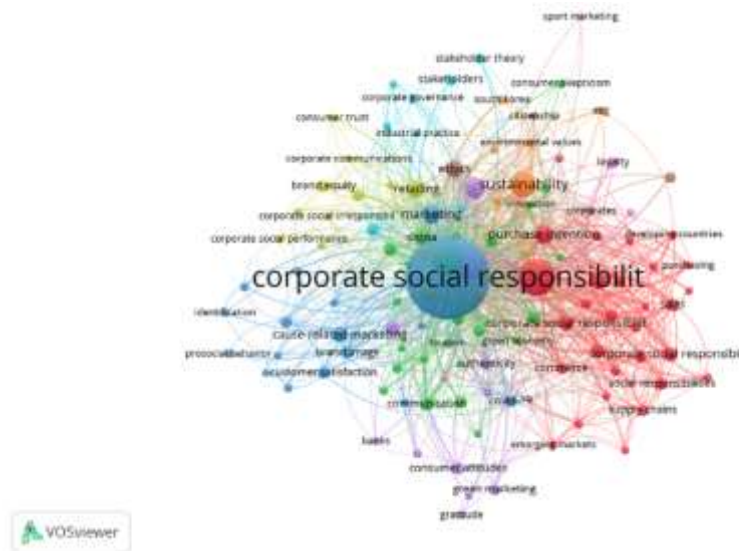
**Table 6. Evolution of CSR and consumer behaviour research**

| Research phase      | Period    | Dominant keywords                                                                                                                | Core methodologies                                                                                                                 | Dominant theories                                                                                                                                    |
|---------------------|-----------|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Foundational phase  | Pre-2018  | CSR, business ethics, stakeholder theory, corporate governance, philanthropy, corporate reputation                               | Conceptual studies, case studies, qualitative analysis, content analysis, and early survey-based research                          | Stakeholder Theory, Legitimacy Theory, Institutional Theory, Business Ethics frameworks                                                              |
| Developmental phase | 2018–2020 | Sustainability, environmental responsibility, corporate image, consumer perception, green marketing, consumer behaviour          | Surveys, regression analysis, structural equation modelling, comparative studies, and mixed-method research                        | Stakeholder Theory, Signalling Theory, Social Identity Theory, Theory of Planned Behaviour                                                           |
| Frontier phase      | 2020–2022 | Purchase intention, sustainable consumption, green marketing, brand responses, environmental awareness, consumer decision-making | PLS-SEM and covariance-based SEM, experimental studies, mediation and moderation analysis, bibliometric reviews, and mixed methods | Stimulus–Organism–Response Framework, Attribution Theory, Consumer–Company Identification, Signalling Theory, and sustainability-oriented frameworks |

### 3.4. Conceptual structure of CSR and customer behaviour research

#### *Keywords co-occurrence analysis*

VOSviewer version 1.6.20 was used to conduct keyword co-occurrence analysis and identify the thematic structure of CSR in consumer behaviour research. Keywords were extracted from the bibliographic records of the 506 articles and analysed according to the frequency and strength of their co-occurrence relationships. As illustrated in Figure 8, the network is organised around several prominent nodes, particularly “corporate social responsibility,” “purchase intention,” “sustainability,” “consumer behaviour,” “marketing,” “consumer trust,” “brand image,” and “loyalty.” The size and central position of CSR confirm that it serves as the principal concept connecting the field’s behavioural, relational, ethical, environmental, and strategic research streams.



**Figure 8. Keyword co-occurrence network of CSR in consumer behaviour research**

The red cluster, consisting of 31 keywords, represents CSR-driven purchasing and responsible supply-chain decisions. It connects consumer behaviour and purchase intention with sustainable development, environmental sustainability, sustainable consumption, greenwashing, purchasing, profitability, and supply-chain management. This cluster shows that a substantial stream of research examines CSR not only as a marketing signal but also as an operational and environmental responsibility embedded in production, distribution, and consumption systems. Studies in this cluster commonly investigate how corporate environmental and social practices influence purchasing decisions and how responsible supply-chain strategies affect consumer evaluations.

The green cluster contains 17 keywords and focuses on CSR communication, consumer perceptions, and market responses. Keywords such as consumption behaviour, message framing, brand attitude, green economy, tourism, environmental economics, and performance assessment indicate an emphasis on how CSR information is communicated and interpreted. This cluster highlights the importance of communication design, message framing, and market context in shaping consumers’ attitudes toward socially and environmentally responsible firms.

The blue cluster comprises 19 keywords and represents CSR-based brand relationships and customer outcomes. It brings together cause-related marketing, willingness to pay, customer loyalty, relationship marketing, consumer psychology, identification, brand image, customer satisfaction, service quality, and corporate image. The cluster demonstrates that CSR is widely studied as a mechanism for strengthening consumer–brand relationships. It also reflects the field’s strong interest in whether socially responsible corporate activities enhance identification, satisfaction, loyalty, prosocial behaviour, and willingness to support responsible brands.

The yellow cluster includes 10 keywords associated with corporate reputation, trust, and CSR credibility. Its main concepts include corporate reputation, business ethics, corporate hypocrisy, corporate social irresponsibility, corporate communication, brand equity, and consumer trust. This cluster captures the credibility-related dimension of CSR, particularly how consumers respond when corporate claims are perceived as inconsistent with actual behaviour. It therefore highlights trust, ethical consistency, and authenticity as critical conditions determining whether CSR improves or damages corporate reputation.

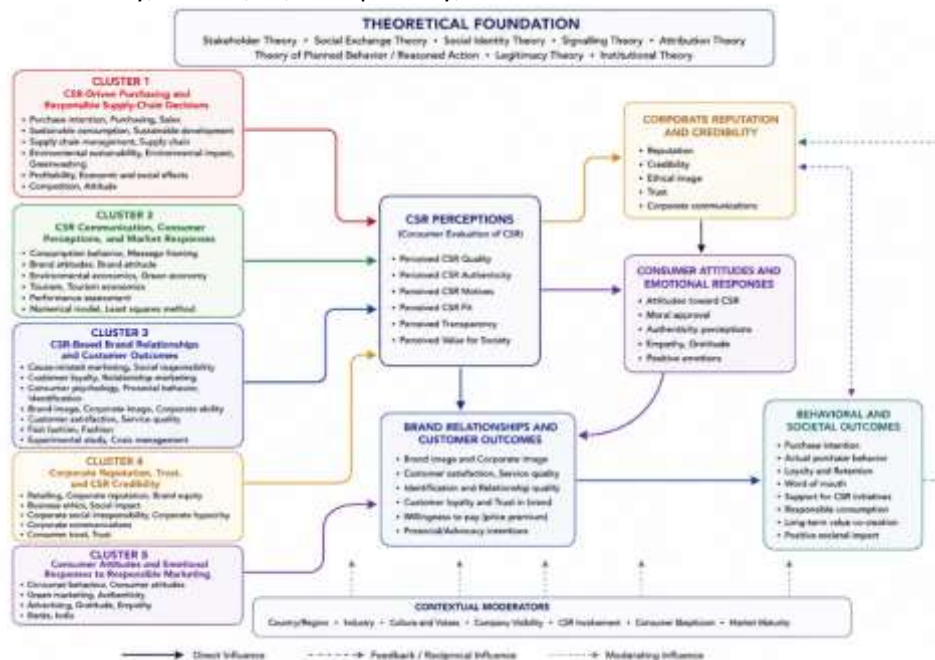
The purple cluster also contains 10 keywords and focuses on consumer attitudes and emotional responses to responsible marketing. Keywords such as consumer attitudes, green marketing, authenticity, advertising, gratitude, empathy, and banking indicate that CSR responses involve not only cognitive evaluations but also emotional and moral reactions. Research within this cluster examines how authentic and empathetic CSR communication can generate favourable attitudes and emotional attachment, particularly in service contexts.

**Table 7. Keyword co-occurrence network of CSR in consumer behaviour research**

| Cluster                                                                               | Items (n) | Keywords                                                                                                                                                                                                                                                                                                                                                                                                      | Issues/Thematic Focus                                         | Sample Authors                                                                            |
|---------------------------------------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------------------------------|
|  1 | 31        | consumer behavior; purchase intention; sustainable development; corporate social responsibility (CSR); corporate social responsibilities (CSR); supply chain management; sales; social responsibilities; economic and social effects; environmental sustainability; environmental impact; competition; attitude; sustainable consumption; profitability; environment; supply chain; purchasing; greenwashing. | CSR-driven purchasing and responsible supply-chain decisions  | Liu and Xiao (2020); Khosroshahi et al. (2021); Ni and Li (2012); Öberseder et al. (2011) |
|  2 | 17        | consumption behavior; environmental economics; numerical model; tourism; performance assessment; least squares method; tourism economics; message framing; green economy; brand attitudes; brand attitude                                                                                                                                                                                                     | CSR communication, consumer perceptions, and market responses | Cai et al. (2024); Hu et al. (2022); Xun (2013); Meena and Kumar (2022)                   |
|  3 | 19        | corporate social responsibility; cause-related marketing; social responsibility; willingness to pay; customer loyalty; relationship marketing; consumer psychology; prosocial behavior; identification; fast fashion; fashion; corporate social performance; brand image; customer satisfaction; service quality; experimental study; crisis                                                                  | CSR-based brand relationships and customer outcomes           | Marin et al. (2009); Yuen et al. (2016); Moharam and Yacout (2024); Liu et al. (2025)     |

| Cluster | Items (n) | Keywords                                                                                                                                                                                                                                 | Issues/Thematic Focus                                               | Sample Authors                                                                                      |
|---------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| 4       | 10        | management; corporate image; corporate ability<br>retailing; corporate reputation; business ethics; social impact; corporate social irresponsibility; corporate hypocrisy; corporate communications; brand equity; consumer trust; trust | Corporate reputation, trust, and CSR credibility                    | Wagner et al. (2009); Dang et al. (2020); Lu et al. (2021); Gupta and Pirsch (2008)                 |
| 5       | 10        | consumer behaviour; CSR; consumer attitudes; green marketing; authenticity; India; advertising; gratitude; empathy; banks                                                                                                                | Consumer attitudes and emotional responses to responsible marketing | Manaktola and Jauhari (2007); Scharf and Fernandes (2013); Joo et al. (2019); Coleman et al. (2011) |

Figure 9 presents the Integrated CSR–Consumer Behaviour Framework, which synthesises the five thematic clusters identified through the keyword co-occurrence analysis. The framework explains consumer responses to CSR as a sequential but interconnected process. CSR practices embedded in purchasing, sustainable consumption, supply-chain management, environmental responsibility, and corporate operations are communicated to the market and interpreted by consumers. These evaluations form overall CSR perceptions, including perceived quality, authenticity, motive, fit, transparency, and societal value..



**Figure 9. Integrated CSR–Consumer Behaviour Framework**

The framework further shows that CSR perceptions influence consumer behaviour through three closely related mechanisms. First, credible and ethically consistent CSR strengthens corporate reputation, brand equity, and consumer trust, whereas perceived hypocrisy, irresponsibility, or misleading communication may weaken these outcomes. Second,

CSR generates attitudinal and emotional responses, including moral approval, authenticity perceptions, empathy, gratitude, and favourable attitudes. Third, these cognitive and emotional evaluations shape brand relationships and customer outcomes, including brand image, identification, satisfaction, relationship quality, loyalty, willingness to pay, and advocacy.

These mechanisms ultimately lead to behavioural and societal outcomes such as purchase intention, actual purchasing, customer retention, positive word of mouth, support for CSR initiatives, responsible consumption, and long-term value co-creation. The relationships are conditioned by contextual factors, including country, industry, cultural values, market maturity, company visibility, consumer involvement, and consumer scepticism. Grounded in stakeholder, social identity, social exchange, signalling, attribution, planned behaviour, legitimacy, and institutional perspectives, the framework positions CSR as a multidimensional marketplace process through which corporate practices are evaluated, translated into consumer relationships, and converted into behavioural and societal value.

*Cluster 1: CSR-Driven Purchasing and Responsible Supply-Chain Decisions.* The first cluster positions CSR as both a determinant of consumer purchasing and a strategic consideration in supply-chain management. Its keywords connect consumer behaviour, purchase intention, sustainable consumption, environmental sustainability, greenwashing, purchasing, profitability, and supply-chain responsibility. This stream therefore examines how consumers respond to the social and environmental consequences of corporate production and distribution practices and how these responses influence firms' pricing, sourcing, collection, and channel decisions. Research on socially responsible supply chains shows that CSR outcomes emerge from interactions among manufacturers, retailers, consumers, regulators, and other supply-chain actors rather than from isolated corporate initiatives (Ni & Li, 2012; Liu & Xiao, 2020; Khosroshahi et al., 2021; Wang et al., 2021).

The cluster also highlights the tension between substantive responsibility and symbolic environmental claims. Consumers may support companies whose environmental protection, responsible sourcing, recycling, and supply-chain practices are perceived as credible and meaningful. Conversely, perceived greenwashing or inconsistency between corporate claims and operational practices can weaken consumer attitudes and purchase intentions (Rahman et al., 2015). Consumer decisions are also shaped by practical considerations such as price, quality, convenience, and perceived effectiveness, meaning that favourable attitudes toward CSR do not always translate directly into responsible purchasing (Öberseder et al., 2011; White et al., 2019). Future research should therefore incorporate actual purchasing records, traceability data, field experiments, and longitudinal evidence to determine when responsible supply-chain practices generate sustainable consumption and market value.

#### Cluster 2: CSR Communication, Consumer Perceptions, and Market Responses

The second cluster focuses on how CSR information is framed, communicated, interpreted, and translated into market responses. Keywords such as message framing, brand attitude, consumption behaviour, green economy, environmental economics, tourism, and performance assessment indicate that the effectiveness of CSR depends not only on the substance of corporate initiatives but also on how those initiatives are presented to consumers. Message specificity, framing, transparency, and channel selection can shape whether CSR is interpreted as a genuine social contribution, a strategic business activity, or an image-management exercise (Pérez, 2019; Pérez et al., 2020; Cai et al., 2024).

This cluster also reflects the growing importance of digital communication. Social media, corporate websites, online reviews, and other interactive platforms allow firms to increase the visibility of CSR initiatives but also expose them to consumer scrutiny and scepticism. Research shows that CSR communication can influence brand attitudes, issue-support behaviour, and customer participation, although its effectiveness depends on credibility, awareness, and

consistency between communication and corporate conduct (Ettinger et al., 2021; Lee et al., 2019; Ji & Suntrayuth, 2025). Digital data also create opportunities to examine CSR-related market responses through text mining, machine learning, online reviews, and social-media analytics (Meena & Kumar, 2022). Future research should compare communication channels and framing strategies while accounting for cultural differences, information overload, consumer scepticism, and the risk of greenhushing or excessive self-promotion.

*Cluster 3: CSR-Based Brand Relationships and Customer Outcomes.* The third cluster represents the relational and customer-oriented dimension of CSR research. It connects CSR with cause-related marketing, willingness to pay, customer loyalty, relationship marketing, identification, brand image, customer satisfaction, service quality, and prosocial behaviour. Within this stream, CSR functions as a source of symbolic, emotional, and relational value that can strengthen consumers' identification with a company and improve evaluations of its brands. When consumers perceive alignment between corporate values, CSR initiatives, and their own identities, responsible practices can reinforce brand attractiveness and relationship quality (Marin et al., 2009; Du et al., 2007).

The outcomes associated with this cluster extend beyond favourable attitudes to include satisfaction, loyalty, willingness to pay, advocacy, citizenship behaviour, and participation in cause-related initiatives. CSR can strengthen these outcomes by enhancing corporate image, trust, and perceived value, particularly when consumers are aware of the initiative and view it as relevant to the organisation's activities (De Los Salmones et al., 2005; Yuen et al., 2016; Dang et al., 2020). Cause-related marketing studies further show that campaign design and perceived motives shape consumers' willingness to support companies and participate in prosocial actions (Moharam & Yacout, 2024; Liu et al., 2025). Future research should move beyond behavioural intentions by examining actual loyalty, price premiums, repeat purchases, advocacy, and relationship development over time.

*Cluster 4: Corporate Reputation, Trust, and CSR Credibility.* The fourth cluster centres on corporate reputation, trust, ethical consistency, and the credibility of CSR claims. Its keywords include corporate hypocrisy, corporate social irresponsibility, corporate communication, brand equity, business ethics, and consumer trust. This cluster demonstrates that CSR can strengthen reputation only when corporate claims are consistent with observable practices and prior conduct. Consumers evaluate whether responsible initiatives reflect genuine organisational values or merely attempt to protect reputation and influence public opinion.

Perceived inconsistency between CSR communication and corporate behaviour can produce accusations of hypocrisy, distrust, and reputational damage (Wagner et al., 2009). Such effects become particularly important during product crises or when firms operate in ethically sensitive industries, because existing CSR associations influence how consumers attribute responsibility and evaluate the company's response (Klein & Dawar, 2004). Conversely, credible social and environmental investments can serve as signals of trustworthiness and strengthen corporate evaluations when they are transparent and aligned with the firm's broader conduct (Lii & Lee, 2012; Przepiorka & Horne, 2020). Transparency may improve CSR effectiveness, but its influence depends on institutional context, prior reputation, and the credibility of the disclosed information (Heinberg et al., 2021). Future studies should investigate third-party certification, real-time disclosure, crisis recovery, and the conditions under which transparency can restore trust after irresponsible behaviour.

*Cluster 5: Consumer Attitudes and Emotional Responses to Responsible Marketing.* The fifth cluster highlights the attitudinal, moral, and emotional processes through which consumers respond to CSR and responsible marketing. Its keywords include consumer attitudes, green marketing, authenticity, advertising, gratitude, empathy, and banking. This stream demonstrates that CSR evaluations are not based solely on rational assessments of corporate performance. Consumers may experience moral approval, gratitude, empathy, pride, anger, or

disappointment depending on the perceived motives, authenticity, and consequences of corporate behaviour.

Authenticity is central to this cluster because consumers are more likely to form favourable attitudes when CSR appears sincere, consistent, and embedded in the organisation's identity rather than introduced as a temporary promotional activity (Joo et al., 2019). Responsible practices can also create emotional and social value by generating respect, gratitude, and moral satisfaction, which may subsequently strengthen supportive consumer behaviour (Green & Peloza, 2011). In contrast, corporate irresponsibility can evoke anger, contempt, and other moral emotions that encourage negative evaluations and punitive responses (Grappi et al., 2013).

The effects of responsible marketing also vary across industries and cultural contexts. Research in hospitality, banking, advertising, and environmentally oriented consumption shows that consumers respond more positively when CSR communication is relevant, understandable, and consistent with the organisation's service or product offering (Manaktola & Jauhari, 2007; Scharf & Fernandes, 2013; Huang & Fitzpatrick, 2018). However, overtly persuasive claims may trigger scepticism when consumers suspect strategic or opportunistic motives (Connors et al., 2017). Future research should therefore examine how authenticity, emotion, moral judgement, and scepticism interact across cultures, industries, communication channels, and consumer segments.

#### **4. ConclusionS**

This study integrates bibliometric analysis with systematic, thematic, and theory-oriented review to consolidate the development of CSR in consumer behaviour research. The findings reveal five interconnected thematic clusters: CSR-driven purchasing and responsible supply-chain decisions; CSR communication, consumer perceptions, and market responses; CSR-based brand relationships and customer outcomes; corporate reputation, trust, and CSR credibility; and consumer attitudes and emotional responses to responsible marketing. Together, these clusters show that CSR is no longer examined merely as a corporate policy or philanthropic activity. It is increasingly understood as a marketplace process through which responsible corporate practices are communicated, evaluated, and translated into consumer attitudes, relationships, and behavioural responses.

Based on these findings, the study proposes the Integrated CSR–Consumer Behaviour Framework. The framework explains how CSR practices related to environmental responsibility, ethical operations, sustainable consumption, and supply-chain management shape consumer perceptions of authenticity, fit, motive, transparency, and societal value. These perceptions influence corporate reputation, credibility, trust, consumer attitudes, and emotional responses, which subsequently affect brand image, identification, satisfaction, loyalty, willingness to pay, advocacy, purchase intention, and responsible consumption. The framework also recognises that these relationships vary across industries, countries, cultural settings, market conditions, and levels of consumer scepticism.

##### **4.1. Theoretical Implications**

This study contributes theoretically by organising a fragmented body of CSR and consumer behaviour research into an integrated conceptual structure. Previous studies have often examined purchase intention, trust, brand image, loyalty, authenticity, corporate reputation, consumer scepticism, and sustainable consumption as separate outcomes or mechanisms. The proposed framework connects these elements and positions CSR as a multidimensional process involving corporate practices, communication, consumer interpretation, relational evaluation, and behavioural response.

The findings also demonstrate that the field draws on multiple theoretical perspectives, particularly Social Identity Theory, Stakeholder Theory, the Theory of Planned Behaviour, Attribution Theory, Signalling Theory, Social Exchange Theory, and the Stimulus–Organism–Response framework. However, these perspectives are frequently applied independently, resulting in limited integration across cognitive, emotional, relational, and behavioural mechanisms. The framework addresses this limitation by combining complementary theoretical explanations. Stakeholder and institutional perspectives explain why firms undertake CSR; signalling and attribution perspectives explain how consumers interpret CSR information and motives; social identity and social exchange perspectives explain relational responses; and planned-behaviour perspectives explain the conversion of evaluations into behavioural intentions and actions.

The study further highlights the need to distinguish between CSR activities, CSR communication, perceived CSR, and consumer responses. Positive outcomes do not result automatically from the existence of responsible corporate practices. Their effects depend on consumer awareness, perceived authenticity, company–cause fit, credibility, and consistency between corporate claims and actual conduct. The framework therefore provides a foundation for developing more integrated and context-sensitive explanations of CSR-related consumer behaviour

#### **4.2. Practical Implications**

The findings offer practical guidance for managers, marketers, sustainability officers, supply-chain actors, and policymakers. Organisations should treat CSR as an integrated component of corporate strategy rather than as an isolated communication campaign. Responsible sourcing, environmental protection, ethical labour practices, community involvement, and sustainable production should be embedded in operational decisions and supported by transparent evidence. CSR claims that are disconnected from actual corporate behaviour may generate scepticism, accusations of hypocrisy, and reputational damage.

CSR communication should be clear, specific, credible, and appropriate to the target audience. Firms should explain the social or environmental issue addressed, the actions taken, the beneficiaries involved, and the outcomes achieved. Third-party certification, measurable impact indicators, stakeholder participation, and consistent disclosure can strengthen credibility and reduce uncertainty. Communication should also avoid exaggerated claims, excessive self-promotion, and vague sustainability language that may be interpreted as greenwashing.

Managers should recognise that consumers respond to CSR through both rational and emotional processes. Responsible initiatives can strengthen trust, identification, satisfaction, gratitude, and brand attachment when they are perceived as authentic and relevant. However, CSR strategies must also account for price, product quality, convenience, service performance, and cultural expectations. Organisations should therefore align CSR with their core competencies, brand identity, customer values, and industry-specific responsibilities. Continuous evaluation of actual purchases, loyalty, advocacy, complaints, and digital consumer responses can provide more reliable evidence of CSR effectiveness than stated intentions alone

#### **4.3. Limitations and Future Research**

This study has several limitations. First, the bibliometric and systematic review design enables broad mapping and conceptual integration but does not empirically test the relationships proposed in the Integrated CSR–Consumer Behaviour Framework. Future studies should validate the framework through surveys, experiments, longitudinal research, qualitative inquiry, mixed-method designs, and behavioural data.

Second, the dataset is limited to English-language journal articles indexed in Scopus and Web of Science. Relevant knowledge published in regional journals, books, conference

proceedings, reports, dissertations, and non-English sources may therefore be underrepresented. Future reviews could expand database coverage and incorporate multilingual and region-specific literature.

Third, the classification of methods and theories relied substantially on titles, abstracts, and author keywords. Some studies may have employed theoretical frameworks or methodological procedures that were not explicitly reported in these fields. Full-text coding could produce a more detailed assessment of theory application, construct operationalisation, methodological quality, and causal mechanisms.

Finally, the literature remains strongly dependent on surveys, experiments, self-reported perceptions, and behavioural intentions. Future research should make greater use of field experiments, longitudinal consumer panels, actual purchasing records, loyalty data, social-media analytics, text mining, netnography, neuroscientific methods, and cross-cultural comparative designs. Further attention is also needed to corporate hypocrisy, artificial intelligence in CSR communication, digital activism, ESG scepticism, supply-chain traceability, vulnerable consumer groups, and the differences between stated support for CSR and actual consumer behaviour

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