

The Evolution of CSR Research in Consumer Behavior: Insights from Bibliometric Analysis and Systematic Literature Review

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Abstract:

Corporate Social Responsibility (CSR) has emerged as a critical factor in shaping consumer behavior, influencing actions ranging from purchase decisions and brand advocacy to sustainable consumption and crisis response. Despite extensive research, a structured quantitative and qualitative assessment of its scholarly evolution and influence on consumer behavior remains limited. This study addresses this gap through a dual-method investigation: a bibliometric analysis of 456 Scopus-indexed publications (2003–2024) and a systematic literature review (SLR) of the 10 most cited studies within this corpus. The bibliometric analysis maps research trends, identifies leading contributors, and uncovers key thematic areas, while highlighting the global and interdisciplinary nature of CSR research on consumer behavior. The SLR provides deeper insights into how CSR initiatives influence consumer decision-making and behavioral engagement across different industries and contexts. Findings indicate that CSR-driven consumer behaviors are shaped by industry-specific, economic, and cultural factors, with price sensitivity, product quality, and CSR authenticity playing crucial roles. The study also highlights a methodological preference for experimental and regression-based approaches, emphasizing the need for longitudinal and real-world behavioral studies to better capture CSR's long-term effects. By integrating bibliometric and systematic review approaches, this study provides a comprehensive evaluation of CSR's impact on consumer behavior. The findings offer valuable insights for businesses, underscoring the importance of strategic, transparent, and context-driven CSR initiatives.

1. Introduction

Evolving market dynamics and rising societal expectations have reshaped the role of businesses, compelling them to move beyond mere profit-making and embrace broader social and environmental responsibilities. In response, many companies have adopted Corporate Social Responsibility (CSR) as a strategic framework to integrate these principles into their operations. Over the years, CSR has gained widespread acceptance in both academic literature [1] and corporate practice [2]. Initially regarded as a voluntary commitment [3], CSR has evolved into a core component of corporate strategy [4], offering multifaceted benefits. It enhances shareholder value [5], safeguards brand legitimacy [6], strengthens competitive positioning [7], cultivates a positive

corporate image [8], and bolsters corporate reputation [9].

Beyond corporate advantages, CSR significantly influences consumer behavior. It helps mitigate revenge-driven actions [10], promotes loyalty [11, 12], encourages advocacy [13, 14], stimulates word-of-mouth recommendations [15], fosters sustainable behavior [16], and drives consumer purchasing decisions [17–20]. Despite these well-documented effects, the research landscape on CSR and consumer behavior remains fragmented. Existing studies vary in scope, theoretical frameworks, and industry focus, making it difficult to derive comprehensive insights. While prior research affirms the link between CSR and consumer behavior, no systematic effort has been made to map key publication trends, identify research clusters, or highlight influential works and emerging themes.

To address this gap, this study conducts a bibliometric analysis of 456 studies retrieved from the Scopus database, providing a structured quantitative assessment of how research on CSR and consumer behavior has evolved over time. In addition to analyzing publication trends and research clusters, this study examines top journals, leading contributing countries, prominent authors, and the conceptual structure of the field, offering a comprehensive overview of the research landscape. While bibliometric analysis provides macro-level insights, it does not capture the theoretical and empirical nuances of how CSR influences consumer behavior. To bridge this gap, this study integrates a systematic literature review (SLR) of the 10 most cited articles in the field. Existing SLRs have largely focused on CSR’s effects in specific industries, such as apparel [21], tourism [22], and hospitality [23] or have explored narrower aspects such as consumer skepticism [24], authenticity [25], and employee-related outcomes [26], perceptions [27] or relations [28]. However, a focused synthesis specifically exploring CSR’s influence on consumer behavior remains limited. Through a systematic review of these highly influential works, this study also evaluates key insights, assesses methodological approaches, and identifies the theoretical frameworks that have shaped discourse on CSR and consumer behavior. By combining bibliometric analysis and systematic literature review, this study offers a comprehensive understanding of both the quantitative evolution and qualitative depth of research in this domain. The insights derived will not only contribute to academic discourse but also provide practitioners with strategic guidance on developing CSR initiatives that effectively drive consumer behavior.

The remainder of this article is structured as follows: Section 2 outlines the materials and methods, detailing the bibliometric analysis and systematic literature review approach. Section 3 presents the results and discussion, highlighting key bibliometric findings and insights from the systematic review, while also addressing limitations and future research directions. Finally, Section 4 summarizes the study’s main conclusions.

2. Material and Methods

This study adopted a two-pronged methodological approach, integrating bibliometric analysis and systematic literature review (SLR) to provide a comprehensive assessment of research on the effects of CSR on consumer behavior. Bibliometric analysis was employed due to its effectiveness in tracing the intellectual evolution of a research field [29] and its growing prominence in business research for evaluating scholarly impact [30–33]. To complement these insights, an SLR of the 10 most cited studies was conducted to synthesize key contributions, identify dominant theoretical frameworks, and highlight methodological approaches, thereby capturing the theoretical and empirical nuances of the field. The research objectives and methods of the study are shown in Table 1. To conduct the bibliometric analysis, this study utilized the Scopus database, recognized for its extensive coverage of peer-reviewed research in the marketing field. An initial search with the keywords “Impact” AND “Corporate Social Responsibility” OR “CSR” AND “Consumer Behavior” retrieved 539 documents. After removing duplicates, the final sample

Table 1. Research Objectives and Methods.

Analysis	Research Objectives	Methods
Bibliometric Analysis	To analyze annual research output, key growth periods, and publication trends in studies on CSR’s impact on consumer behavior.	Publication Trends
	To identify leading contributing countries, high-impact journals, and prominent authors in research examining the effects of CSR on consumer behavior.	Citation Analysis
	To examine global research collaboration regarding CSR's impact on consumer behavior, focusing on country-wise contributions and single country and multiple country distribution.	Collaboration Network Analysis
	To explore keyword relationships and thematic clusters in research on CSR’s effect on consumer behavior.	Co-Occurrence Network Analysis
	To map and visualize the conceptual structure of research on the impact of CSR on consumer behavior.	Conceptual Structure Map
Systematic Literature Review	To summarize and synthesize the literature findings on the influence of CSR activities on consumer behavior.	Citation Analysis of highly cited documents

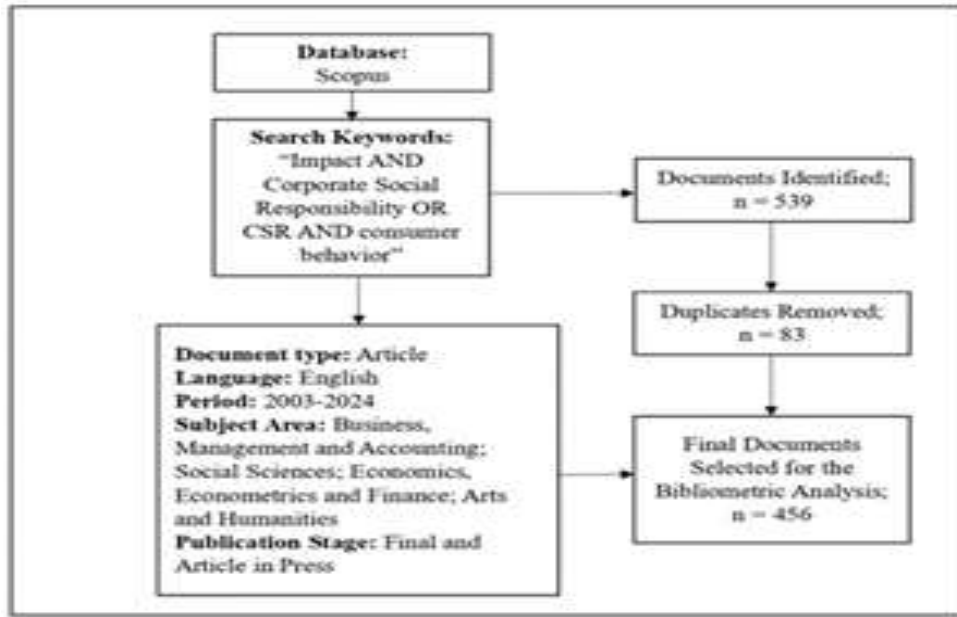


Figure 1. Data Extraction from Scopus Database.

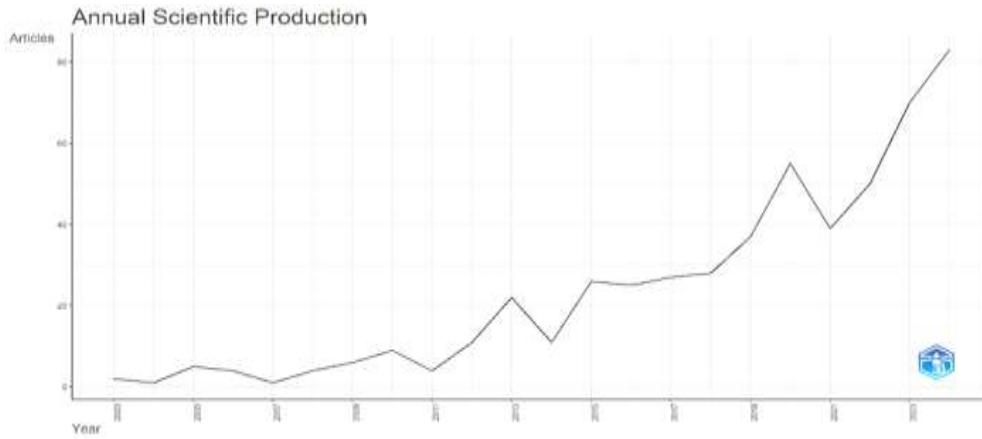


Figure 2. Annual Scientific Production.

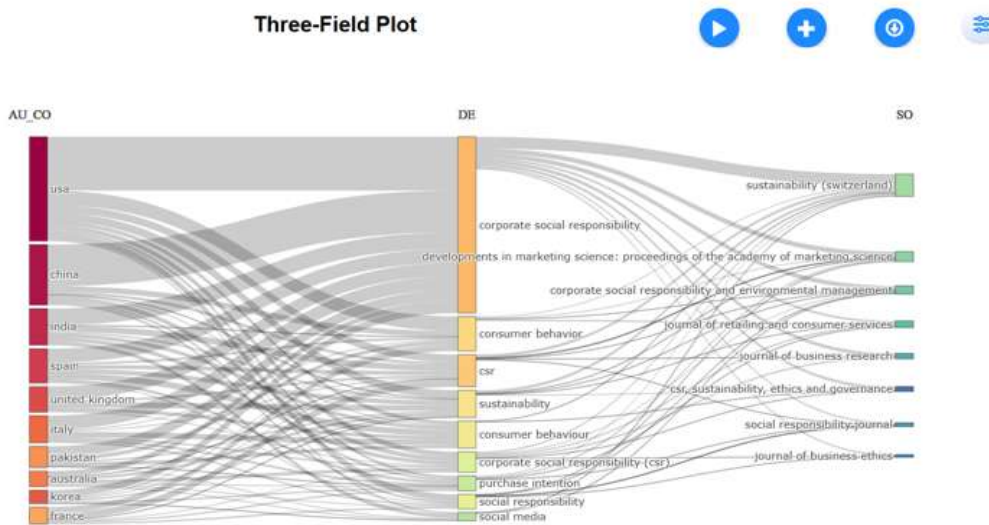


Figure 3. Three-Field Plot.

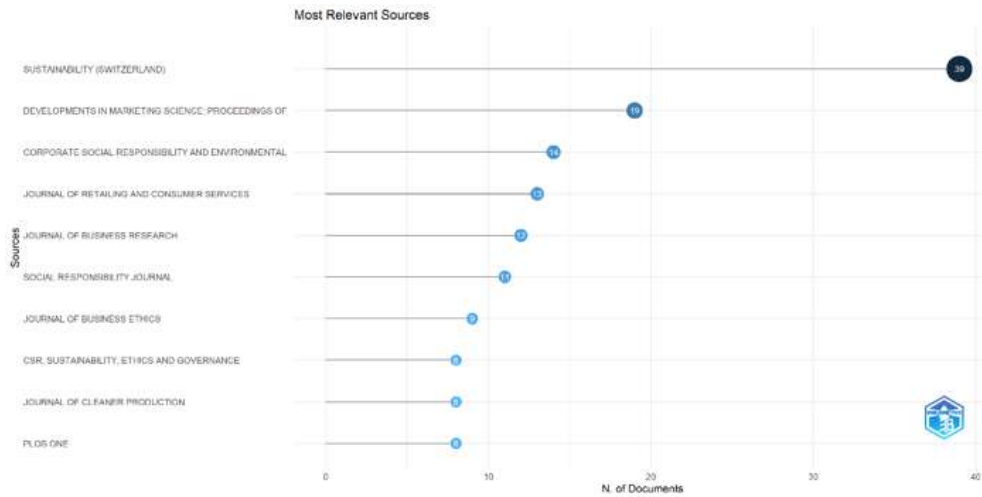


Figure 4. Most Relevant Sources.

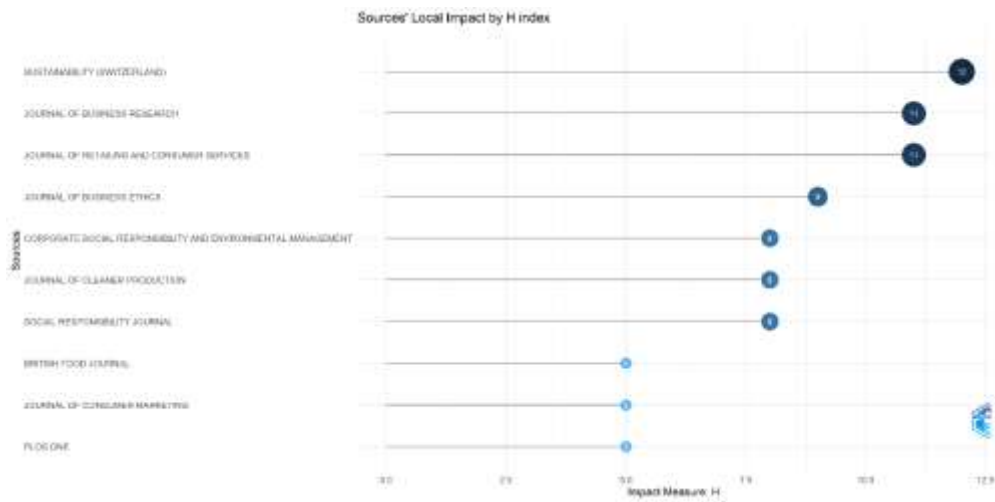


Figure 5. Sources' Local Impact by H index.

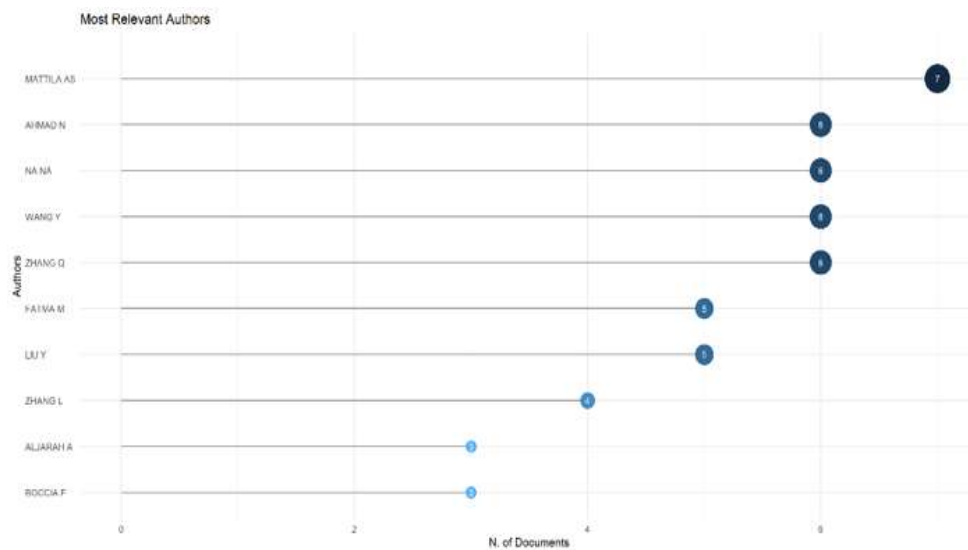


Figure 6. Most Relevant Authors.

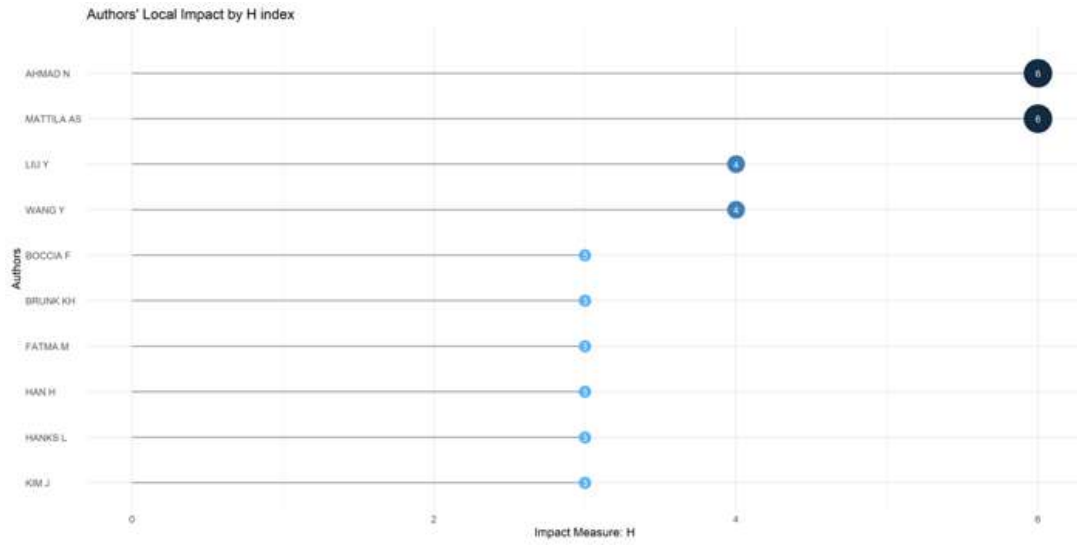


Figure 7. Author's Local Impact by H index.

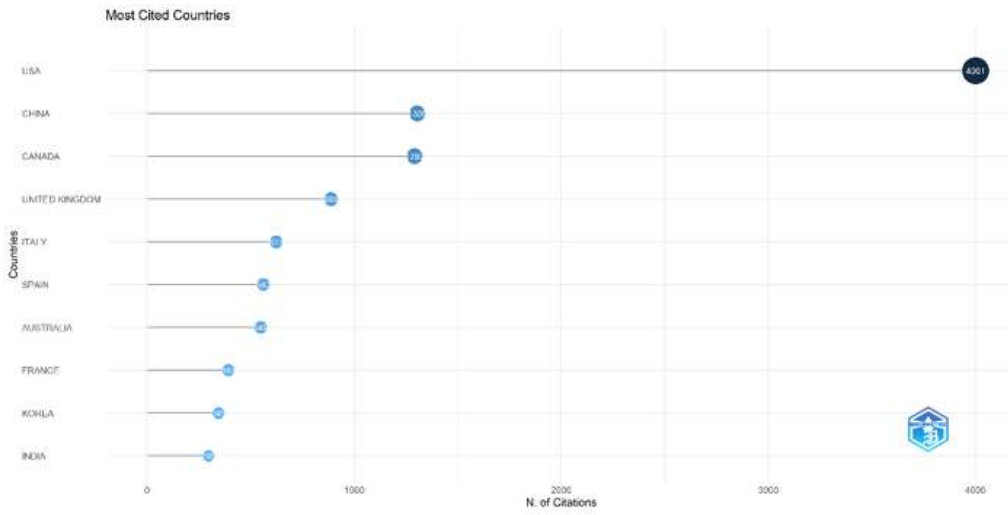


Figure 8. Most Cited Countries.

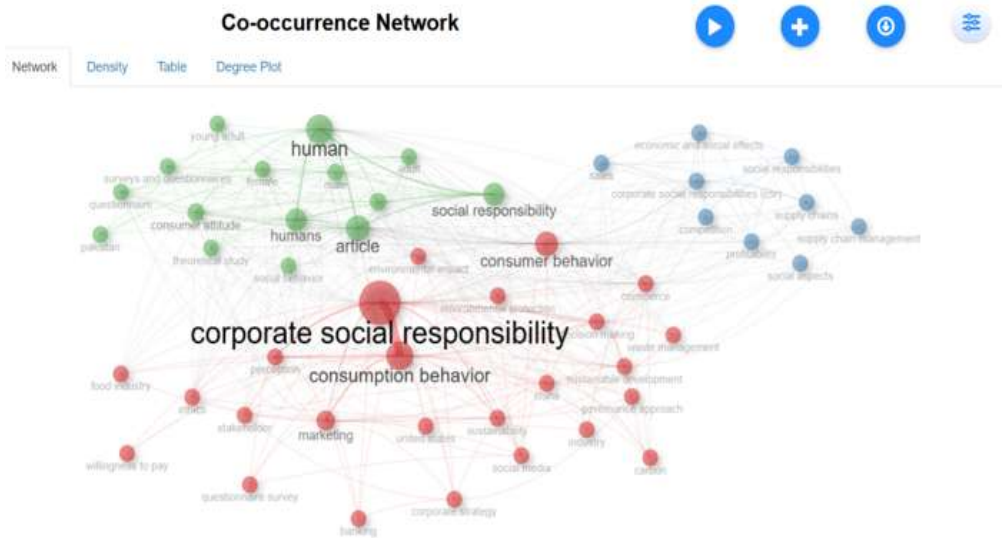


Figure 9. Co-occurrence Network.

consisted of 456 documents. The study considered publications from 2003 to 2024 to ensure a comprehensive review of the research landscape. The data extraction process, including language restrictions, subject area relevance, and publication stage, is illustrated in Figure 1. For enhanced visualization and analysis, R programming was employed to conduct both the systematic literature review and bibliometric analysis. R’s graphical capabilities facilitated knowledge discovery, clarified knowledge networks, and illustrated the evolution of research over time.

3. Results and Discussions

3.1. Descriptive Statistics

The bibliometric analysis of CSR’s impact on consumer behavior covers a timespan from 2003 to 2024, reflecting the growing academic interest in this domain, as shown in Table 2. A total of 456 documents are analyzed, sourced from 285 journals, books, and other academic outlets. The field exhibits a strong annual growth rate of 19.41%, indicating a rising trajectory of research contributions. The average age of documents in the dataset is 4.89 years, signifying the field’s relatively recent yet evolving nature. Scholarly impact is evident, with an average of 29.33 citations per document, suggesting high engagement with published research. Keyword analysis reveals 956 occurrences of Keywords Plus (ID) and 1,503 author-provided keywords (DE), highlighting the diverse thematic focus within this research stream. Authorship patterns indicate a collaborative research environment, with contributions from 1,334 authors. While 65 documents are single-authored, the majority involve co-authorship, with an average of 2.9 co-authors per document. Furthermore, international collaborations constitute 32.5% of the total publications, demonstrating a significant level of global research engagement in the study of CSR and consumer behavior.

3.2. Publication Trends

The annual scientific production on the impact of CSR on consumer behavior has shown a significant upward trend over the past two decades. As depicted in Figure 2, the number of publications was relatively low and stable between 2003 and 2010, with fewer than 10 articles published annually. However, from 2011 onwards, research output began to rise, exhibiting fluctuations but maintaining an overall growth trajectory. Notably, 2015 and 2018 witnessed sharp increases in publication counts, reflecting growing academic interest in the domain.

Table 2. Descriptive Statistics.

Description	Results
Timespan	2003 – 2024
Sources (Journals, Books, etc)	285
Documents	456
Annual Growth Rate %	19.41
Document Average Age	4.89
Average Citations per doc.	29.33
Keywords Plus (ID)	956
Author's Keywords (DE)	1,503
Authors	1,334
Authors of single-authored docs.	57
Single-authored docs.	65
Co-Authors per doc.	2.9
International co-authorships %	32.5

After a brief dip, the trend accelerated significantly from 2020 onwards, reaching its peak in 2023 with over 80 publications. This surge in research output highlights the increasing scholarly engagement with CSR and consumer behavior, likely driven by the growing importance of ethical business practices and consumer awareness. The consistent rise in publications over the years suggests that this research area remains highly relevant, with sustained contributions from global scholars.

3.3. Three-Field Plot

The Three-Field Plot provides an insightful visualization of the relationship between countries (AU_CO), key research themes (DE), and source journals (SO) in the study of CSR’s impact on consumer behavior. As illustrated in Figure 3, the USA emerges as the leading contributor to research in this domain, followed by China, India, Spain, and the United Kingdom. These countries have played a crucial role in shaping the academic discourse on CSR and consumer behavior, demonstrating strong research engagement. The dominant research themes (DE) identified in the plot include corporate social responsibility (CSR), consumer behavior, sustainability, purchase intention, and social responsibility. This suggests that scholars primarily focus on the intersection of ethical business practices, sustainability, and their influence on consumer decision-making. Additionally, terms such as “social media” indicate growing interest in the digital dimensions of CSR communication. The analysis of publication sources (SO) reveals that the majority of CSR and consumer behavior research is disseminated through high-impact journals, including Sustainability (Switzerland), Journal of Business Research, Journal of Business Ethics, and the Journal of Retailing and Consumer Services. These journals serve as key outlets for advancing theoretical and empirical contributions in the field. This visualization highlights the global and

interdisciplinary nature of CSR research, demonstrating significant collaboration across countries and a strong presence in leading business and ethics journals. The findings underscore the increasing academic focus on how CSR initiatives influence consumer perceptions and behavior in a rapidly evolving marketplace.

3.4. Relevant Sources and its Impact by H index

The most relevant sources contributing to research on CSR's impact on consumer behavior were analyzed based on the number of published documents (Figure 4) and their local impact using the H-index (Figure 5). As shown in Figure 4, Sustainability (Switzerland) emerged as the most prolific journal, publishing 36 documents, followed by Developments in Marketing Science: Proceedings of the Academy of Marketing Science (19 documents) and Corporate Social Responsibility and Environmental Management (14 documents). Other key journals, such as the Journal of Retailing and Consumer Services and the Journal of Business Research, also demonstrated strong contributions, each with 13 and 12 publications, respectively. These findings indicate that CSR and consumer behavior research is widely disseminated across sustainability, business, and ethics-focused journals. The H-index analysis in Figure 5 further highlights the impact of these journals in the field. Sustainability (Switzerland) leads with the highest H-index of 12, followed closely by the Journal of Business Research (H-index = 11) and the Journal of Retailing and Consumer Services (H-index = 11). The Journal of Business Ethics, known for its strong academic influence, also exhibited a notable impact (H-index = 9), reinforcing its significance in CSR research. The combined findings from these analyses underscore the diverse yet specialized nature of CSR research dissemination, with sustainability, business, and ethics journals playing a crucial role in shaping the discourse. These insights are essential for researchers seeking high-impact outlets for publishing CSR-related studies.

3.5. Relevant Authors and its Impact by H index

The analysis of the most relevant authors (Figure 6) identified Mattila A.S. as the most prolific contributor, with seven published documents, followed by Ahmad N., Na Na, Wang Y., and Zhang Q. each with six publications. Other notable contributors included Fatma M., and Liu Y. with five publications each. The local impact of authors, as measured by the H-index (Figure 7), revealed that Ahmad N. and Mattila A.S. had the highest impact, both with an H-index of six. Liu Y. and Wang Y.

followed with an H-index of four, indicating their significant influence in the domain. Several other authors, such as Boccia F., Brunk K.H., and Fatma M., also contributed to the discourse, albeit with a relatively lower impact. This analysis highlights the key thought leaders in CSR – consumer behavior research and their scholarly influence in the field.

3.6. Most Cited Countries

The analysis of the most cited countries (Figure 8) revealed that the USA holds the highest citation count, with 4,001 citations, highlighting its dominant influence in the field. China follows with 1,305 citations, while Canada and the United Kingdom have received 1,292 and 888 citations, respectively. Other notable contributing countries include Italy, Spain, Australia, France, Korea, and India, each with a considerable number of citations. This distribution indicates that research on the effects of CSR on consumer behavior has been significantly shaped by scholars from these leading nations, reinforcing their academic impact in the domain.

3.7. Co-occurrence Network Analysis

The Co-occurrence Network Analysis (Figure 9) highlights the key themes and interconnections within the research landscape of CSR and consumer behavior. The most dominant keyword, "corporate social responsibility," forms the central node, indicating its strong association with various subthemes. Closely linked are terms such as "consumer behavior," "consumption behavior," and "marketing," reflecting the critical role of CSR in influencing consumer attitudes and behavioral decisions. The network also reveals clusters of related concepts, with one cluster (green) focusing on aspects such as "humans," "attitude," and "social responsibility," while another cluster (blue) is associated with "economic and social effects," "supply chains", and "social aspects". The red cluster emphasizes "marketing", "sustainable development", "stakeholder", and "decision making". These findings suggest a multi-dimensional approach to CSR research, encompassing consumer perceptions, business strategies, and socio-economic considerations.

3.8. Corresponding Author's Countries

The analysis of Corresponding Author's Countries (Figure 10) reveals the geographical distribution of research contributions in the field. China emerges as the leading contributor, followed by the USA and Korea, indicating a strong research focus from these

regions. The visualization distinguishes between Single Country Publications (SCP) and Multiple Country Publications (MCP), highlighting the extent of international collaboration. While China and the USA predominantly contribute through SCPs, other countries such as the United Kingdom, Spain, and Germany show a more balanced mix of SCPs and MCPs, suggesting active global research collaboration. The presence of multiple countries, including emerging research hubs like India, Malaysia, and Pakistan, indicates a growing global interest in the subject. This distribution underscores the significance of both domestic and international scholarly efforts in advancing the research landscape.

3.9. Conceptual Structure Map

The Conceptual Structure Map (Figure 11), generated using the Multiple Correspondence Analysis (MCA) method, provides an overview of the thematic landscape within the research field. The clustering of terms highlights key areas of study, with “corporate social responsibility” emerging as a central theme, closely linked to concepts such as “consumer behavior,” “sustainability,” and “social responsibility.” The distribution of terms suggests a strong focus on ethical considerations, environmental impact, and governance approaches. Additionally, topics such as “supply chain management,” “business development,” and “decision-making” indicate the practical applications of corporate responsibility. The presence of clusters related to “human”, “consumer attitude”, and “surveys and questionnaires” suggests a significant emphasis on empirical research. Overall, the conceptual structure map illustrates the interdisciplinary nature of the research field, integrating business ethics, economic impacts, and social responsibility dimensions.

3.10. Systematic Literature Review

A Systematic Literature Review was conducted to synthesize existing research on CSR's impact on consumer behavior, focusing on the ten most cited studies in this domain. Table 3 summarizes the existing literature's diverse methodological approaches and theoretical perspectives. The review highlights that while CSR generally fosters positive consumer responses, its effectiveness is contingent upon factors such as strategic alignment, corporate motivation, and perceived authenticity. Studies consistently emphasize that well-integrated and proactive CSR efforts enhance brand trust, whereas inconsistencies or opportunistic approaches may lead to skepticism. Furthermore, CSR plays a crucial

role in corporate crisis management, helping mitigate reputational damage in times of controversy. Consumer engagement with CSR is also shaped by cultural, economic, and industry-specific factors, indicating that CSR's influence varies across markets and demographic segments. Methodologically, the selected studies employ a range of research techniques, including experimental designs, structural equation modeling, and regression-based analyses, reflecting the interdisciplinary nature of CSR research. While existing literature establishes CSR as a key determinant of consumer attitudes, emerging trends such as digital CSR strategies, AI-driven corporate ethics, and evolving consumer expectations warrant further exploration. The findings underscore the need for organizations to adopt strategic, transparent, and context-aware CSR initiatives to maximize consumer trust and long-term engagement.

3.11. Discussion

The findings of this study reinforce the increasing scholarly focus on CSR and its influence on consumer behavior. The bibliometric analysis highlights a growing body of research, with key themes such as sustainability, corporate reputation, and ethical consumption emerging as dominant areas of interest. Citation trends and collaboration networks further demonstrate CSR's global relevance and interdisciplinary nature. The SLR confirms that CSR positively influences consumer trust, brand perception, and purchase behavior, but its effectiveness depends on strategic alignment and perceived authenticity. While well-executed CSR initiatives enhance consumer engagement, misaligned or opportunistic efforts can lead to skepticism. Additionally, CSR plays a crucial role in corporate crisis management, as firms with strong CSR reputations tend to face less consumer backlash during crises. The study also underscores contextual variations in CSR's impact, with industry-specific, cultural, and economic factors shaping consumer responses. Price sensitivity, product quality, and ethical awareness moderate the extent to which CSR drives purchasing decisions. Methodologically, CSR research is dominated by experimental and regression-based approaches, suggesting a need for longitudinal studies and real-world consumer behavior tracking to deepen insights. By integrating bibliometric analysis with SLR, this study provides a comprehensive assessment of CSR's intellectual trajectory. The findings highlight the importance of strategic, transparent, and adaptive CSR initiatives to drive consumer behaviour.

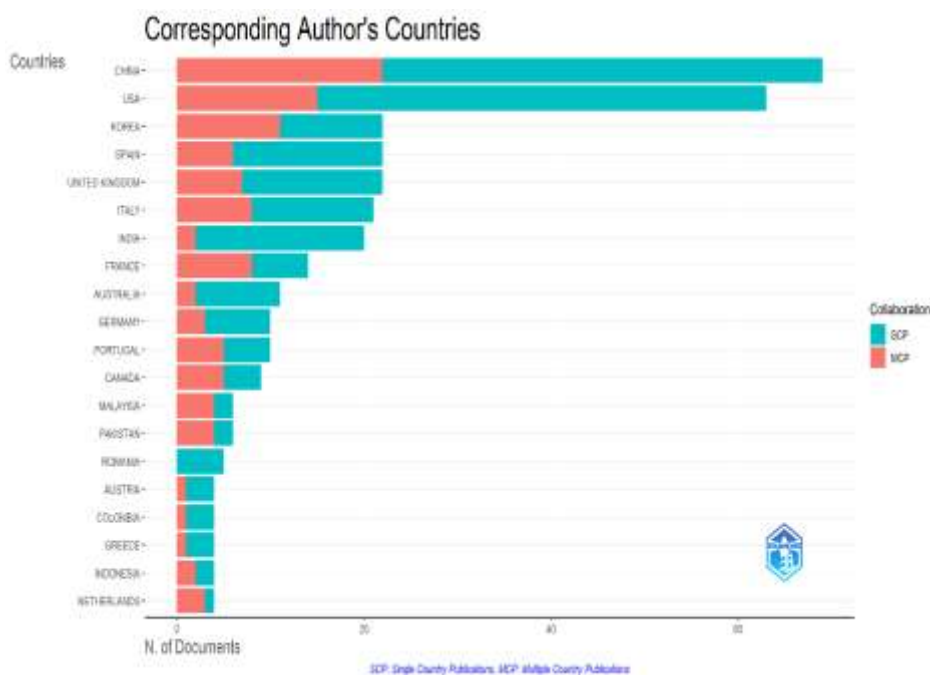


Figure 10. Corresponding Author’s Countries.

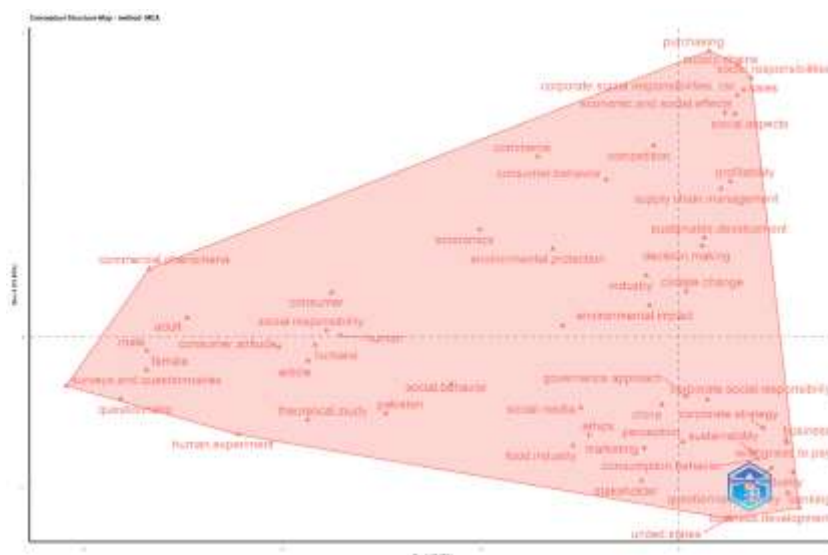


Figure 11. Conceptual Structure Map.

Table 3. Systematic Literature Review.

S.No.	Authors	Title (Journal)	Citations	Methodology	Inferences
1	Becker-Olsen, Cudmore, & Hill (2006) [34]	The Impact of Perceived Corporate Social Responsibility on Consumer Behavior (Journal of Business Research)	1,321	The study employs two experimental investigations to analyze consumer perceptions of CSR. It manipulates factors such as perceived fit, corporate motivation, and timing of CSR initiatives to assess their influence on consumer attitudes and purchase intentions.	Low-fit CSR initiatives negatively impact consumer beliefs, attitudes, and intentions, regardless of the firm's motivation, while profit-driven high-fit initiatives can have a similar effect. However, proactive high-fit CSR efforts generate more positive consumer responses.
2	Mohr, Webb, & Harris (2001) [35]	Do Consumers Expect Companies to Be Socially Responsible? The Impact of Corporate Social	1,234	The study utilized in-depth interviews and applied an iterative process of coding transcripts to refine categories	While most consumers view CSR positively, few factor it into purchases. A small but engaged group actively seeks CSR information and sees buying as a social responsibility, whereas the

		Responsibility on Buying Behavior (Journal of Consumer Affairs)		to capture consumer perceptions of CSR.	majority prioritize price, quality, and convenience.
3	Klein & Dawar (2004) [36]	Corporate Social Responsibility and Consumers' Attributions and Brand Evaluations in A Product-Harm Crisis (International Journal of Research in Marketing)	989	Two experiments analyzed CSR's effect on consumer attributions in a product-harm crisis, with the first examining prior CSR perceptions on brand blame and evaluations, and the second assessing CSR sensitivity as a moderator in attribution patterns among CSR-conscious consumers.	CSR shapes consumer attributions, influencing brand blame, evaluations, and purchases. It safeguards brand perception in crises, with a stronger impact on CSR-conscious consumers. Negative CSR perceptions are more damaging than positive ones are beneficial, and consumers aware of CSR use it to inform judgments, with attributions mediating brand evaluations.
4	Wagner, Lutz, & Weitz (2009) [37]	Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions (Journal of Marketing)	843	Three experiments investigated CSR communication strategies and perceived hypocrisy, with Study 1 examining statement valence and presentation order, Study 2 assessing statement abstractness as a moderator, and Study 3 evaluating inoculation strategies. ANOVA and SEM were used for analysis.	Inconsistent CSR raises perceived hypocrisy, weakening CSR beliefs and firm attitudes. Proactive strategies risk backlash if actions contradict statements, while reactive approaches can deepen inconsistency. Abstract messaging benefits proactive CSR, whereas concrete examples enhance reactive CSR. Inoculation strategies, where firms disclose moderate negative CSR with refutational arguments, help mitigate hypocrisy regardless of timing.
5	Chernev & Blair (2015) [38]	Doing Well but Doing Good: The Benevolent Halo of Corporate Social Responsibility (Journal of Consumer Research)	430	Four experiments explored CSR's impact on product perception, with Experiment 1 examining CSR involvement and consumer expertise, Experiment 2 testing CSR motivation (benevolence vs. self-interest), Experiment 3 analyzing the CSR information source (company vs. independent), and Experiment 4 assessing consumer moral beliefs in CSR-driven perceptions.	CSR boosts product perceptions, especially for less-experienced consumers and when seen as benevolent. This effect persists despite direct performance observation and across categories. Beyond corporate reputation, CSR shapes evaluations, notably for less-observable quality or unclear preferences, with third-party endorsements outperforming direct ads.
6	Grimmer & Bingham (2013) [39]	Company Environmental Performance and Consumer Purchase Intentions (Journal of Business Research)	200	A quasi-experimental design was used with a 2x2x3 between-subjects factorial model, manipulating environmental performance (PEP) and price, while environmental involvement (EI) was measured.	Consumers prefer firms with high PEP, reinforcing CSR's role in purchase intent. EI and price moderate this effect—high EI consumers are more influenced by PEP, while higher prices lower preference for eco-friendly products.
7	Singh, de los Salmenes Sanchez, & del Bosque (2008) [40]	Understanding Corporate Social Responsibility and Product Perceptions in Consumer Markets: A Cross-Cultural Evaluation (Journal of Business Ethics)	183	The study employs confirmatory factor analysis, and moderated regression analysis. Residual centering regression is applied to minimize multicollinearity, and interaction terms are introduced to examine moderating effects.	Consumers find CSR communication lacking, prioritizing product information over ethical initiatives. While CSR awareness is low, it still impacts brand perception, though large brands often lack strong ethical associations. Actions outweigh claims, as negative CSR damages reputation more than positive efforts improve it. Social factors influence brand image, whereas

					ethical concerns have less effect, likely due to low awareness.
8	Kim, Yin, & Lee (2020) [41]	The Effect of CSR on Corporate Image, Customer Citizenship Behaviors, and Customers' Long-Term Relationship Orientation (International Journal of Hospitality Management)	166	Structural Equation Modeling using maximum likelihood estimation was utilized to analyze relationships between variables and assess model fit.	CSR strengthens corporate image (CI), customer citizenship behavior (CCB), and long-term relationships (LRO), with economic and ethical CSR having the greatest influence on CI, leading to recommendations and LRO, while feedback has a smaller effect. Foodservice companies should focus on CSR initiatives, compliance, and customer engagement to enhance brand loyalty.
9	Xie, Bagozzi, & Grønhaug (2019) [42]	The Impact of Corporate Social Responsibility on Consumer Brand Advocacy: The Role of Moral Emotions, Attitudes, and Individual Differences (Journal of Business Research)	153	A between-subjects experimental design included two experimental groups and a control group. Participants read neutral company descriptions, with experimental groups receiving additional narratives on ethical business practices or community support before completing a questionnaire.	CSR influences brand advocacy through consumer moral emotions and attitudes, which mediate perceptions of CSR actions. Social justice values moderate responses to ethics of autonomy, while empathy shapes reactions to ethics of community, affecting the intensity of positive moral emotions.
10	Jermstittiparsert et al. (2019) [43]	Do consumers expect companies to be socially responsible? The impact of corporate social responsibility on buying behavior (Uncertain Supply Chain Management)	117	This study employs a cross-sectional design and a quantitative approach to examine structural relationships between latent variables using PLS-SEM.	CSR strengthens customer satisfaction in Indonesian logistics, with environmental contributions and human resources enhancing community development. Firms should implement effective CSR strategies to improve customer satisfaction.

3.12. Limitations and Future Research Directions

While this study provides a comprehensive analysis of CSR's influence on consumer behavior, certain limitations must be acknowledged. First, the bibliometric analysis relies solely on Scopus-indexed publications, which, although extensive, may exclude relevant studies from other databases such as Web of Science or Google Scholar.

Second, the systematic literature review focuses on highly cited studies, which, while valuable, may overlook emerging research that introduces new theoretical perspectives or innovative methodologies.

Future research should address these limitations by adopting a broader database inclusion strategy, integrating studies from multiple academic sources to provide a more holistic view of CSR research.

Additionally, longitudinal studies are needed to examine how CSR's influence on consumer behavior evolves over time, especially in response to changing market conditions and digital transformation.

4. Conclusions

This study provides a comprehensive evaluation of CSR's scholarly evolution and its impact on consumer behavior, combining bibliometric analysis with a systematic literature review. The bibliometric findings reveal key research trends, influential contributors, and thematic developments, offering a structured understanding of how CSR discourse has expanded over time. Meanwhile, the SLR synthesizes empirical insights, reinforcing CSR's role in shaping consumer decision-making, while highlighting the complexities of its implementation across different contexts.

By mapping the intellectual progression of CSR research and identifying methodological patterns, this study contributes to both academic discourse and managerial practice. The insights offer practical implications for businesses, emphasizing the importance of strategically integrated CSR initiatives that align with consumer expectations and corporate values.

As CSR continues to shape consumer-brand relationships, businesses must recognize its strategic

importance in fostering long-term consumer behavior. Overall, CSR has evolved into a dynamic and impactful tool for responsible corporate growth and should continue to do so to maintain its relevance in an increasingly complex and consumer-driven marketplace.

Author Statements:

- **Ethical approval:** The conducted research is not related to either human or animal use.
- **Conflict of interest:** The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper
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- **Data availability statement:** The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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