

A Bibliometric Analysis On Anti Consumption Appeals As A Marketing Strategy: Corporate Social Responsibility And Consumer Skepticism

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ABSTRACT

The concept of "Corporate Social Responsibility" (CSR) refers to the belief that companies should have responsibilities to society in addition to their present financial obligations, such as paying taxes. No matter how much this mindset, which eventually turned into a broad demand, grew, there was still no clarity on what CSR actually meant in its purest form. Customers have to believe that the company's CSR program will be successful in resolving the problem in order for the brand to succeed. As a consequence of this, the first and second components of consumer skepticism are comprised of the consumers' judgments of the problem's severity and the message's efficacy, respectively. The (perceived) reason why a company participates in a CSR activity is another factor that might affect how customers respond to such participation. Customers may attribute a company's motivations to either intrinsic (such as sincere environmental concerns) or extrinsic (such as strategically maximizing profits) causes. This may result in either positive or negative consumer reactions, such as customers' company evaluations, support for the initiative, and product purchase intentions. Customers may also attribute a company's motivations to both intrinsic and extrinsic causes. When corporate social responsibility (CSR) is driven by egoistic and stakeholder-driven (extrinsic) motivations, consumers are dubious of it. This research outlines the key categories that were used to classify the various pieces of writing. People who are interested in this field of study would benefit from having knowledge of this content since it would make it easier for them to seek insight into particular categories. In addition, it is possible to get knowledge regarding the most prestigious journals in the sector that are devoted to CSR research and their links to marketing-related activities that discourage use of products.

Keywords: Anti Consumption, Consumer, Skepticism, CSR, Marketing, Strategy

INTRODUCTION

According to Crane and Matten (2010), the concept of corporate social responsibility was first brought to light in the latter part of the 20th century in the United States of America. Both businesses and society had arrived at the conclusion, by the time the concept of corporate social responsibility (CSR) was introduced, that corporations need to be subject to social duties in addition to their financial ones, such as the payment of taxes. No matter how much this mindset, which eventually turned into a broad demand, grew, there was still no clarity on what CSR actually meant in its purest form. Although the concept of corporate social responsibility (CSR) has been defined in a variety of different ways by a number of different academics and industry experts, there are still a number of different ways in which it is interpreted.

Dahlsrud (2008) carried out an exhaustive examination into this subject matter. His inquiry focused on the 37 different definitions of corporate social responsibility that have emerged over the course of the last 20 years. After significant research, he was able to identify five separate characteristics of CSR that were all connected or somewhat tied to one another in some way. All of these features were related to one another in some way. According to the definitions that he read, corporate social responsibility (CSR) has elements that are economic, social, environmental, stakeholder, and volunteer. There are many different definitions of CSR, and only a handful of them incorporate all of the components. The extent to which the various qualities are included varies greatly from one definition to another. Our understanding of what Corporate Social Responsibility (CSR) truly entails has not advanced despite the fact that the 37 explanations that

Dahlsrud (2006) examined only make up a small percentage of the total number of definitions that are accessible and all make an attempt to communicate the same notion.

In spite of the fact that Dahlsrud (2006) defined five connected components of CSR, other definitions of the word have focussed on additional aspects, thus complicating the concept. The CSR model has been updated to take into account the newly discovered levels and aspects of the phenomena.

CSR and Consumer Skepticism

According to Obermiller and Spangenberg's research (1998, page 160), consumers' "tendency toward disbelief of advertising claims" might be seen as a form of skepticism in the context of ads. It is hypothesized, for the sake of this research, that this skepticism can manifest itself in one of four distinct dimensions. (Sen & Bhattacharya, 2001) found that one of the significant moderators of consumers' reactions to CSR is their level of personal support for the issue that is being addressed by the initiative. This was shown to be one of the important moderators of consumers' reactions to CSR. According to Sen et al. (2016), in order to find a solution to the problem, customers also need to have trust in the CSR program of the business. As a consequence of this, the first and second components of consumer skepticism are comprised of the consumers' judgments of the problem's severity and the message's efficacy, respectively.

According to Sen et al. (2016), consumer responses are also impacted by the (perceived) reason a company participates in a CSR activity in the first place. According to Sen and Bhattacharya (2001), consumers attribute the motives of corporations to either intrinsic (such as sincere environmental concerns) or extrinsic (such as strategically maximizing profits) causes. This results in either positive or negative consumer reactions, such as consumers' company evaluations, support for the initiative, and product purchase intentions (Sen & Bhattacharya, 2001). When corporate social responsibility (CSR) is driven by egoistic and stakeholder-driven (extrinsic) motivations, consumers are dubious of it. This skepticism may manifest itself in a number of different ways, according to Skarmeas and Leonidou (2013): a decline in consumer-based retailer equity; a decrease in the firm's perceived worth in the eyes of customers; and a decrease in consumers' receptivity to both positive and negative information regarding the corporation. The sense that buyers have of the authenticity of a company's motivations will thus constitute our third dimension.

In addition, it was shown that corporate social responsibility (CSR) and perceived quality have a positive link, and that perceived quality mediates the relationship between CSR and purchase intentions (Ramesh et al., 2019). According to Ramesh et al. (2019), the difference between a product's actual quality and its users' perceptions of that quality is due to the fact that perceived quality is completely subjective. As a result, the customer's opinion of the product quality advertised in the advertisement will serve as our fourth dimension.

Attitudes toward buying

Customers' responses to the anti-consumerism advertisement "don't buy this jacket" were directly evaluated and analyzed for the study that was conducted by Hwang et al. (2016). As was mentioned in the introduction, participants who were shown the first version of the anti-consumption commercial report less favorable attitudes toward acquiring the jacket and lower purchase intentions. The actual sales figures, on the other hand, paint a different picture (Hugo, 2012). We believe that this gap can be attributed to a few different factors. For instance, despite the participants' self-reported greater skepticism, their self-reported opinions and goals may nonetheless be congruent with the substance of the commercial. However, Hwang et al. (2016) did not include an explicit measure of consumer skepticism or any implicit measures of purchase behavior in their research.

Purchase inclination and consumer guilt as indicators of purchasing behaviour

It's possible for customers to overcome their own anti-consumption instincts and give in to their own appetites if they have questions about a company's intentions to truly prevent overconsumption. This happens when consumers have reservations about a company's intentions to truly prevent overconsumption. Because of this, customers could make the choice to continue buying the items despite their doubts about them. Because we are unable to have access to actual sales data, we will be using proxies to approximate customers' shopping habits. These stand-ins will represent the desire of the customer to make a purchase as well as the consumer's guilt for purchasing the items that are being given. According to the findings of a number of studies (Allen et al., 1992), feelings may be a more reliable or additional predictor of future behavior than opinions are. According to Ger et al. (1996, page 368), the definition of want is "the strong longing, to something for which a person intensely yearns, or to the process of fervently wishing for something." In other words, desire is "the process of fervently wishing for something." The term "desire" stands in contrast to other types of advertising appeals, such as "requirements" and "requirements in a situation that includes consumption." According to Belk et al. (2003), it is a powerful sensation that is associated with something yet can be experienced in a number of different ways. In light of

the fact that the latter might potentially be prompted by anything as fundamental as a requirement or want, it is logically feasible to differentiate between the willingness to purchase and the desire to buy. Lewis's AIDA model, which he developed in 1998 (and which is investigated in Fennis and Stroebe, 2015), was one of the first models to take into account desire as a precursor to actual behavior. Fennis and Stroebe, 2015, examines this model. A common strategy is to condense the acronym AIDA, which stands for attention, interest, desire, and action. The fundamental presumption that underpinned the model was that "once the flame of desire has been sparked, consumer will invariably act upon it, and will buy the brand" (Fennis & Stroebe, 2015, page 33). This was a prediction that was based on research that was conducted by the researchers who developed the model. Studies (Huang, 2016; Rook & Hoch, 1985; O'Guinn & Faber, 1989) on the impulse to purchase, impulsive buying, obsessive consuming, and compulsive buying supported the hypothesis that desire may be an effective indirect signal for buying behavior. Compulsive buying is defined as the involuntary act of purchasing an item while having no intention of doing so. O'Guinn and Faber (1989) and Rook and Hoch (1985) were the researchers who conducted these studies.

OBJECTIVES OF THE STUDY

1. To study on Purchase Desire and Consumer Guilt as Proxies for Buying Behavior
2. To study on CSR and Consumer Skepticism

METHODOLOGY

According to Tranfield et al., the three primary steps of the systematic literature reviews are the planning phase, the conducting phase, and the dissemination of the results phase. The bibliometric examination of CSR in marketing that was associated to anti-consumption behavior served as the study's foundation.

A review of the bibliography offers a comprehensive summary of the most current advancements made in the area of study, as well as a comprehension of those advancements in light of what has been published. This method is important because it provides a classified view of the articles published in each study area based on objective criteria for evaluating and categorizing publications. This makes the method a significant component of the whole research process. Using this perspective, one is then able to evaluate the relevance of each individual element. Clarivate Analytics accessed the primary collection of the Web of Science database on October 17, 2020, and obtained certain pieces of information.

During the course of the analysis, the following Boolean operators were utilized: furthermore, "Corporate Social Responsibility" and "Brand or Marketing Linked to Anti-Consumption Behavior," both of which are also acronyms for "TS," are related to the same concept. Document categories such as articles, early access, and reviews are acceptable; acceptable indexes include SCI-Expanded, SSCI, and ESCI; and all three indexes are included in the search results. The period range 1900–2020 is allowed. In order to cut down on the amount of material, we have decided to concentrate on the domains of business, ethics, green and sustainable science and technology, management, economics, hospitality, leisure, sport, and tourism, in addition to environmental studies, environmental sciences, and communication. These are the areas in which we believe there is the most need for improvement. For the purpose of this investigation, a total of 2042 documents were able to be found and incorporated into the corpus.

When doing scientific research, making use of software significantly simplifies the process of developing research questions, analyzing data, presenting findings, and disseminating information. For bibliometric analysis, applications can be deployed from a wide variety of different categories. A few examples of these tools are VOSviewer, CiteSpace, SciMAT, BibExcel, Sci2Tool, and CitNetExplorer. VOSviewer has lately been the bibliometric analysis tool that has been the most well-liked and has been expanding at the quickest pace, according to the findings of a research that was conducted by Pan et al. The study investigated a range of visualization tools, and the results indicated that VOSviewer is the one that has been growing at the fastest rate. In addition, VOSviewer has been successfully implemented in a number of other projects, and each of these projects has implemented at least one of the tool's capabilities. This tool is extremely beneficial for showing large bibliometric maps in a way that is easy to understand. Graphical representations of the data are possible via the VOSviewer tool when category maps are utilized. Because of this, it was feasible to generate a graphical representation of the data found in this study by employing a program called VOSviewer.

In order to achieve the goal of similarity visualization, the data were analyzed by utilizing the application VOSviewer, which is used for building networks and maps. The findings were presented in graphical form. In the bibliometric mapping study that was carried out prior to the development of VOSviewer, there was a significant

amount of reliance placed on the software as a consequence of the positive outcomes it produced. This visual representation makes it much simpler to comprehend the data that is being examined, as well as the chart patterns, clusters, and relevancies that may be seen.

As part of the research project, the following types of analyses were carried out: publications by year, publications by category, journals, keywords, geographical, based on the number of publications in co-authorship by country, publications analysis by organization, and citations analysis (based on the quantity of citations per article, citation network per journal, and citation network by autho). The findings of these investigations have equipped us with the information required to evaluate the current state of affairs as well as the most recent developments in the field of CSR in Marketing with regard to journals, publications, authors, institutions, nations, and keywords.

DATA ANALYSIS

The first research on the subject of CSR and marketing in connection to anti-consumption behavior was published in 1994 by the Journal of Business Ethics under the working title "Predicting Corporate Social Responsiveness—A model drawn from 3 perspectives" (Figure 1). In an earlier part of this article, it is said that corporate social responsibility (CSR) activities may have benefits other than financial ones, such as greater market share.

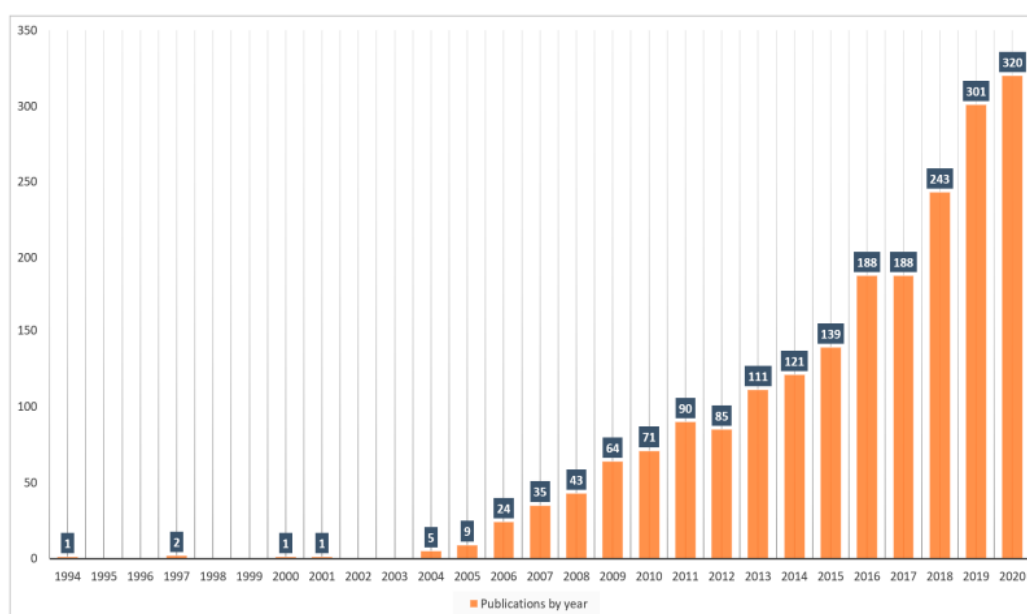


Figure 1. Publications by year (1994–2020).

The second research, titled "The company and the product: Corporate associations and consumer product responses," was conducted in relation to anti-consumer behavior and published in 1997 in the Journal of Marketing. This study found a correlation between consumer product responses and corporate associations. It establishes a connection between corporate social responsibility and marketing strategies targeted at reducing consumption patterns. The timeline presented in Figure 1 begins in October 2020, when the data gathering for this study came to an end, and ends in 1994, when the first publication on the topic was published. The data collection for this study was completed in October 2020.

Between the years 1994 and 2003, there was only intermittent interest in the topic; despite this, in 2004, five separate publications were released about the topic. Since then, an increased number of individuals have shown an interest in the topic. Even though the data won't be gathered until October 2020, this year will go down in history as the one that saw the most articles published on the subject, which is evidence of the rising interest in the matter.

After determining the significance of the CSR research field and marketing in connection to anti-consumption behavior in some particular locations and conducting an investigation into the rise in the number of publications over time, a more in-depth analysis will be presented.

The total of 2042 items were organized into nine different WoS categories (Table 1) for the categorization process. The category "Business" has the highest representation, with 1181 framed pieces, or 57.835% of the total sample, accounting for it. After the category titled "Management," which contains 742 articles, the category titled "Environmental Studies," which contains 338 articles, contains the third-most content on this website.

Table 1. Number of publications by category (1994–2020).

Web of Science Categories	Number	% of 2042
Business	1181	57.834
Management	742	36.337
Environmental Studies	338	16.550
Ethics	264	12.923
Economics	193	9.451
Environmental Sciences	180	8.812
Green Sustainable Science Technology	180	8.814
Hospitality Leisure Sport Tourism	113	5.532
Communication	23	3.311

The absolute frequencies shown in Table 1's "number" column total more than 2042 because it is necessary to account for the possibility that a single article may be linked to one or more categories, while the relative frequencies shown in Table 1's "% of 2042" column show a total that is higher than 100%.

Journal Analysis

The 2042 articles were examined, and it was found that they had been published in 400 different journals (Table 2). It is noteworthy to notice that just four journals, or 1% of the total, have produced a combined total of 606 articles, or 29.68% of all publications, accounting for a total of four journals.

Table 2. Journal production statistics from 1994 until 2020.

Production Volume by Journal	Number of Journals	% of 400 Journals	% of 2042 Articles
Over 100 Published Articles	4	1.0	29.670
21 to 100 Published Articles	7	1.75	10.803
11 to 20 Published Articles	14	3.5	9.866
6 to 10 Published Articles	45	11.25	16.656
1 to 5 Published Articles	330	82.5	33.019
Total	400	100	100

Due to the fact that it encompasses such a broad spectrum of subfields, several publications publish articles that are relevant to this area of research. The fact that just one to three papers out of the whole sample were published by any of the 330 journals that contributed to the sample shows how narrowly focused these publications are on this area of research.

Examining Figure 2 and Table 3 might provide you with further information on the journals, such as the total number of papers that were published by each journal. Figure 2 exemplifies the extremely multidisciplinary character of the study by demonstrating the breadth of the subject as well as the ease with which it may be adjusted for publishing in a range of subfields and specializations.

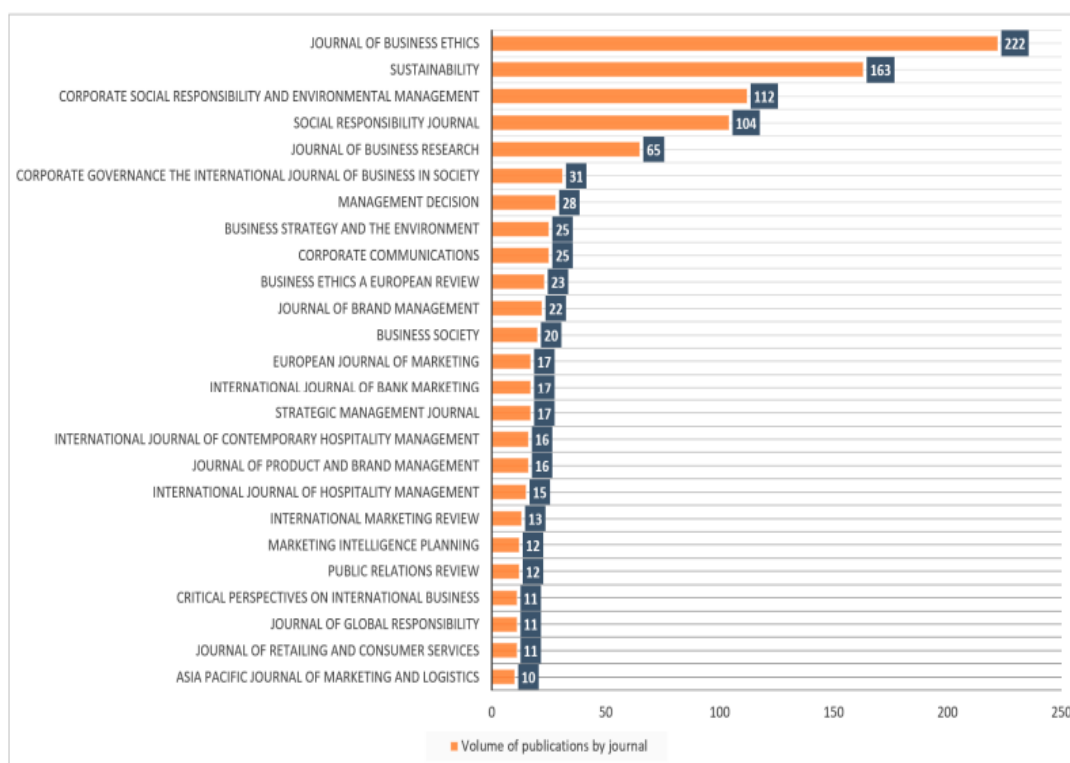


Figure 2. Publication volume by journal (1994–2020)

Table 3 offers an overview of the journals that are most active in the area and permits study of the "top 10" publications, which are comprised of 13 different works. Additionally, this table presents an overview of the journals that are most active in the field. When it comes to the total number of articles that have been published, the "Journal of Business Ethics" comes out on top with 222 pieces, which accounts for 10.872% of the whole sample. While "Sustainability" is in second place with 163 articles, which accounts for 7.98% of the total, "Corporate Social Responsibility and Environmental Management" is in third place with 112 articles, which accounts for 5.485% of the total.

The sample size of 2042 papers has resulted in the publication of a total of 497 articles from the three most active journals, which accounts for 24.339% of the total. Because of this inquiry, our grasp of the role that reference journals play in this area of research has significantly enhanced.

Table 3. Top 10 publications by journal (1994–2020).

R	Publication by Journal	Articles	% of 2042	Impact Factor *	Best Quartile
1	Journal of Business Ethics	222	10.872	6.430	Q1
2	Sustainability	163	7.982	3.251	Q2
3	Corporate Social Responsibility and Environmental Management	112	5.485	8.741	Q1
4	Social Responsibility Journal	104	5.093	**	Q2
5	Journal of Business Research	65	3.183	7.550	Q1
6	Corporate Governance the International Journal of Business in Society	31	1.513	**	Q2
7	Management Decision	28	1.372	4.957	Q2
8	Business Strategy and the Environment	25	1.224	10.302	Q1
8	Corporate Communications	25	1.223	**	Q3
9	Business Ethics a European Review	23	1.122	6.967	Q1
9	Journal of Brand Management	23	1.121	3.500	Q3
10	Business & Society	20	0.973	7.389	Q1
11	International Journal of Bank Marketing related to anti consumption behavior	20	0.975	4.412	Q2

* A journal-level indicator known as the Journal Impact Factor (JIF) is derived from information indexed in the Web of Science Core Collection.* 2020: The first electronic JCR yearA JCR year takes into account the journal's articles over the previous two years for determining JIF..

Keyword Analysis

By looking at the keywords, you may discover not only the subject matter of the research but also the CSR topics that are most frequently mentioned in relation to behaviors that reduce consumption.

During the course of the research, the search turned up a total of 2042 articles as well as 6119 relevant words. One single occurrence of any of these keywords was found in any of the 4316 articles, which accounts for 70.534% of the total. There were a total of 655 additional keywords that were found in five or more publications, making up 10.704% of the overall number of keywords. There are a total of 6119 keywords; however, only 152 of those keywords, which is just 2.484% of all keywords, are utilized in at least 20 different articles. There are just nine phrases that have been cited more than 200 times, which accounts for 0.147% of the total, and there are only 35 keywords that have been used in at least 100 publications, which accounts for 0.572% of the total.

There are around 200 occurrences of the phrases "Corporate Social Responsibility," "CSR," "Corporate Social-Responsibility," "Performance," "Impact," "Financial Performance," "Management," "Governance," and "Sustainability" throughout the text. The word "Corporate Social Responsibility" was the one that was used to identify the topic field the most frequently, occurring a total of 991 times in the papers that were reviewed. This made it the term that was most commonly used to indicate the topic area. In order to determine this, the articles were looked at. In the years that followed, the abbreviations "CSR" (693 times) and "Corporate Social-Responsibility" (496 times) became increasingly common. The three in issue are in reality three distinct formulations of the same basic notion.

The map that can be seen in Figure 1 was built with the help of 152 unique phrases, each of which was selected from a pool of at least 20 repetitions of the phrase. On this map, the words have been organized into three distinct groups for your convenience. Research on corporate social responsibility (also known as CSR) and its relationship to company success is the focus of the first cluster, which is represented by the color red. The second cluster, which is represented by the color green, is concerned with marketing activities that are connected to aspects such as brand equity and image, both of which have the potential to have an effect on anti-consumption behavior. It is necessary

to find a solution for the red starting cluster, which comprises these two problems. Concerns surrounding corporate social responsibility in connection to various distribution networks and the global economy are the focus of the third problem area, which is denoted by the color blue and is the third of the seven problem areas. Each of the three terms "Corporate Social Responsibility," "Corporate Social-Responsibility," and "CSR" is essential to comprehending the respective cluster: "Corporate Social Responsibility" for the blue cluster, "Corporate Social-Responsibility" for the green cluster, and "CSR" for the red cluster.

Geographical Analysis

The fact that authors from 95 different countries contributed to the pieces that were published demonstrates that the issue of this study is very contentious in a number of different parts of the world. Table 4 is a listing of the "top 15" countries in this industry, which together are responsible for 97.241% of the total output globally. The United States of America is now in first place with regard to the number of published articles, having produced 417 of them, which accounts for 20.421% of the total. Both England and Spain have 197 papers between them that have been published, which accounts for 9.647% of all publications that have been published. China is in second place with 215 papers that have been published, which accounts for 10.529% of the total.

Table 4. Top 15 co-authored publications by nation (1994–2020).

R	Co-Authorship by Countries	Number	% of 2042
1	United States of America	417	20.421
2	China	215	10.529
3	England	197	9.647
3	Spain	197	9.647
4	Australia	145	7.101
5	South Korea	129	6.317
6	France	97	4.750
7	Canada	95	4.652
8	India	87	4.261
9	Italy	83	4.065
10	Germany	78	3.820
11	Taiwan	60	2.983
12	Netherlands	59	2.289
13	Poland	51	2.498
14	Malaysia	45	2.204
15	Brazil	42	2.057

Figure 2 illustrates the worldwide network of co-authorship that spans national boundaries throughout the world. The size of each node in each country represents the total number of publications, and the amount of space between the nodes in each article represents the total number of writers that contributed to that article. The data shown in Figure 2 comes from 61 different countries, and each of those countries has conducted at least five separate studies on the topic.

When looking at the newly constructed map, it is easy to determine the positions of China, the United States of America, England, and Spain. The fact that these countries publish the most is perhaps the single most important factor in explaining this phenomenon.

The United States of America, England, and China are depicted as the three poles on the globe by the lines that signify international collaboration and partnerships. These lines illustrate that these three poles have the strongest ties to other nations. These three nations are connected to one another by a greater number of land and sea routes than any other nations on earth.

It may be deduced that there are two significant research potentials from the fact that China and the United States of America produced a combined total of 31% of all publications. The top six publishing nations are responsible for creating a combined total of 63.3% of all of the books that fall under this category. It should come as no surprise that a relatively

Analysis of Citations

Title	Authors	Year	Source	Title	Impact	Best Quartile	Citations	Average Citations by Year
Strategy and society	Porter, M.E.;	2006	Harvard Business Review	6.870		Q1	3107	207.13
Corporate social responsibility:	A. McWilliams, A;	2001	Academy of Management Review	12.638		Q1	2584	129.2
The company and the product:	Brown, T.J.;	1997	Journal of Marketing	related to anti consumption behaviour	9.462	Q1	1683	70.13
product responses								
Corporate social responsibility and	McWilliams, A.;	2000	Strategic Management Journal	mis-specification?	8.641	Q1	1385	65.95
The Business Case for Corporate	Carroll, A.B.;	2010	International Journal of	Concepts, Research and Practice	13.419	Q1	1181	107.36
Corporate social responsibility,	Loe, X.;	2006	Journal of Marketing	related to anti consumption behaviour	9.462	Q1	1172	78.13
market value								
Toward a political conception of								
corporate responsibility: Business and	Scherer, A.G.;	2007	Academy of Management Review	12.638		Q1	755	53.93
Habermasian perspective								
The impact of perceived corporate	Becker-Olsen, K.L.;	2006	Journal of Business	7.550		Q1	755	50.33
consumer behavior	Hill, R.P.							
Corporate social responsibility and	Maignan, I.;	2004	Journal of the Academy of	9.418		Q1	699	41.12
Building corporate associations:	Ellen, P.S.;	2006	Journal of the Academy of	9.418		Q1	578	38.53

<https://jrtd.com>

Figure 5 puts an emphasis on the significance of organizations in terms of the amount of publications they produce, while still maintaining the examination of citations as the primary focus. The journal citation network that was created can be seen in Figure 4, and it was constructed using the 30 journals that had at least 10 occurrences each. Both of these numbers are displayed in the adjacent figures.

The network divided the thirty prestigious journals that it was following up on into four distinct categories (Figure 6). The "Journal of Business Ethics" is the most influential piece of content, as evidenced by the total number of 11,737 citations and 1147 links to the publication. Second rank now belongs to the term "sustainability," which has a total link strength of 502 and 785 citations overall. The "Journal of Business Research" now holds the third spot on the list as a result of the 3495 citations it has received and the overall link strength of 463 it possesses.

This kind of study finds networks of links by centering its attention on previously published articles, journals, or authors. As can be seen in Figure 3, the formation of a co-citation network between writers takes place when a third author makes reference to the previous works of two of the authors. Only authors who had thirty or more mentions in the source material were considered for inclusion in this research.

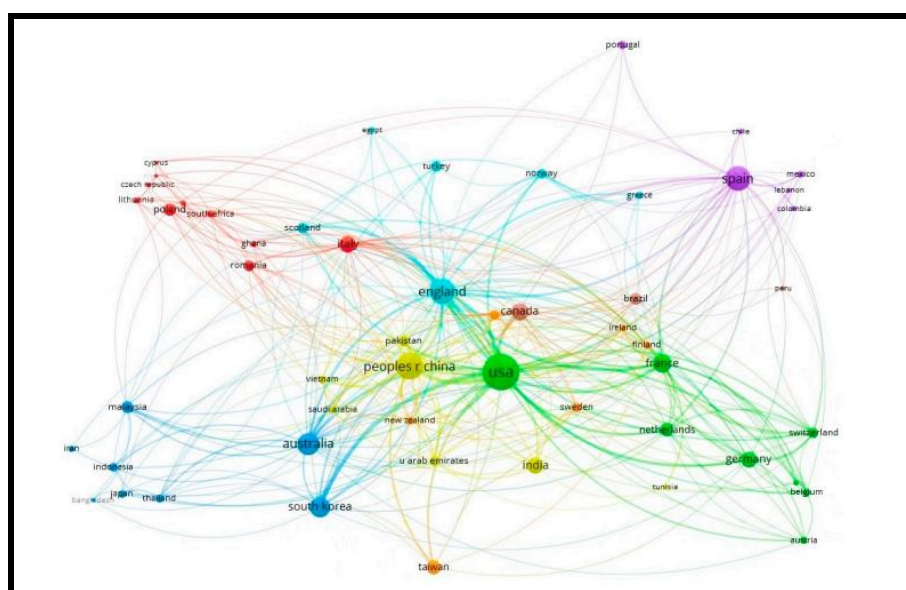


Figure 4. Co-authorship by country.

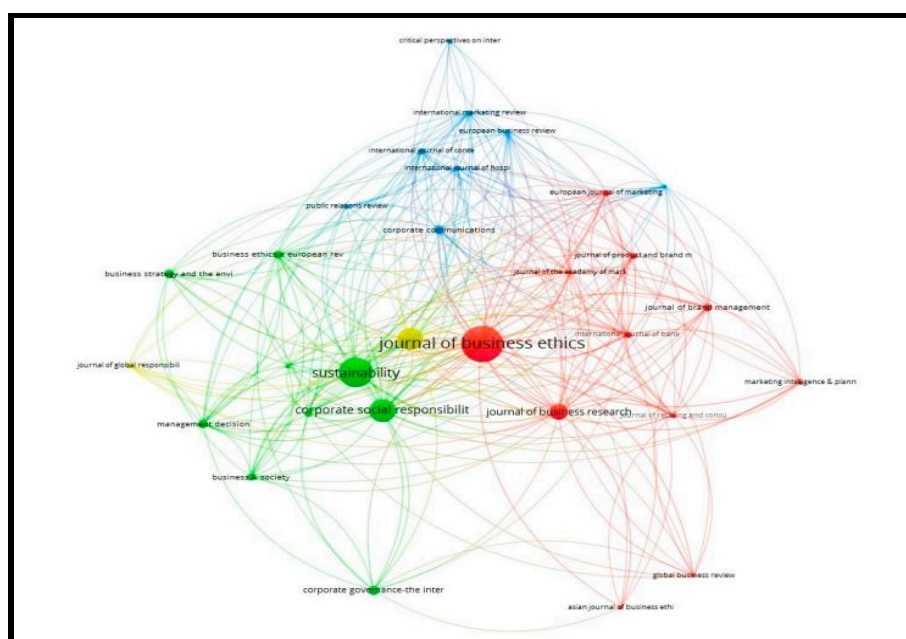


Figure 5. Journal citation network.

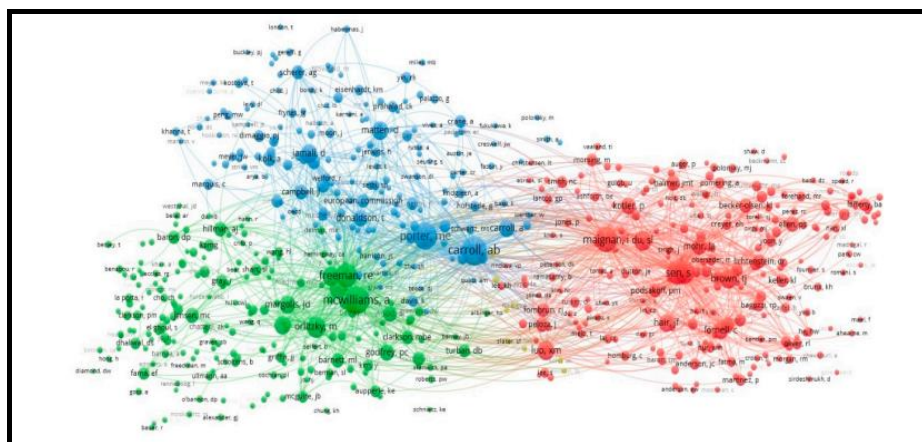


Figure 6. Journal citation network. Journal citation network

Identification of Marketing-Related CSR Factors that Affect Anti-Consumption Behavior

After conducting a comprehensive review of the CSR and marketing literature concerning anti-consumer behavior, a total of 17 studies were discovered to include connections between aspects originating from both topic fields. Table 8 contains the 18 CSR criteria that were used in these articles, as well as the marketing-related factors that affected anti-consumption behavior to which they were linked. These may be found together in the table. It was found out that these qualities and the CSR criteria are related to one other in some way.

The significance of defining a collection of CSR characteristics that are associated to a set of Marketing variables related to anti-consumption behavior may serve as a starting point for future research if it is outlined what has already been studied and, as a result, possible new correlations that could be investigated. This could be accomplished by providing an overview of what research has already been conducted. This might serve as a jumping off place for further examination since it provides a starting point for further research that will be done in the future. It has been demonstrated that just one of the seventeen papers discovered predates the year 2010, and nine of them are very recent research that were conducted between the years 2018 and 2020. The findings of this study provide credence to the expanding body of quantitative research that investigates the relationship between CSR and Marketing in relation to anti-consumption behavior. Furthermore, these findings have the potential to serve as a roadmap for research that is yet to be conducted.

DISCUSSION

Understand the current situation of CSR studies in marketing that are related to anti-consumer behavior if you want to fill in knowledge gaps and estimate future trends in this field of research. To do so, it is vital to appreciate the present status of CSR studies in marketing that are connected to anti-consumer behavior. This is because these studies are associated with anti-consuming behavior, which explains why this is the case. This methodology finds the most prominent institutions and nations by tallying the number of articles from each country and institution that are published in the appropriate specialist journals. This helps to identify the topics that are addressed by shedding light on the relevance of the keywords and patterns that were identified through the evaluation of citations, cocitations, and bibliographic coupling.

It is possible to perceive the relocation that was discovered via research carried out in the CSR industry. Previous studies on the topic focused almost exclusively on the financial aspects, drawing connections between CSR and performance as well as between performance and financial status. Recent studies have looked at corporate social responsibility (CSR) as a method for building relationships with consumers. These studies are based on research that assesses the influence that CSR has on Marketing in relation to anti-consumption behavior, consumer behavior, and brand management.

The findings of this bibliometric research indicate that there is a growing interest in corporate social responsibility (CSR) in relation to anti-consumption behavior and marketing. The satisfaction of this interest might be seen as a step forward. Customers and members of the general public are putting an increasing amount of pressure on firms to embrace practices that are socially responsible, which may be one of the causes driving corporate management's rising interest in SR projects. According to the findings of past polls and studies, customers have a positive attitude toward corporate social responsibility efforts that are advantageous to firms. Consequently, adopting CSR policies might be useful. Corporate social responsibility (CSR), often known as social responsibility in business, is increasingly being used as a marketing strategy to combat consumer behavior, with the goals of promoting a brand with a good consumer view and motivating social actions.

In this study, the most prominent journals, authors, organizations, and keywords are analyzed. The findings indicate that (a) the existing body of knowledge on CSR in the field of marketing related to anti-consumption behavior is expanding;

(b) five articles alone accounted for 9940 citations, and a few prolific authors concentrate a significant portion of the research; (c) the major journals identified in this study published 42.16% of the 2042 articles included in this review; and (d) the "Journal of Business Research" (JBR) is a leading journal in this field. According to the findings of a keyword trend network analysis, firms are using corporate social responsibility (CSR) as a strategic marketing tactic to counteract anti-consumer behavior. This is one of the important takeaways from the study. It is projected that research concerning CSR will continue to expand, as will its link with the discipline of Marketing in relation to anti-consumer behavior and the consequences that this activity has on consumer behavior. As a result of the widespread pandemic caused by COVID-19 in recent years, these difficulties have grown significantly more difficult. This is because there is a considerable relationship between the two things, which explains why this is the case.

Because of the research that was conducted using the most relevant papers that were identified, it is essential that this point be emphasized. Nevertheless, much study on corporate social responsibility centers on the tension that develops between shareholders and other groups of stakeholders. According to the findings of a recent study, this viewpoint has evolved as a result of the discovery that companies who invest in endeavors that are socially conscious may have large and long-lasting benefits in highly competitive marketplaces. Because of the potential benefits that corporate social responsibility (SR) policies might have for companies if they are successfully implemented, these policies have been subjected to substantial research and have been integrated into the management sector. Due to the greater success of these projects, it was much simpler to incorporate them into the strategic performance model. As a consequence of this, the corporate social responsibility (CSR) movement has gained traction as a result of the benefits that appear to flow from these efforts, and firms are increasingly making an effort to incorporate CSR-related activities into their operations.

The findings reveal a clear trend that places a heightened focus on the manner in which customers see CSR. Consumers in today's society give increased consideration to the outcomes of their decisions, as well as the implications of the goods and services they choose to purchase. For this reason, especially in view of the growing concern that society has regarding social concerns, it is essential for consumers to participate in activities that are beneficial to society as well as the environment. As a consequence of this, society desires that companies participate in activities that are more socially and ecologically sensitive; but, in order to achieve this goal, society expresses concern that firms may expand their operations to places outside of those in which they have had the most success in doing business. This is evidenced by the growing number of papers that are being produced on CSR that examine marketing in connection to anti-consumer behavior and customer impression. It is essential to underline how a CSR strategy can be a fantastic ally for businesses, helping them become more sustainable and benefitting a large number of stakeholders through their socially conscious operations. This is something that should be emphasized as much as possible. This is done in order to make it possible for the CSR technique to assist associations in becoming more sustainable. In this context, the fact that they were included in the word pattern map can likewise be seen as evidence that stakeholders were taken into consideration. One of the many benefits that come with implementing CSR initiatives is the positive impact that they have on the relationship that an organization has with its clientele; nevertheless, this benefit is far from being the only one. In the end, this influence results in a long-term competitive advantage, such as increased financial resources, which may result in a posture that is more stable.

CONCLUSION

The current study makes a contribution to the body of prior research by providing information on the current state of the art, identifying trends, gaps, and research opportunities through the selection and content analysis of the most recent and pertinent papers released in this research field, and adding to the total amount of research that has been done in the past. The results of this effort have the potential to contribute significantly in a number of different ways. It's most likely that the information regarding the current state of the art in this field of study will be the first thing that is presented. When seen through the prism of this research, the emergence of CSR research in the context of marketing connected to anti-consumption behavior is possible to observe. The increase in the number of publications that have been produced over the course of time is evidence of the fact that this field of study is gaining increasing significance as a result of its capacity to enhance research in a variety of fields. Academics and business leaders alike will find that this area of research is both fruitful and exciting. This investigation additionally takes into consideration the key classifications that were utilized in the preceding steps in order to categorize the items being investigated. Those who have an interest in this topic would benefit from having this knowledge since it would make it simpler for them to seek for insights into particular areas. You will also have the opportunity to learn more about the CSR research journals that are considered to be the most prestigious in the business, as well as how marketing for behaviors that reduce consumption is connected to these publications. Another new feature of the application is the ability to display search keywords on maps that are generated by the VOSviewer. These maps indicate the trends in CSR research and, more crucially, they show where there is a dearth of study on topics or industries that might still be researched. These two findings are quite important. In addition, academics working in this field need to be familiar with the works of the authors and writers whose names are frequently brought up in conversation in order to construct a theoretical framework that is more suited for ongoing research on the topic. Not to

mention the fact that a number of CSR and marketing-related components of anti-consumption behavior that have been examined in the literature were identified, which assisted in the establishment of study criteria for further studies. The efforts of a number of recent publications to adopt CSR features from the perspective of the consumer have widened and enriched research on the link between CSR and the field of marketing linked with anti-consumption behavior. These studies have expanded and enriched studies on the link between CSR and the field of marketing related with anti-consumption behavior. These initial research have been expanded upon and supplemented by a number of later articles. Some of these CSR traits, such as brand attitude and brand image, have already been researched in relation to marketing-related components that have been associated to anti-consumption behavior. These studies may be found in the previous sentence. These CSR characteristics might also be explored in conjunction with several other aspects of brand identity.

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