

GREEN, ETHICAL OR RESPONSIBLE? A SYSTEMATIC LITERATURE REVIEW OF ESG AND CONSUMER BEHAVIOUR

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Abstract

The study uses systematic and bibliometric analysis to investigate the new opportunities and developments in consumer perceived ESG and consumer behaviour. This article highlights key countries, journals, and writers advocating eco-friendly consumption, with a focus on worldwide partnerships and top nations in green consumerism research. A keyword co-occurrence analysis identifies major themes with a significant impact on green purchase intents, such as cultural values, eco-labels, and environmental perspectives. The findings also indicate that gender and educational achievement have a significant impact on how individuals purchase green items. Marketers and regulators can benefit from knowledge on how to close the attitudebehaviours gap and promote sustainable consumption patterns. The investigation highlights the significance of educating consumers about eco-friendly products, increasing consumer awareness, and developing compelling marketing strategies that appeal to a variety of consumer groups. This research underwrites to the rising body of research on green consumerism and suggests some practical recommendations for promoting sustainable consumption in various situations. This study encourages academics and business experts to conduct further research on green consumption and incorporate sustainability into marketing strategies.

Keywords: CSR, ESG, Green Consumerism, Bibliometric, Marketing

INTRODUCTION

Environmental, Social, and Governance frameworks have developed a central for sustainability discourse, transforming the ways corporations interact with stakeholders, particularly consumers. The growing emphasis on ESG signifies a shift from traditional Corporate Social Responsibility towards a more integrated, metrics-driven approach that aligns corporate actions with global sustainability goals. This transition reflects a critical response to rising environmental concerns, evolving societal expectations, and the demand for transparent governance. At the heart of this transformation lies consumer behaviour, which acts as a dynamic force driving ESG adoption and implementation. Understanding how ESG principles influence consumer perceptions, preferences, and purchasing decisions is crucial for businesses seeking to maintain relevance in an increasingly sustainability-conscious market (Meilina et al., 2024; Alhaimer, 2024).

The evolution of ESG coincides with heightened consumer awareness of global issues like climate change, social inequality, and corporate ethics. Modern consumers expect companies to transcend profit motives and actively contribute to societal and environmental well-being (Foley et al., 2024; Yang et al., 2024). This shift underscores the growing influence of consumer behaviour in shaping corporate sustainability strategies (Ravazzani & Conti, 2024).

Each dimension of ESG uniquely influences consumer behaviour, creating a complex interplay that shapes perceptions and decisions. Environmental factors, such as a company's efforts to cut carbon releases or support renewable energy projects, directly appeal to environmentally conscious consumers. Studies show that consumers perceive companies with robust environmental policies as more innovative and trustworthy (Yang et al., 2024). Similarly, the social dimension, encompassing issues like labour rights, community engagement, and inclusivity, resonates with consumers who value fairness and social equity (Meilina et al., 2024). Governance factors, including transparency, ethical leadership, and board

diversity, further enhance consumer trust by demonstrating a company's commitment to accountability and integrity (Leggerini & Bannò, 2024; Alhaimer, 2024). But consumers often struggle to navigate the abundance of ESG-related information, leading to scepticism and confusion (Yang et al., 2024). Addressing these challenges requires clear communication, credible certifications, and transparency in ESG reporting to bridge the gap between corporate initiatives and consumer understanding (Foley et al., 2024).

Given the increasing importance of ESG principles in shaping consumer perceptions, academic research in this area has expanded significantly, paralleling the growing interest from practitioners. To advance this critical field, it is necessary to bring coherence to a domain that remains fragmented, while simultaneously inspiring further scholarly contributions. Understanding how ESG influences consumer behaviour is pivotal for corporates aiming to align their approaches with evolving shopper values and societal expectations.

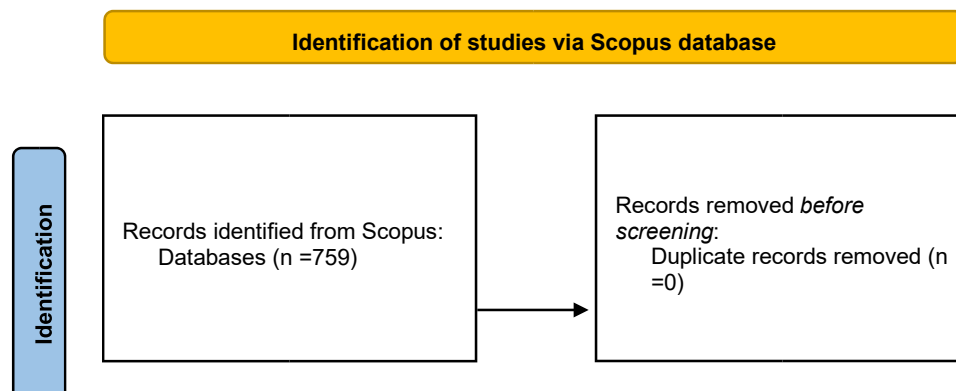
In response to this need, we adopted a systematic approach to reviewing the current literature on ESG and consumer perception. By integrating existing knowledge and identifying gaps, this approach facilitates a more unified understanding of how ESG practices shape consumer attitudes, behaviours, and trust, offering a robust platform for future exploration and innovation.

RESEARCH METHODOLOGY

Our study takes an SLR strategy to gathering, creating, and analysing significant evidence on the relationship of ESG and consumer purchase intention. The review analyses the topic's research profile, including developing themes, literature gaps, and possible areas for future research. According to Tranfield et al. (2003), SLRs are frequently used in business and social science research because they are transparent and reduce human bias. Figure 1 depicts a thorough outline of the methods taken to create the final sample used, which will be discussed in detail underneath.

The authors must determine the appropriate keyword terms for their search. So, we followed a three-stage method. The first step was to do a Google Scholar search to find the most frequently used search terms in the literature. Second, we searched for the most relevant scientific sites in both ESG and consumer buying intention to discover reviews that utilized keywords comparable to those we planned to use in our research. Third, we sought the advice of academicians and experts to improve our search strategy and find the best keywords to use. Finally, we chose a string that included "ESG" OR "CSR" (Tsang et al., 2023) AND "Consumer Purchase Intention" OR "Consumer Perception" OR "Consumer Behaviour" (Floren et al., 2020). The authors thoroughly investigated numerous databases for record extraction and chose Scopus as the best option. Scopus, known for its extensive coverage of peer-reviewed journals (Norris & Oppenheim, 2007), is commonly utilized in systematic analysis (Khan et al., 2021a) and provides the possibility to improve prior methodical reviews in the field (Dagestani et al., 2022). Its key feature is its easily available, downloadable database, which permits researchers to collect precise bibliographic data, such as journals, affiliations, citations, and references, within a certain research topic. We acquired 759 articles through the aforementioned approach, of which we removed those that were unrelated to the keyword search, business management, and marketing management fields. Furthermore, only studies published in peer-reviewed English sources were examined for data consistency. For additional exclusion criteria, the authors carefully analysed each study's abstract, keywords, and introduction, comparing them to the conceptual scope outlined in section 2, and filtering out papers that fell outside of the scope. The above reduced the final sample size to 397 records.

The authors considered the study from 2000 to 2025, which are in their final publication stage. This approach enabled the authors to gain deeper insights into the evolution of the topic, examining both emerging themes and trends in annual scientific output. After finalizing the sample, the authors meticulously read and reviewed each record to achieve a thorough understanding of the content. They then used VOS Viewer and R-Studio to visualize the study profile and identify prevalent terms in the sample. The automated analysis yielded useful information on notable authors, annual scientific output, key publication sources, and the most active countries in the subject.



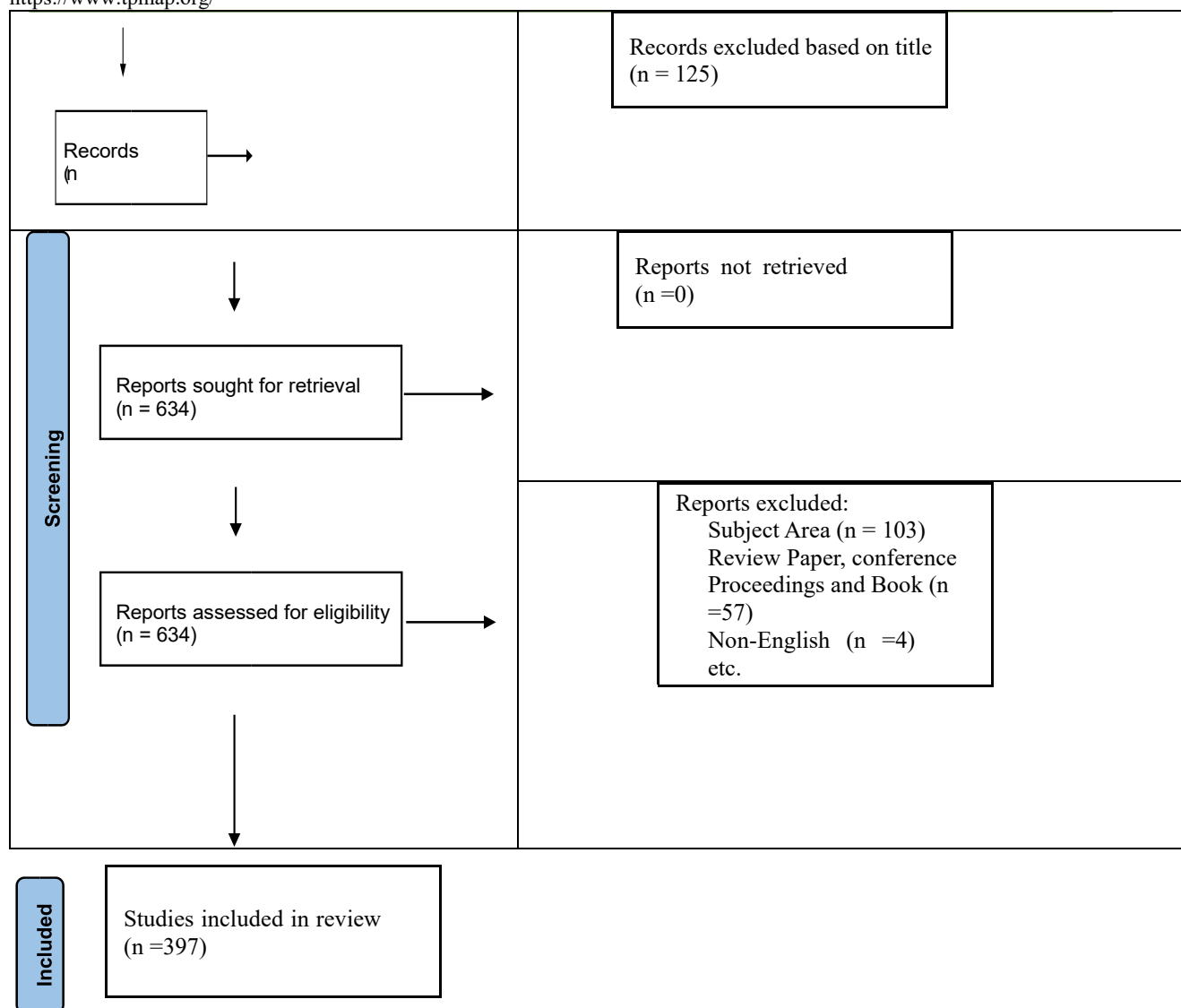


Figure 1: Prisma Flow Chart

RESULTS AND DISCUSSION

In this fragment, we present an overview of the Scopus-extracted sample's research profile. The term 'research profile' refers to significant information about the sample's descriptive statistics, such as annual scientific production, nations with the most citations, relevant sources, and the most widely used research design options.

We start with the publication per year, the increasing count of research publications on ESG and CSR over the years reflects the growing worldwide prominence on sustainability and ethical corporate practices. In the early 2000s, research on these topics was limited as CSR was primarily associated with philanthropy rather than structured corporate policies. However, after the 2008 financial crisis, the attention on corporate governance and ethical business practices intensified, leading to a gradual rise in academic interest. Between 2013 and 2017, global agreements like the Paris Accord and the adoption of ESG reporting frameworks such as GRI and MSCI ESG Ratings encouraged more businesses to disclose their sustainability initiatives, providing rich data for researchers. During this time period, an increasing number of studies were conducted to investigate the association between company sustainability, financial performance, and customer behaviour.

The most substantial increase happened between 2018 and 2022, when ESG became mainstream and firms around the world incorporated sustainability into their basic strategies. Regulations such as the EU Green Deal, the SEC's ESG disclosure rules, and India's SEBI guidelines reinforced corporate accountability, driving further research in the field. Additionally, the COVID-19 pandemic accelerated discussions on business resilience, ethical supply chains, and social responsibility, contributing to a sharp rise in ESG-related publications. By 2023, while the number of publications slightly declined from its peak, the field continued to evolve, with researchers shifting focus towards measuring the real impact of ESG initiatives, addressing greenwashing concerns, and assessing the effectiveness of corporate sustainability efforts. The overall trend

suggests that ESG and CSR research will remain a critical area of study as businesses, investors, and policymakers seek data-driven insights into sustainable and responsible practices.

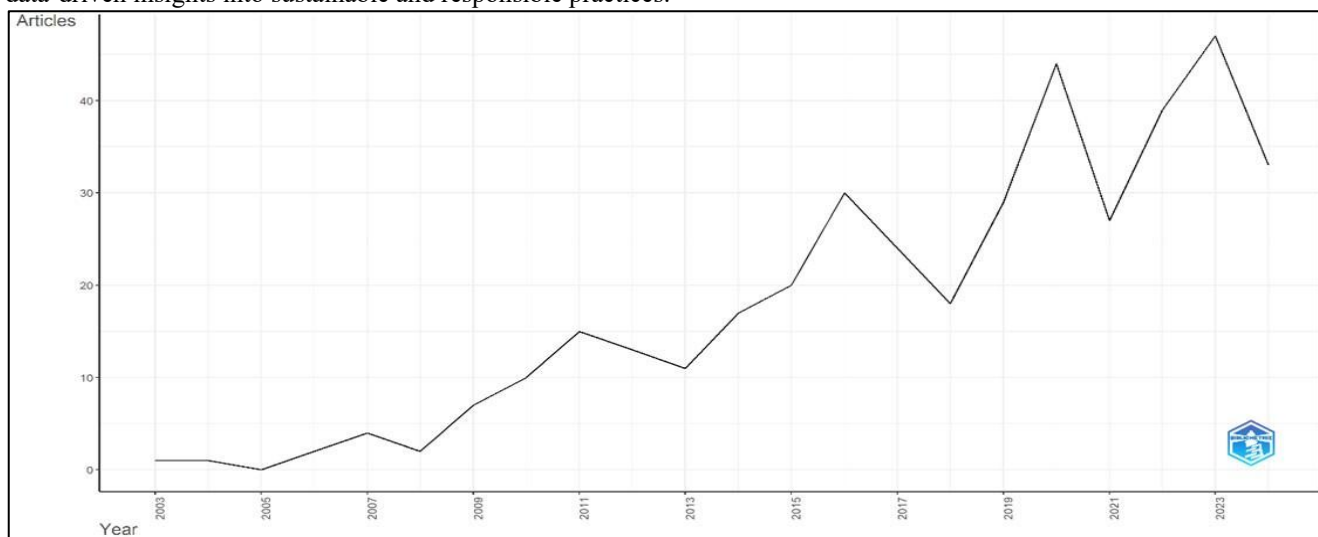


Figure 2. Articles Per Year

Three-Field Plot Analysis

To improve our study, we examine the major fields of study, nations, and significant works. A Sankey diagram-based three-field map shows the connections between nations, organizations, and journals. The height of the rectangle nodes correlates with their frequency. Figure 3 shows a three-plot analysis of CSR or ESG and consumer behaviour, with nations on the right, research publication titles on the left, and keywords in the centre. The graph shows that the top research fields are CSR, consumer behaviour, and purchase intention. The majority of research contributions come from the USA, India, China, and Spain. The graphic demonstrates the substantial contributions and worldwide interest in sustainable consumption from both developed and emerging economies.

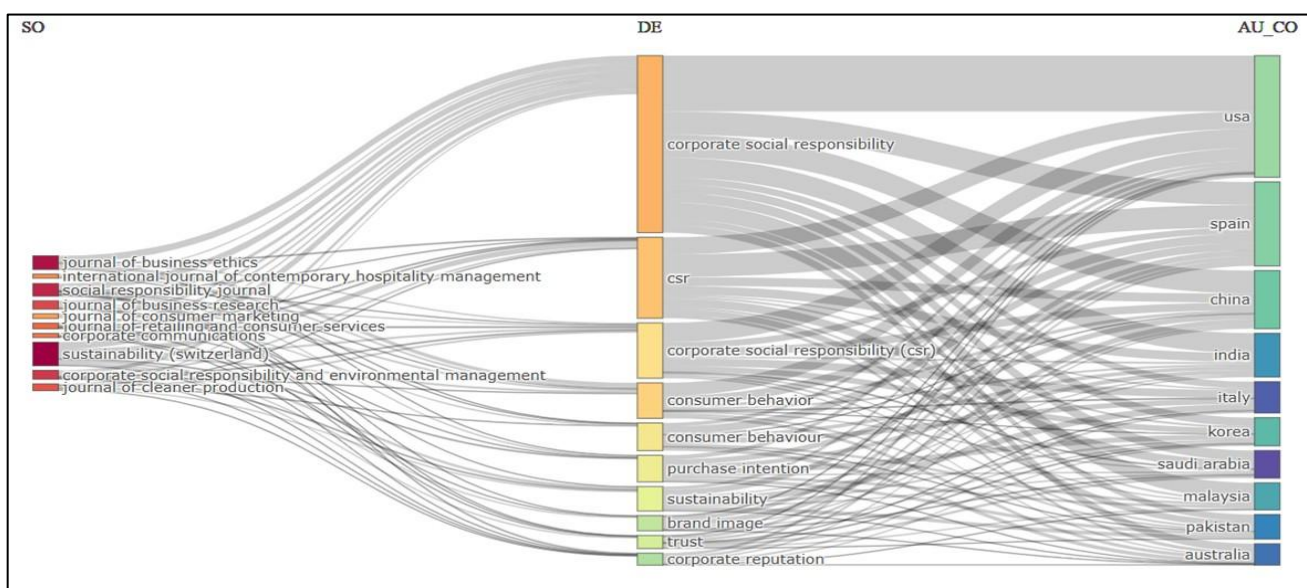


Figure 3: Three-Field Plot Analysis

Countries of Publications

The country-wise scientific production map, Figure 4 and the co-authorship network map, Figure 5 provides a comprehensive view of global research contributions to ESG and CSR in consumer behaviour. The United States (191 publications) and China (100 publications) emerge as dominant contributors, reflecting their leadership in sustainability research. Spain (112 publications), Malaysia (58 publications), India (50 publications), and Pakistan (36 publications) also demonstrate significant research activity, with strong international collaborations. European nations, including Italy (33 publications), France (17 publications), Germany (13 publications), and Greece (19 publications), form a well-connected cluster, reflecting active engagement in sustainability-related consumer behaviour research.

The Asia-Pacific region is also well-represented, with South Korea (61 publications), Malaysia (58 publications), Australia (34 publications), and Saudi Arabia (32 publications) actively contributing to ESG and CSR research. Indonesia (7 publications), New Zealand (7 publications), and Singapore (8 publications) indicate emerging interest in these topics. In the Middle East and Africa, Saudi Arabia (32 publications), Nigeria (12 publications), Egypt (6 publications), and South Africa (8 publications) have growing research output, though their international collaborations remain relatively limited compared to Western countries.

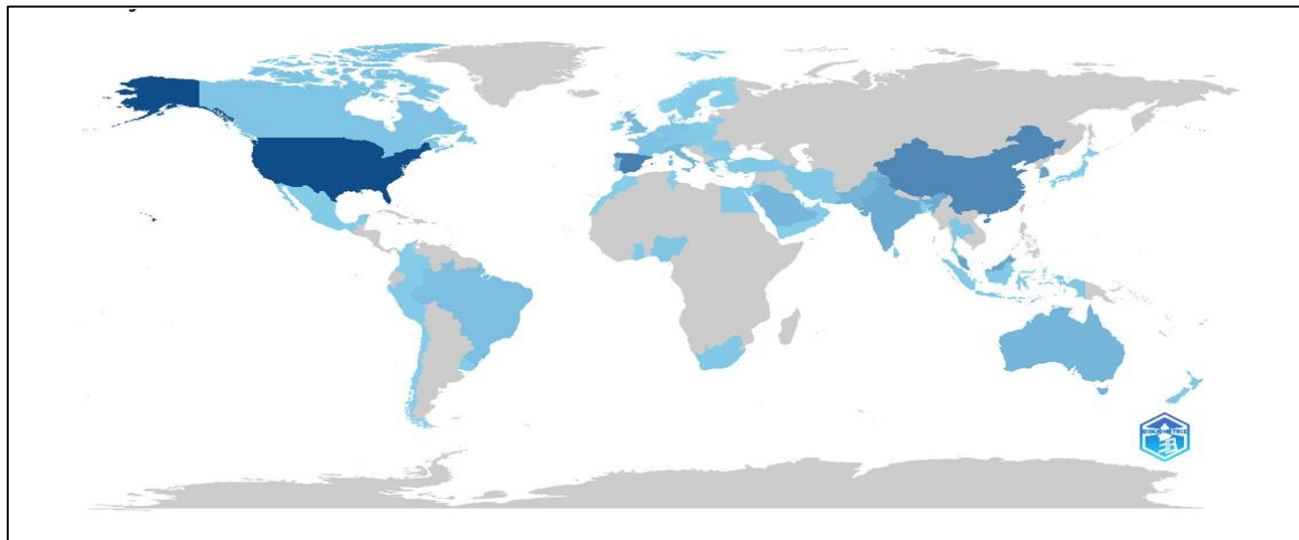


Figure 4: Country wise Scientific Production

The country-wise scientific production map (Figure 4) highlights North America, Europe, and parts of Asia as the primary research hubs. The United States, China, and Spain lead in research volume, while Brazil (22 publications), Canada (15 publications), and Portugal (17 publications) also show active participation. However, developing regions such as Africa, Latin America, and Eastern Europe exhibit lower scientific output, suggesting a gap that could be addressed through increased collaboration and funding support. The presence of Pakistan, Nigeria, and Indonesia in Figure 5 suggests that ESG and CSR research is expanding into emerging economies, though these nations still have fewer international partnerships compared to established research hubs. The United States, China, and European countries continue to act as central knowledge hubs, shaping discussions on how ESG factors influence consumer attitudes, corporate reputation, and purchasing behaviour. The increasing involvement of developing economies suggests a shift toward sustainability awareness in markets where regulatory frameworks and corporate responsibility initiatives are evolving.

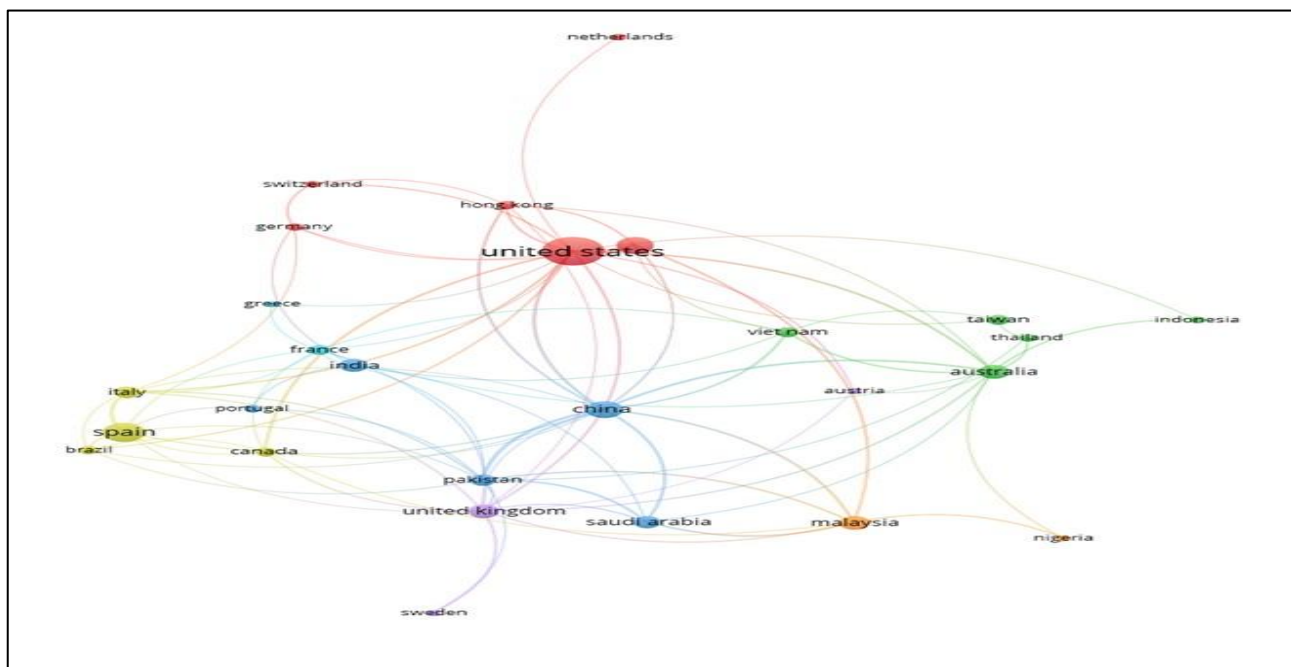


Figure 5: Author's Nationalities Map

Future research should encourage stronger collaborations between developed and developing nations, incorporating diverse consumer perspectives to better understand ESG's role across industries such as fashion, FMCG, and finance. Additionally, studies focusing on greenwashing concerns, ethical consumerism, and the real-world impact of ESG initiatives in emerging markets will be crucial. The network structure of Figure 5 and the distribution of research production in Figure 4 reinforce the growing importance of ESG in shaping consumer decisions globally, highlighting the need for sustainable business practices and responsible corporate governance.

Most Relevant Sources

The increasing number of research articles published in top journals (Figure 6) such as Sustainability (Switzerland), Journal of Business Ethics, and Social Responsibility Journal highlights the growing importance of ESG and CSR in business practices and academic inquiry. Sustainability (Switzerland) leads with 35 articles, demonstrating its pivotal role in advancing research on sustainability and corporate responsibility. The Journal of Business Ethics and Social Responsibility Journal follow closely with 20 and 19 articles, respectively, focusing on the ethical considerations and societal impacts of corporate behaviour. The Journal of Cleaner Production and Corporate Social Responsibility and Environmental Management contribute valuable insights on the environmental dimension of ESG, which is becoming increasingly critical as businesses are pushed to reduce their ecological footprint. Research published in the Journal of Business Research and Journal of Retailing and Consumer Services emphasizes the intersection of CSR with business and consumer behavior.

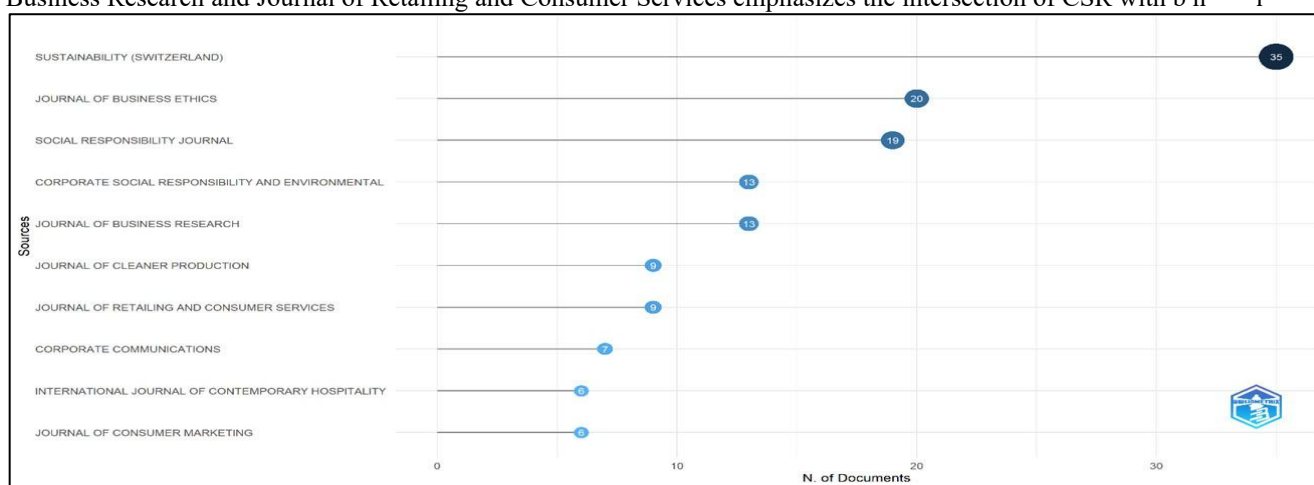


Figure 6: Most Relevant Sources

While the present body of research is substantial, future studies might focus on a number of areas to improve our understanding and impact of ESG and CSR. First, additional study is required to determine the longer term effectiveness of ESG policies across industries, particularly in light of worldwide sustainability issues such as climate change and social inequality. Second, given the growing worry over greenwashing, future research should look into ways to effectively measure and verify the authenticity of ESG claims, giving frameworks to help consumers and investors discern genuine efforts from superficial ones. Furthermore, research might look into the role of digital transformation in driving CSR and ESG strategies, specifically how technologies like AI and blockchain can improve transparency and accountability in corporate sustainability initiatives.

Finally, cross-sector research could deliver a more inclusive picture of how ESG principles are being implemented in various businesses and locations, providing a more global perspective on best practices and obstacles. As ESG evolves, these new areas of study will be crucial in moving firms, politicians, and consumers toward more sustainable and responsible behaviours.

Most Productive and Influential Authors

The upsurge of “ESG or CSR” as a research topic, have gained the attention of numerous scholars and academicians who have made a significant contribution to its development. Some of these researchers are introduced in this part according to the number of papers they have produced, which was obtained from Scopus. The analysis identifies prominent CSR or ESG contributors that influence consumer behaviour. However, different ranking criteria may highlight additional authors. Prior research, like that conducted by Danvila-del-Valle et al. (2019), which rated scholars using both the h-index and citation counts, frequently used either the number of publications or the frequency of citations.

This paper has adopted a dual approach by ranking the authors as per their publication numbers and citations as shown in figure 7. The analysis of the most cited authors in ESG and CSR reveals a diverse range of contributions to the field. Fatma M, with the highest citations, has likely made significant contributions to integrating sustainability within corporate strategies, focusing on how businesses can effectively incorporate environmental and social responsibilities into their operations. Academicians has also contributed significantly, with research that likely explores the link between corporate

governance and ESG practices, addressing how responsible governance can drive sustainability and improve corporate performance.

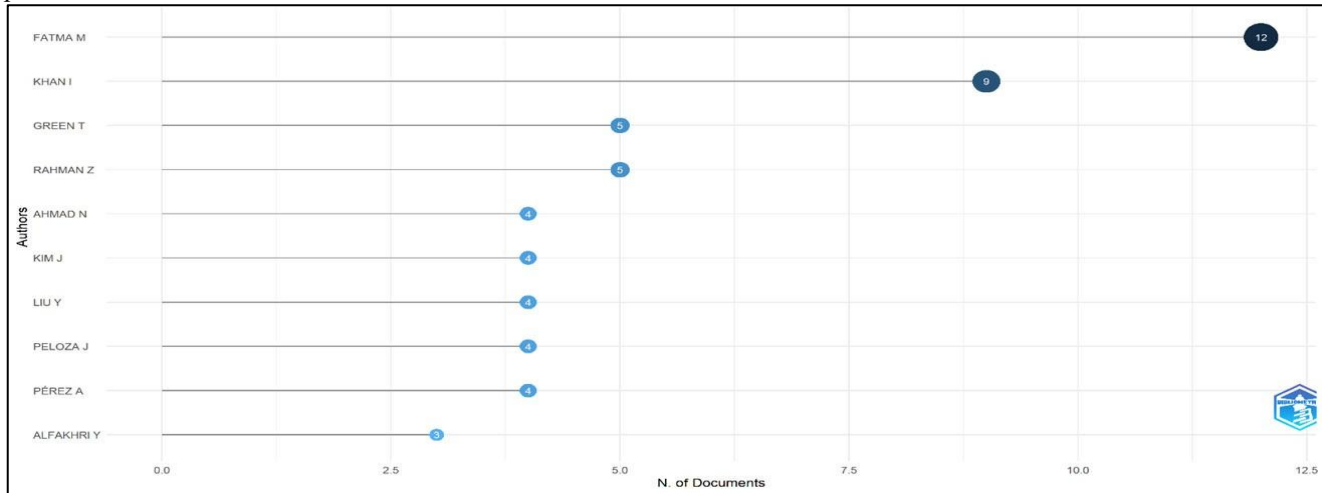


Figure 7: Most Relevant Authors

Green T and Rahman Z, with 5 citations each, offer insights into niche aspects of CSR. Green T may focus on ethical practices and sustainability initiatives, while Rahman Z likely addresses practical applications of CSR, exploring how companies implement effective ESG strategies. Ahmad N and Kim J, both with 4 citations, bring attention to emerging CSR frameworks and the relationship between corporate reputation, consumer trust, and sustainability, respectively. Kim J's research is particularly relevant as consumers increasingly prioritize ethical business practices.

Liu Y has contributed to understanding how ESG practices impact corporate performance, examining the business case for sustainability initiatives. Pelozo J and Pérez A also have 4 citations each, with Pelozo J focusing on how CSR influences consumer behaviour and brand loyalty, while Pérez A likely explores CSR's role in sustainable marketing. Lastly, Alfakhri Y, with 3 citations, is an emerging researcher whose work may address innovative or niche aspects of ESG and CSR.

These authors represent key contributions to ESG and CSR research, each adding valuable perspectives on how organisations can align their approaches with sustainability goals, consumer expectations, and ethical practices.

Keyword Analysis

The growing acknowledgment of the importance of ESG issues has led to a greater emphasis on sustainability in consumer behaviour research. The authors used VOS Viewer, a software for producing and visualizing conceptual maps based on bibliometric data, to better comprehend the evolution of the literature stream across time. VOS Viewer maps are two-dimensional, displaying the most commonly used phrases in the sample. Keyword co-occurrence analysis is critical for identifying relevant research topics in sustainability. The hues represent various clusters, while the thickness of the node indicates how often each keyword is in general consumer behaviour and ESG research. The significance of a keyword grows as the label size increases. The amount of cooccurrences in a corpus file reflects how closely two terms are related. Two independent analyses were performed. The first goal was to identify term clusters and understand how crucial emergent ideas impact the literature stream. We conducted a second analysis to show the development of issues over time and identify those that have gained fame in current years.

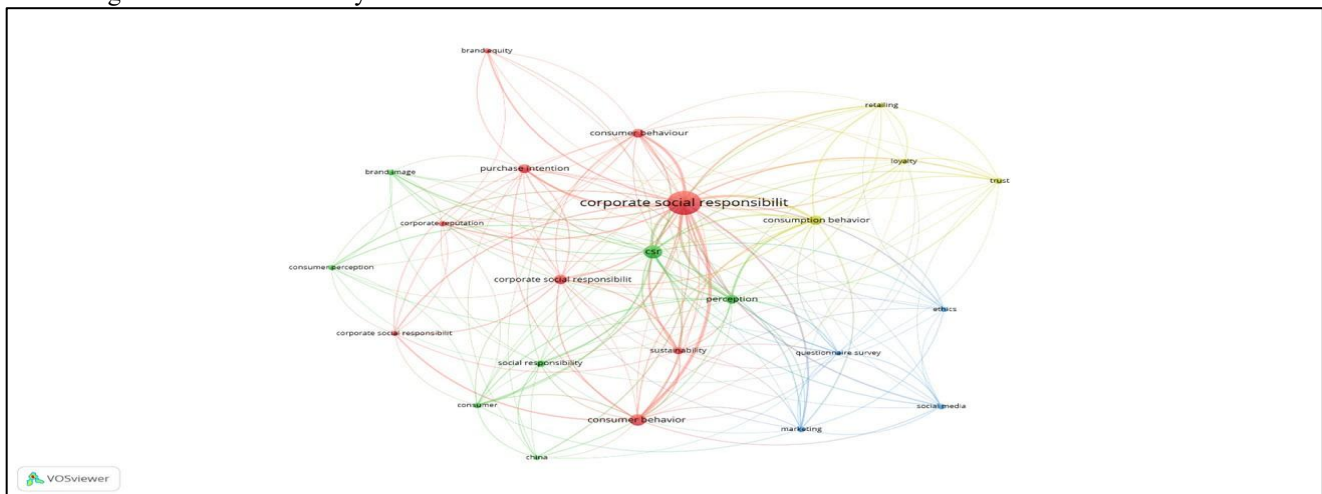


Figure 8: Graphical Representation of Keyword Cluster

Figure 8 depicts the co-occurrence examination of the most common key words in the sample. Cooccurrence analysis, which is based on bibliometric data, provides a better considerate of term clusters found in the sample, allowing for a more coherent, transparent, and repeatable mapping of the field. More precisely, VOS Viewer detected a blue cluster containing keywords such as "Marketing", "Ethics", and "Social media", suggesting a high association between ethics and marketing in CSR or ESG literature. Furthermore, the red bunch contains more notable and recent developments, as evidenced by the phrases "corporate reputation", "corporate social responsibility", "purchase intention", and "brand equity". We discovered the phrase scientific production and, more specifically, times of severe uncertainty. Figure 8 reinforces the association by emphasizing the growing importance of research in ESG. The green cluster emphasizes the link amid sustainability and consumer perception using phrases such as "Social responsibility," "Brand image," and "Perception".

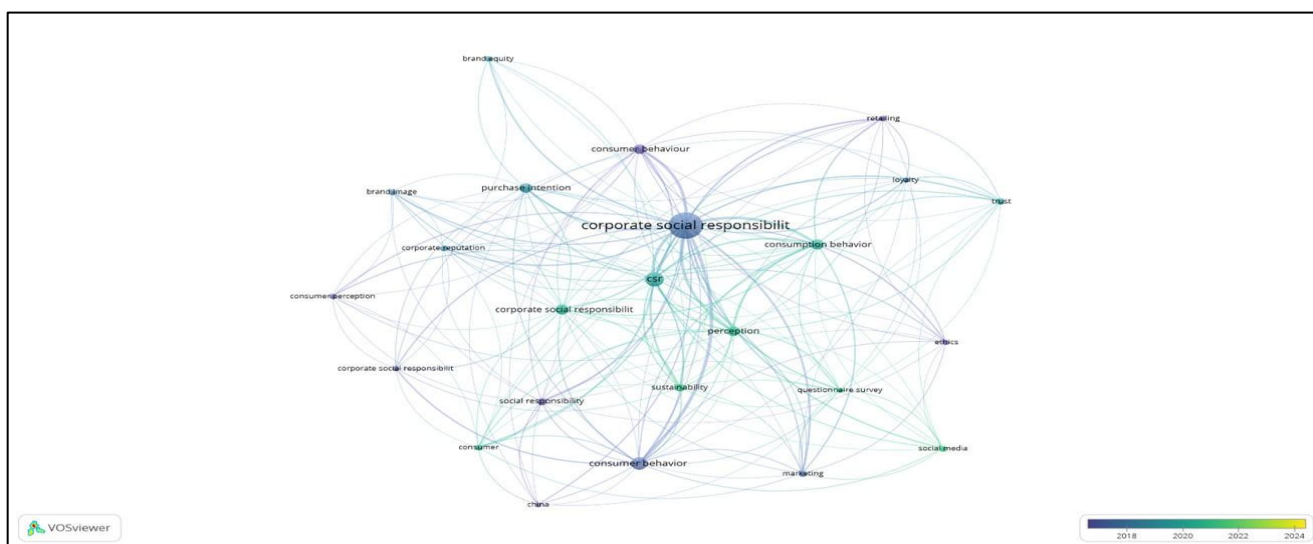


Figure 9: Keyword Evolution Over Time

Researchers used VOS Viewer to conduct a keyword analysis that showed the evolution of terms over time, as seen in Figure 9. The findings show how the focus has evolved in recent years towards consumer and sustainability-related themes. From 2017 to 2021, study was concentrated on issues such as "corporate social responsibility" and "consumer behaviour," potentially representing a greater stress on broader sustainability literature.

Systematic Review

In this section, a systematic review of highly cited researches in the arena of ESG or CSR and consumer perception in table 1. The table showcase the top research papers based on citations, DOI, total citation, citations per year and normalised total citations. Whereas, a comprehensive summary of these important research papers is provided in Table 2. Researchers can learn about different strategies for promoting green consumption and find gaps in the literature on CSR or ESG with the use of this analysis.

Title	DOI	Total Citations	TC Per Year	Normalized TC
"The impact of perceived corporate social responsibility on consumer behaviour"	10.1016/j.jbusres.2005.01.001	1316	65.80	1.89
"Corporate social responsibility and consumers' attributions and brand evaluations in a product– harm crisis"	10.1016/j.ijresmar.2003.12.003	987	44.86	1.00
"Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions"	10.1509/jmkg.73.6.77	839	49.35	2.59

“Corporate social responsibility: attributions, loyalty, and the mediating role of trust”	10.1007/s11747-008-0117-x	630	37.06	1.94
“The Role of Identity Salience in the Effects of Corporate Social Responsibility on Consumer Behaviour”	10.1007/s10551-008-9673-8	457	26.88	1.41
“Consumer Perceptions of the Antecedents and Consequences of Corporate Social Responsibility”	10.1007/s10551-011-0904-z	358	23.87	3.70
“CSR practices and consumer perceptions”	10.1016/j.jbusres.2013.02.005	328	25.23	3.11
“I Need You Too!” Corporate Identity Attractiveness for Consumers and The Role of Social Responsibility”	10.1007/s10551-006-9137-y	309	16.26	1.86
“Why Don’t Consumers Care About CSR?”: A Qualitative Study Exploring the Role of CSR in Consumption Decisions”	10.1007/s10551-011-0925-7	293	19.53	3.03
“How does corporate social responsibility create value for consumers?”	10.1108/07363761111101949	271	18.07	2.80
“Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values”	10.1007/s10551-012-1337-z	249	19.15	2.36
“Consumers’ Perceptions of Corporate Social Responsibility: Scale Development and Validation”	10.1007/s10551-013-1787-y	244	20.33	3.56
“Chinese Consumers’ Perception of Corporate Social Responsibility (CSR)”	10.1007/s10551-008-9825-x	230	13.53	0.71
“Consumers’ responses to CSR activities: The linkage between increased awareness and	10.1016/j.pubrev.2009.10.014	229	14.31	2.27
purchase intention”				
“Corporate social responsibility as a determinant of consumer loyalty: An examination of ethical standard, satisfaction, and trust”	10.1016/j.jbusres.2017.02.017	218	24.22	4.88
“CSR expectations: the focus of corporate marketing”	10.1108/13563280710832498	200	10.53	1.20
“Company environmental performance and consumer purchase intentions”	10.1016/j.jbusres.2013.02.017	198	15.23	1.88

“Exploring Consumer Perceptions of Green Restaurants in the US”	10.1057/thr.2010.17	195	12.19	1.94
“Does perceived consumer fit matter in corporate social responsibility issues?”	10.1016/j.jbusres.2011.02.040	184	13.14	2.32
“The Catch-22 of Responsible Luxury: Effects of Luxury Product Characteristics on Consumers’ Perception of Fit with Corporate Social Responsibility”	10.1007/s10551-013-1621-6	156	13.00	2.28
“Does retailer CSR enhance behavioural loyalty? A case for benefit segmentation”	10.1016/j.ijresmar.2013.09.003	155	12.92	2.26
“Consumer-oriented CSR communication: focusing on ability or morality?”	10.1108/13563281211196344	151	10.79	1.90
“Retailer corporate social responsibility and consumer citizenship behaviour: The mediating roles of perceived consumer effectiveness and consumer trust”	10.1016/j.jretconser.2020.102082	144	24.00	4.97
“Corporate social responsibility or cause-related marketing? The role of cause specificity of CSR”	10.1108/07363761111101921	144	9.60	1.49
“Dual nature of cause-brand fit: Influence on corporate social responsibility consumer perception”	10.1108/03090561211202620	134	9.57	1.69

Table 2: Presenting systematic review

Author	Overall Citations	Research Title	Research Journal	Main Research Outline	Model Used	Major Findings
BeckerOlsen et al., 2006	3310	The impact of perceived corporate social	Journal of business research	This study underwrites to the expanding marketing	Questionnaire Instrument. Analytical Technique	The study finds that CSR fit, timing, motivation,

		responsibility on consumer behaviour the impact of perceived corporate social responsibility on consumer behaviour		literature by exploring how consumers perceive the alignment, underlying motivation, and timing of corporate social initiatives within promotional strategies. Through two distinct investigations, it examines the influence of these factors on consumer responses, providing deeper understandings into the effectiveness of socially responsible marketing efforts.		thought generation, and motive attribution shape consumer behaviours. Low-fit and reactive initiatives harm perceptions, while high-fit, proactive efforts enhance attitudes. Profit-driven motives trigger more thoughts, with proactive CSR seen as altruistic and reactive as self-serving.
Klein & Dawar, 2004	2428	Corporate social responsibility and consumers' attributions and brand evaluations in a product-harm crisis	International Journal of research in Marketing	This research examines the role of CSR in shaping consumer perceptions and brand evaluations during a product-harm crisis. It suggests that CSR initiatives can generate a "halo effect," influencing consumer judgments beyond the product's specific attributes.	Experimental design. Sample segmentation. Regression Modelling	The study finds that CSR influences brand evaluations, with a positive CSR image mitigating blame and a negative image worsening perceptions during crises. Attributions of blame mediate this effect, especially among CSR-sensitive consumers, while
						company familiarity has little impact.

Wagner et al., 2009	1756	Corporate Hypocrisy: Overcoming the Threat of Inconsistent Corporate Social Responsibility Perceptions	Journal of marketing	of The primary aim is to explore how different communication strategies can alleviate the negative effect of these inconsistencies on consumer perceptions and attitudes towards firm	Regression Modelling	The study finds that proactive CSR communication increases perceived hypocrisy, while concrete statements and inoculation strategies help reduce negative consumer reactions. Perceived hypocrisy mediates CSR's impact on brand attitudes, emphasizing the need for strategic communication to manage consumer perceptions effectively.
Vlachos et al., 2009	1389	Corporate social responsibility: attributions, loyalty, and the mediating role of trust	Journal of the academy of marketing science	The study examines how perceived CSR motives influence consumer evaluations, highlighting trust as a mediator between attributions and purchase intentions. It also underscores service quality's role in shaping these	Ping's twostep singleindicator estimation method (2SI)	The study novelties that consumer trust facilitates the relationship between CSR attributions and patronage intentions. Service quality mitigates the negative impact of profit-driven CSR, while wellmotivated CSR always boosts trust. Some model
				perceptions.		paths were insignificant, indicating areas for further research.

(Stanalan d et al., 2011)	824	Consumer Perceptions of the Antecedents and Consequences of Corporate Social Responsibility	Journal of business ethics	The research examines how consumer perceptions of CSR are influenced by financial performance and ethics statements, impacting corporate reputation, trust, and loyalty. It concludes that strengthening ethical commitments and long-term reputation reduces perceived risk in consumer purchasing decisions.	Structural Equational Modelling	The study finds that better perceived financial performance and high- quality ethics statements lead to more favourable CSR evaluations. It also highlights that industry norms shape consumer perceptions of CSR. Future research should explore how industry characteristics influence CSR perceptions to enhance corporate marketing strategies.
Marín et al., 2009	1175	The Role of Identity Salience in the Effects of Corporate Social Responsibility on Consumer Behaviour	Journal of business ethics	The research examines the association between CSR and consumer loyalty, emphasizing identity salience as a moderating factor. Using social identity theory, it explores how CSR enhances company assessments and consumer-	Structural Equational Modelling and MultiGroup LISREL Analysis	The study finds that CSR strengthens consumer loyalty by improving company evaluation and consumer identification, with identity salience further enhancing this effect.
				company identification, strengthening loyalty.		

Öberseder et al., 2013	760	CSR Practices and Consumer Perceptions	Journal of Business Research	The study develops and validates the Consumers' Perceptions of CSR (CPCSR) scale to measure consumer perceptions of CSR across different industries. It uses two studies to create and test the model, with data from three sectors ensuring diverse CSR representation.	Confirmatory Factor Analysis	The CPCSR scale effectively captures consumer perceptions of CSR, showing strong validity and reliability across industries. Consumercompany identification mediates the association between CSR perceptions and purchase intentions, highlighting the complex, indirect effects of CSR on consumer behaviour.
Marín & Ruiz, 2007	912	"I Need You Too!" Corporate Identity Attractiveness for Consumers and The Role of Social Responsibility	Journal of Business Ethics	The study explores Corporate Identity Attractiveness (IA) and its relationship with CSR and Corporate Ability (CA), using social identity and organizational identification theories. It highlights CSR's stronger role in enhancing IA compared to CA, particularly in the consumercompany	Confirmatory Factor Analysis, Structural Equational Modelling and MultiGroup LISREL Analysis	The study finds that CSR has a stronger impact on Corporate Identity Attractiveness (IA) than Corporate Ability (CA), highlighting the importance of social responsibility in consumer perceptions. It confirms discriminant validity of constructs and emphasizes relationship marketing's role in
				context		fostering longterm consumer connections. Further research is needed across different industries.

Öberseder et al., 2011	820	“Why Don’t Consumers Care About CSR?”: A Qualitative Study Exploring the Role of CSR in Consumption Decisions	Journal of Business Ethics	The study examines the gap among consumer interest in CSR and its restricted influence on purchasing behaviour, exploring how consumers evaluate CSR initiatives their decisionmaking.	In-depth Interview and Visual Stimuli. Thematic Analysis	Consumers assess CSR hierarchically, distinguishing between core, central, and peripheral factors. Despite interest in CSR, its influence on purchases remains limited, highlighting a paradox that requires deeper behavioural insights for better CSR alignment
Green & Peloza, 2011	716	How does corporate social responsibility create value for consumers?	Journal consumer marketing	The study observes how CSR generates value for consumers, especially during economic downturns, by exploring consumer definitions of CSR and its influence on decisionmaking using Sheth et al.'s value typology.	Semi-Structured Interviews. Iterative and Thematic Analysis	Consumer support for CSR varies based on activity type, with CSR providing emotional, social, and functional value. Understanding these value drivers helps managers align CSR strategies with consumer expectations, especially in economic crises
Romani et al., 2013	440	Explaining Consumer Reactions to Corporate Social Responsibility: The Role of Gratitude and Altruistic Values	Journal business ethics	The study examines consumer reactions to CSR, focusing on gratitude and altruistic values as key drivers of positive word-of-mouth and advocacy behaviours.	Multiple Mediation and Moderated Mediation Analyses	Gratitude mediates CSR’s impact on consumer reactions, with altruistic values moderating this effect. Companies can strengthen reputation and loyalty by aligning CSR efforts with consumer values.

Ramasamy & Yeung, 2009	591	Chinese Consumers' Perception of Corporate Social Responsibility (CSR)	Journal of Business Ethics	The study examines Chinese consumers' CSR perceptions and compares them to Western views, focusing on Carroll's four CSR components (economic, legal, ethical, and philanthropic). It provides insights for businesses operating in China	Self-Administered Questionnaire. Exploratory Factor Analysis	Chinese consumers prioritize economic over philanthropic responsibilities, supporting Carroll's CSR model. The study highlights the need for CSR strategies aligned with consumer expectations in China's evolving market.
(Lee & Shin, 2010)	633	Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention	Public relations review	The study Discovers the connection between consumer awareness of CSR and purchase intentions, focusing on social, environmental, and local community contributions	Questionnaire Survey	A positive link between CSR awareness and purchase intentions was found, with social and local community contributions significantly influencing purchases, while environmental
				to address gaps in CSR perception and response.		contributions had no effect. The study underscores the need for effective CSR communication strategies in a global market.

Park et al., 2017	470	Corporate social responsibility as a determinant of consumer loyalty: An examination of ethical standard, satisfaction, and trust	Journal of Business Research	The study examines the relationship between CSR and consumer loyalty, focusing on the mediating roles of ethical standards, satisfaction, and trust, particularly in South Korea's retail sector.	Structural Equation Modelling	Higher ethical standards enhance CSR commitment perception, which boosts consumer satisfaction, trust, and loyalty. The study emphasizes effective CSR communication but suggests further research across diverse contexts for broader applicability.
Podnar & Golob, 2007	452	CSR expectations: the focus of corporate marketing	Corporate Communication International Journal	The study examines CSR expectations and consumer support for responsible corporate behaviours, emphasizing stakeholder relationships in corporate marketing.	Structural Equation Modelling	Ethical philanthropic CSR expectations drive consumer support, but cultural differences impact CSR perceptions. The study suggests refining CSR frameworks and incorporating brand identification and reputation in future research.
Schubert	448	Exploring	Tourism and	The study	Regression	Consumers
et al., 2010		Consumer Perceptions of Green Restaurants in the US	Hospitality Research	examines consumer perceptions of 'green' eateries in Columbus, Ohio, focusing on attitudes toward environmentally friendly practices in casual dining and identifying potential market opportunities.	Modelling	support green practices and are desire to pay more but expect quality and comfort comparable to non-green restaurants. Low awareness of green initiatives hinders engagement, highlighting the need for better

						communication. Future research should examine demographic influences and cultural differences.
E. M. Lee et al., 2012	384	Does perceived consumer fit matter in corporate social responsibility issues?	Journal of Business Research	The study examines the link between consumer perceptions of CSR and loyalty, focusing on consumer values and how they mediate this relationship through CSR perception and consumercompany identification.	Confirmatory Factor Analysis. AMOS 5.0	CSR activities that align with consumer values enhance perception, identification, and loyalty. Understanding consumer values helps firms develop effective CSR programs for a competitive advantage. Future research should explore diverse demographics and CSR attribution processes.
Janssen et al., 2014	304	The Catch-22 of Responsible Luxury:	Journal of Business Ethics	The study examines how dearth and	Field Experiment	Scarcity enhances CSR fit for
		Effects Luxury Product Characteristics on Consumers' Perception of Fit with Corporate Social Responsibility		ephemeralness in luxury products influence consumer insights of CSR fit and attitudes toward responsible luxury, often seen as contradictory.		enduring luxury products, while ephemeral products are perceived as less responsible. Recycled materials and a strong CSR reputation improve CSR perceptions, helping brands shape effective CSR and marketing strategies.

Ailawadi et al., 2014	346	Does Retailer CSR Enhance Behavioural Loyalty: A Case for Benefit Segmentation	International Journal of Research Marketing	The study examines how intrinsic customer-focused and extrinsic (social good) CSR initiatives influence consumer loyalty in retail, assessing their impact on attitudinal and behavioural loyalty across different consumer segments.	Regression Modelling	Both CSR types enhance attitudinal loyalty, but intrinsic CSR drives higher behavioural loyalty (6% SOW increase vs. 1.3% for extrinsic CSR). 60% of consumers prefer intrinsic CSR, viewing extrinsic efforts as misallocated resources, highlighting the need for strategic CSR alignment.
Schmeltz, 2012	437	Consumer-oriented CSR Communication: focusing on ability or morality?	Corporate Communication: An International Journal	The study explores young consumers' attitudes toward CSR communication, focusing on their expectations, values, and	Survey Questionnaires	Young consumers expect clearer CSR communication but rarely seek it out (13.7%). Their CSR evaluations prioritize
				engagement levels to help companies improve CSR messaging.		competence over morality, suggesting companies should focus on corporate ability in CSR messaging for better Engagement.

DISCUSSION

The current review paper offers a rigorous examination of literature related to ESG or CSR and consumer behaviour, suggesting some possible lines of inquiry for future research. A bibliometric analysis was executed on 397 papers up until now that were recovered from Scopus database, a reliable source of academicians for publication. With the emphasis on marketing perspective or consumer behaviour particularly, the study pin pointed some top countries, admired journals, some significant writers, and some important areas in this subject. As per the findings of the study, United Nation emerged as a dominant contributor in the field, showcasing that nations like Austria, Brazil and Cambodia are significantly active in this field. These countries are playing a vital role in evolving consumer perceived ESG or CSR both conceptually and practically. The outcomes of the investigation also showcase the growing interest of consumers in the sustainable activities of the companies. The significant consumer reactions such as trust, loyalty, satisfaction, attitude and purchase intention are leading businesses to include sustainability in their product lines. The companies are now integrating eco-labelling, eco friendly packaging, waste management, reducing carbon foot prints and community engagement. The research sources were divided into three zones using Bradford Law analysis. Zone 1 (Core) consists of journals that produce high-impact research

and influence consumer perception of ESG, such as Sustainability (Switzerland), Journal of Business Ethics, and Social Responsibility Journal. Journals with a moderate volume of content are found in Zone 2. Zone 3: Contains journals with fewer articles but nonetheless add to the greater corpus of knowledge. This distribution allows researchers to identify areas that need further research, particularly in less-studied publications and subjects, and to determine where significant research is focused. According to the results of keyword co-occurrence, the main factors influencing CSR are brand equity, purchase intention and brand image. These results understand how important it is for a company to fulfill their corporate social responsibility. The attitude management gap is also been noticed from the analysis which highlights that even though many consumers are becoming eco conscious, many still do not match with their opinions and buying habits. Future researches should focus on elements like consumer patronage, social media influence on consumer buying eco friendly products and trust as these are essential elements in closing this gap.

Future Research Agenda

Future research should focus on standardizing green certifications to assess their impact on consumer trust and purchasing behaviour, ensuring greater transparency and legitimacy in sustainable markets.

Longitudinal studies are needed to track shifts in consumer attitudes toward eco-friendly products over time, identifying key drivers and barriers that influence sustainable purchasing decisions. Additionally, further research should explore the financial implications of green consumerism, including the long-standing profitability of sustainable business models and the economic feasibility of large-scale sustainability initiatives. A comprehensive cost-benefit analysis could provide valuable insights into the trade-offs between initial investments and long-term gains. Moreover, the part of social media and digital marketing in determining shopper perceptions of green products warrants deeper investigation, particularly in understanding how these platforms can be optimized to promote sustainable consumption more effectively. Examining these areas will contribute to a more holistic understanding of how businesses, policymakers, and consumers can collectively drive the transition toward a more sustainable economy.

CONCLUSION

The paper offers a detailed bibliometric summary on CSR or ESG and consumer behaviour or consumer perception. During all these years where corporate social responsibility and environmental responsibility were catching the attention of academicians and practitioners, the consumer were also seen shifting towards eco friendly consumption with time. The analysis identifies key research fields, leading journals, prominent authors, and contributing countries. China, the United Nations, and Spain have made significant aids in the area of consumer observation about CSR initiatives, with the United Nations receiving the most citations. Using Bradford's Law, we identified publications that influence customer perceptions of ESG or CSR, such as Sustainability (Switzerland), Journal of Business Ethics, and Social Responsibility Journal. These journals are crucial for directing future research and disseminating significant findings. The keyword cooccurrence analysis highlights key factors shaping green purchasing behaviour, such as cultural values, ecolabels, and environmental attitudes, emphasizing how consumer awareness and values influence sustainable consumption. While this research maps the theoretical landscape of green consumerism, it also provides practical insights for scholars, policymakers, and marketers to foster sustainable buying habits. However, gaps remain, particularly in understanding how digital marketing and emerging technologies can drive consistent eco-friendly purchasing and close the attitude-behaviour gap. Advancing global sustainability efforts requires cross-border collaboration and further exploration of green consumerism in developing economies. Businesses should prioritize transparency through credible eco-labelling, while policymakers must implement stricter regulations to prevent greenwashing and introduce incentives that encourage environmentally responsible behaviour.

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