



Analysis of scientific production of corporate social responsibility in retail companies

Análisis de la producción científica de la responsabilidad social corporativa en empresas retail

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ABSTRACT

Introduction: the objective of this study is to analyze the scientific production on corporate social responsibility (CSR) and retail companies from 2006 to 2024, to identify emerging topics, contexts studied, and the methodological approaches addressed by the most relevant authors.

Methodology: the methodology used is a bibliometric analysis in conjunction with a systematic literature review of scientific publications indexed in the Web of Science platform. R was used for data processing and analysis through the Bibliometrix package.

Results: the results show a significant increase in the number of publications related to social responsibility and retail companies over the years.

Conclusions: the data show the growing interest in this topic, mainly in areas of activity related to social, environmental, and economic sustainability.

Keywords: social responsibility, business ethics, environmental management, business administration.

JEL Classification: Q56, M14, M10.

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RESUMEN

Introducción: el objetivo de este estudio es analizar la producción científica sobre la responsabilidad social corporativa (RSC) y las empresas retail en el periodo de 2006 a 2024, para identificar los temas emergentes, contextos estudiados y los enfoques metodológicos abordados por los autores más relevantes.

Metodología: la metodología utilizada corresponde a un análisis bibliométrico en conjunto con una revisión sistemática de la literatura de las publicaciones de carácter científico indexadas en la plataforma Web of Science. Para el procesamiento y análisis de la información se utilizó como herramienta el lenguaje R a través del paquete Bibliometrix.

Resultados: los resultados muestran un aumento significativo con respecto al número de publicaciones relacionadas con la responsabilidad social y las empresas retail a lo largo de los años.

Conclusiones: los datos reflejan el creciente interés en este tema, principalmente en ámbitos de actividades relacionadas con la sostenibilidad social, ambiental y económica.

Palabras clave: responsabilidad social, ética empresarial, gestión medioambiental, administración de empresas.

Clasificación JEL: Q56, M14, M10.

INTRODUCTION

Due to the global increase in environmental, social, and economic problems, primarily caused by excessive production and rising consumption, various scholars have developed theoretical and conceptual models that seek to guide companies in implementing sustainable practices. This is done with the goal of not only engaging in ethical and philanthropic actions but also addressing environmental aspects to mitigate the negative impact of their business operations and generate positive perceptions among consumers, stakeholders, and society at large (Abubakar, 2022; Amato, 2021; Ayeni & Aborisade, 2022).



In this sense, one of the theories that seeks to explain the impact of these types of actions in various industries is corporate social responsibility (CSR) due to its practical implementation in the business world (Carroll, 2021; Ernst et al., 2022; Nsawah & Phiri, 2023; Wasiq et al., 2023). However, the implications of CSR require a deeper study of the obligations and responsibilities that companies have when producing goods to satisfy a given demand, given that they have a social contract established by laws and regulations. Consequently, they are expected to operate within a legal framework and with ethical standards, as there are various activities where society expects companies to conduct themselves according to principles that go beyond legal issues (Becerra-Bizarrón et al., 2025; Farias & Holanda, 2024; Y. Liu et al., 2022).

Now, in the case of companies in the retail sector, both manufacturers and retailers have focused their efforts on integrating CSR aspects into their operations due to the iteration generated in commercial spaces between the product and the end consumer, making it necessary for them to issue reports on actions taken to mitigate the impact of these operations (Cheng et al., 2024; Theharin, 2025; Wang et al., 2020). However, the characteristics of retail companies require that all CSR activities and reports be adapted to their operations. Unlike manufacturers, they are only a common thread in the marketing process. However, large retail companies report actions that demonstrate their commitment to the environment and thereby protect their reputation with stakeholders (Y. Kim et al., 2023).

In concrete terms, what some progress in information may represent is different in the landscape of small and medium-sized businesses, particularly in less developed socioeconomic contexts, such as Latin America (Rangel-Lyne et al., 2022). This scenario makes it necessary to continue developing specific assessment methods that allow us to understand the level of adoption of CSR actions (Konstantynovskyi & Zmicerevska, 2023). Therefore, it is also crucial to identify factors that influence companies' decisions (Amato, 2021) and conduct analyses from an interdisciplinary perspective, as these require guidance in the integration process (Ferraro et al., 2022).

In this regard, Pimenta and Calderón (2022) establish that, in the Latin American context, SMEs can promote CSR actions in different areas due to their proximity to consumers, suppliers, employees, and society in general. That is, they must generate actions that improve their organization's work environment, gradually integrate eco-efficiency elements into their operations, and manage waste, among other things.

These authors then point out that, if CSR activities are to be effective, it will be essential to maintain a two-way flow of information between companies and stakeholders (Pimenta & Calderón, 2022). Furthermore, the commitment to transparency and veracity of information regarding innovative policies must be addressed, and thus, specificities or similarities by sector must be analyzed.

However, when discussing CSR actions in the retail sector, it is necessary to analyze the impact that COVID-19 had on the dynamics of its operations (Godoy et al., 2021; Mahmud et al., 2021; Rojas-Molina et al., 2024; Zeler et al., 2022). Furthermore, the changes in consumer behavior generated during this period, as organizations focused their efforts on meeting demand for products under complex health conditions, mean that CSR indicators may not accurately reflect current reality (Chauke et al., 2021; De Simone & Pezoa, 2021; De Temmerman et al., 2023; Jin et al., 2022; Khalilurrahman & Mubarrak, 2022; McEachern et al., 2021).

In economic and environmental spheres, these systemic changes have led to increased global competition between conventional and organic products due to consumer preferences. This situation directly impacts pricing and marketing strategies due to the high costs involved in greening certain product categories, which calls into question the effectiveness of new production-marketing models (Hou & Gao, 2022; Raza, 2018).

These dynamics are mentioned because various studies show changes in consumer behavior driven by their perception of companies' CSR practices. These transformations are expressed not only in environmental terms but also include social actions that benefit the local community where they operate. This highlights the importance of analyzing the CSR progress of companies in the retail sector. This is necessary to identify, from a social perspective, their community involvement through job creation and the support they provide for education, the arts, sports, and culture.

Likewise, it is necessary to monitor the systems implemented for waste management and energy optimization throughout their operations; the initiatives adopted to increase the social and economic well-being of employees; and equality policies in recruitment processes, among others. Additionally, in terms of products and services, the ability to meet the demands of current consumer generations, including those in vulnerable conditions or with disabilities, must be analyzed through transformation and continuous improvement in marketing aspects (Chan et al., 2022; Chauke et al., 2021; Rojas-Molina et al., 2024).

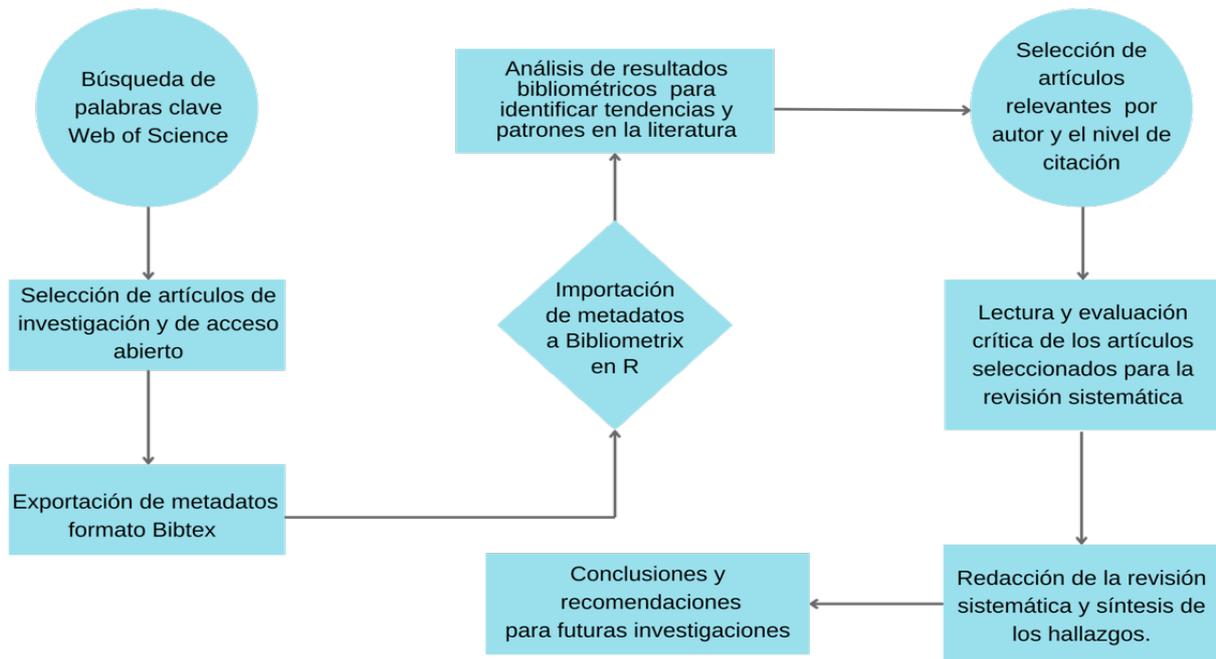
Therefore, the objective of this work is to analyze the scientific production on social responsibility and retail companies from 2006 to 2024, in order to identify emerging themes, contexts studied, and the methodological approaches addressed by the authors. The methodology consists of a bibliometric analysis combined with a systematic literature review of scientific publications indexed in the Web of Science platform. For the processing and analysis of information, the R language was used as a tool through the Bibliometrix package. The results show a significant increase in the number of publications related to social responsibility and retail companies over the years, reflecting the growing interest in this topic. However, gaps in research on companies operating in contexts such as Latin America were identified.

METHODOLOGY

As a first step in this work, a bibliometric analysis was conducted using the methodology proposed by Gupta et al. (2022). To do so, we explored scientific articles published between 2006 and 2024 in the Web of Science database.

The search strategy included the English keywords “retail” AND “corporate social responsibility,” and 398 articles were collected during the process. The R language was used in the analysis of the information through the Bibliometrix package, which is based on the analytical technique of scientific mapping for longitudinal research with the use of metadata provided by the different indexed journals, which allows identifying connections and interactions in the studies carried out during the analyzed period (Agarwal & Kumar, 2020; López-Rodríguez et al., 2022; Prado et al., 2022; Ramos Soto et al., 2019; Sáez-Ortuño et al., 2023). Subsequently, a systematic literature review was carried out with the methodology proposed by Thorisdottir and Johannsdottir (2020), to analyze the most representative articles in the field of study (figure 1).

Figure 1.
Process followed for bibliometric analysis and systematic review of the literature

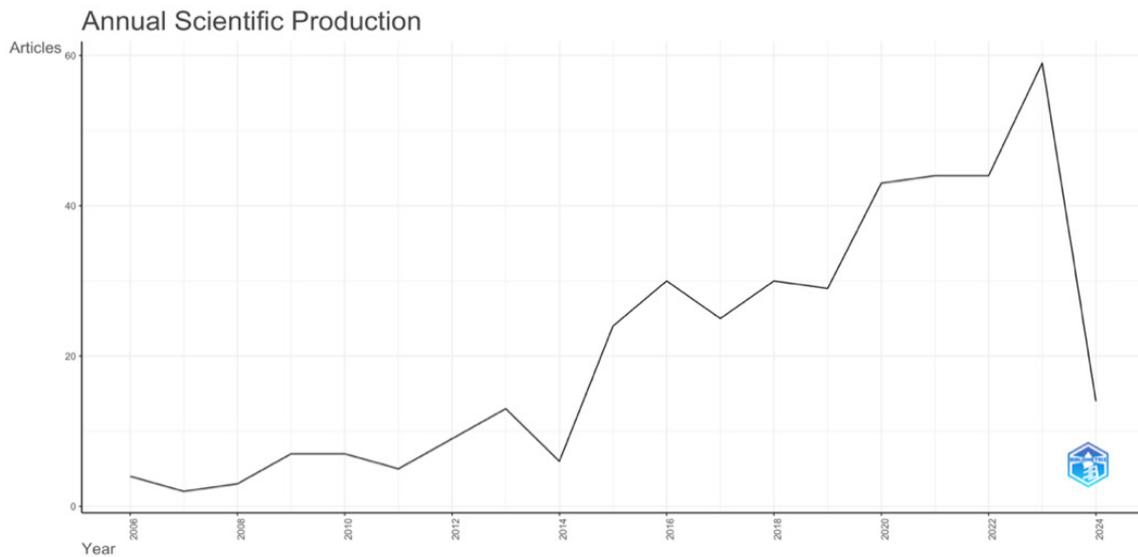


Source: own elaboration
Note: the figure appears in its original language

RESULTS AND DISCUSSION

The results of the analysis show the development of various topics in research areas, and trends in future lines of research can be observed. Therefore, this section provides an overview of scientific production from 2006 to 2024, followed by a breakdown of thematic areas, the countries where the research was conducted, and the most cited institutions and authors. The initial findings showed that, from 2006 to 2024, a total of 398 articles were published. The year with the highest production was 2023, with 59 articles; only partial figures are presented for 2024; this can be seen in figure 2.

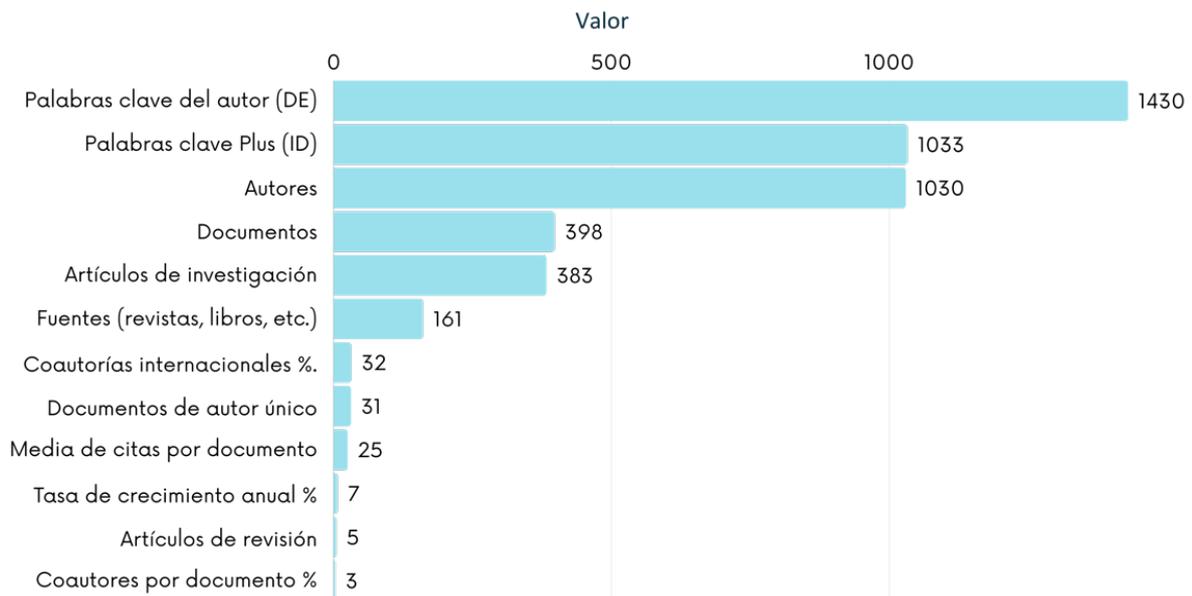
Figure 2.
Annual scientific production



Source: own elaboration

The total number of articles published corresponds to 1030 authors and is found in 161 different sources; this indicates the interest in addressing CSR in retail companies by the academic community in certain fields of study. Additional details of the information obtained can be seen in figure 3.

Figure 3.
Overview of the metadata set



Source: own elaboration

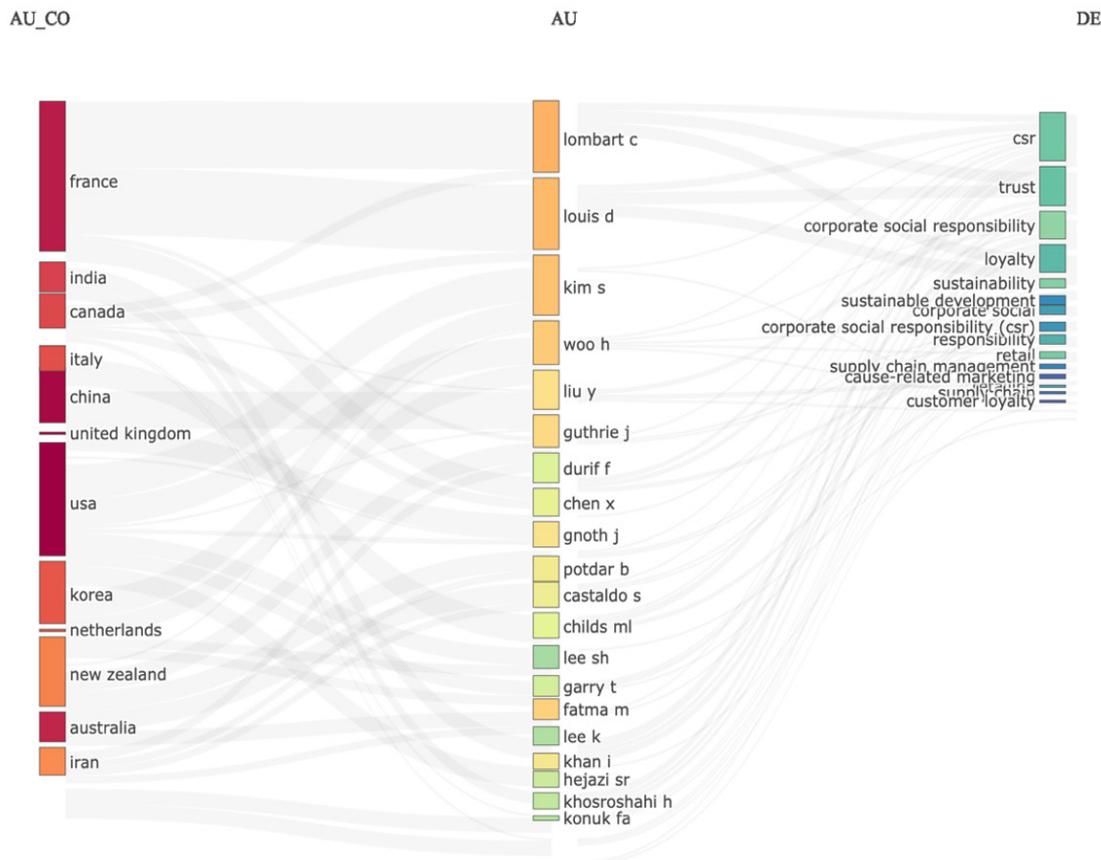
Note: the figure appears in its original language

Additionally, the relationship between the most productive and cited authors, their countries of origin, and the keywords used in scientific publications, countries such as France, the United States, and New Zealand, along with their respective authors, are strongly related to research in these fields, where the keywords CSR (Corporate Social Responsibility) and loyalty-trust are the main topics of study. This can be seen in figure 4.

To determine the most representative sources, the number of citations and the number of documents were evaluated. To establish productivity and impact based on citations, the H, G, and M indices were used as comparative variables. The H index is a metric used to measure the academic and productive impact of a scientific document; the

G index quantifies the productivity of publications based on the number of citations, and the M index is an indicator obtained based on the H index and the number of years since the first publication (López-Rodríguez et al., 2022).

Figure 4.
Relationship between countries, authors, and the keywords “corporate social responsibility” and “retail” in scientific publications



Source: own elaboration

Note: the abbreviations AU_CO correspond to the country, AU to the authors, and DE to the keywords

The analysis showed that the Journal of Retailing and Consumer Services has a significant impact since publication began due to a high number of citations, followed by the Journal of Business Ethics, Corporate Social Responsibility and Environmental Management, Journal of Cleaner Production, International Journal of Retail & Distribution Management, and Journal of Retailing. Details can be seen in table 1.

Table 1.
Local impact of journals

Journal	H-index	G-index	M-index	Total Citacions	Total Publications	Year publications began
Journal of Retailing and Consumer Services	26	42	2.6	1949	66	2015
Journal of Business Ethics	16	19	0.842	1162	19	2006
Corporate Social Responsibility and Environmental Management	11	20	0.688	413	20	2009
Journal of Cleaner Production	10	13	0.714	550	13	2011
International Journal of Retail & Distribution Management	9	15	1	235	17	2016
Journal of Retailing	9	11	0.5	1471	11	2007
Sustainability	8	14	0.8	216	22	2015

International Journal of Bank Marketing	6	13	0.6	290	13	2015
Business Strategy and The Environment	5	5	0.333	385	5	2010
Journal of Product and Brand Management	5	5	0.556	133	5	2016
British Food Journal	4	5	0.211	84	5	2006
International Journal of Production Economics	4	5	0.444	178	5	2016
Journal of Business Research	4	4	0.333	181	4	2013
Annals of Operations Research	3	3	0.6	57	3	2020
European Journal of Marketing	3	3	0.25	103	3	2013
European Journal of Operational Research	3	3	0.231	634	3	2012
Journal of Consumer Behaviour	3	3	0.429	19	3	2018
Journal of Services Marketing	3	4	0.214	205	4	2011
Management Decision	3	4	0.188	114	4	2009
Business Ethics-A European Review	2	2	0.125	11	2	2009
Business Horizons	2	2	0.182	119	2	2014
Fashion and Textiles	2	3	0.25	37	3	2017
Inzinerine Ekonomika-Engineering Economics	2	2	0.125	70	2	2009

Source: own elaboration

The most relevant authors who contributed to knowledge generation based on the number of published articles are Lombart C and Louis D, with an h-index of 7. The g-index result for both authors shows that the eight published articles have been cited at least 64 times. The m-index value of 0.778 indicates that the authors have shown considerable growth since their first publication, with a total of 143 citations, respectively.

Regarding author Kim S, he has an m-index of 0.833 since 2019 and a g-index of 7, indicating a considerable impact of 61 citations in a short period of time. Similarly, Woo H has an h-index of 5 and a g-index of 6 since 2016, suggesting a steady growth, accumulating a total of 92 citations. Table 2 shows the productivity and impact of the publications of the remaining authors who belong to the top 10 according to the metrics analyzed.

Table 2.
Ranking of authors with the highest number of publications

Author	H-index	G-index	M-index	Total Citacions	Total Publications	Year
Lombart C	7	8	0.778	143	8	2016
Louis D	7	8	0.778	143	8	2016
Kim S	5	7	0.833	61	7	2019
Woo H	5	6	0.556	92	6	2016
Fatma M	4	5	0.4	226	5	2015
Guthrie J	4	5	0.25	43	5	2009
Liu Y	4	5	0.667	193	5	2019
Childs Ml	3	3	0.6	24	3	2020
Gnoth J	3	4	0.429	37	4	2018
Khan I	3	4	0.3	144	4	2015
Lombart C	7	8	0.778	143	8	2016
Louis D	7	8	0.778	143	8	2016

Source: own elaboration

The details of the publications of the authors with the highest production can be seen in table 3.

Table 3.
Production of the most prominent authors in the field of corporate social responsibility in retail

Authors	Year	Title	Source	DOI	Total Citations
Louis D and Lombart C	2023	What claims best convey the quality of retailers' standard private label products?	International journal of retail & distribution management	10.1108/IJRDM-11-2022-0437	0
Louis D and Lombart C	2021	Packaging-free products: a lever of proximity and loyalty between consumers and grocery stores	Journal of retailing and consumer services	10.1016/J.Jretconser.2021.102499	17
Louis D and Lombart C	2019	Impact of a retailer's CSR activities on consumers' loyalty	International journal of retail & distribution management	10.1108/IJRDM-12-2018-0262	26
Lombart C and Louis D	2018	Regional product assortment and merchandising in grocery stores: strategies and target customer segments	Journal of retailing and consumer services	10.1016/J.Jretconser.2018.02.002	21
Louis D and Lombart C	2018	Retailers' communication on ugly fruits and vegetables: what are consumers' perceptions?	Journal of retailing and consumer services	10.1016/J.Jretconser.2018.01.006	32
Louis D and Lombart C	2017	Impacts of product, store, and retailer perceptions on consumers' relationship to terroir store brand	Journal of retailing and consumer services	10.1016/J.Jretconser.2017.07.002	14
Lombart C and Louis D	2016	Price image consequences	Journal of retailing and consumer services	10.1016/J.Jretconser.2015.09.001	16
Lombart C and Louis D	2016	Sources of retailer personality: private brand perceptions	Journal of retailing and consumer services	10.1016/J.Jretconser.2015.09.002	17
Kim S	2024	Sport event vs. art event? the effect of CSR-linked sponsorship event type on product purchase	Journal of retailing and consumer services	10.1016/J.Jretconser.2023.103683	0
Kim S	2024	Sustainability preferences under stress: evidence from covid-19	Journal of financial and quantitative analysis	10.1017/S0022109022001296	7
Kim S and Woo H	2021	Global fashion retailers' responses to external and internal crises during the covid-19 pandemic	Fashion and textiles	10.1186/S40691-021-00260-X	8
Kim S	2021	Passion for the past: effect of charity appeals and nostalgia on clothing donation intentions	Journal of consumer behaviour	10.1002/Cb.1924	7

Kim S and Woo H	2019	Sincerity or ploy? an investigation of corporate social responsibility campaigns	Journal of product and brand management	10.1108/JPBM-07-2018-1953	22
Woo H and Kim S	2020	Is this for our sake or their sake? cross-cultural effects of message focus in cause-related marketing	International marketing review	10.1108/IMR-12-2018-0349	12
Woo H and Kim S	2020	A path to altruism: investigating the effects of brand origin and message explicitness in cr-m campaigns	Business ethics-a european review	10.1111/Beer.12269	5
Woo H	2016	Apparel firms' corporate social responsibility communications cases of six firms from an institutional theory perspective	Asia pacific journal of marketing and logistics	10.1108/APJML-07-2015-0115	15
Woo H	2016	Culture doesn't matter? the impact of apparel companies' corporate social responsibility practices on brand equity	Clothing and textiles research journal	10.1177/0887302X15610010	30
Fatma M and Khan I	2023	Corporate social responsibility and brand advocacy among consumers: the mediating role of brand trust	Sustainability	10.3390/Su15032777	5
Fatma M and Khan I	2023	An integrative framework to explore corporate ability and corporate social responsibility association's influence on consumer responses in the banking sector	Sustainability	10.3390/Su15107988	1
Liu Y	2022	Why and when firms respond accommodatively to the product-harm crisis: an institutional perspective	Journal of retailing and consumer services	10.1016/J.Jretconser.2022.103043	2
Liu Y	2020	A coordination mechanism through value-added profit distribution in a supply chain considering corporate social responsibility	Managerial and decision economics	10.1002/Mde.3122	17
Liu Y	2020	A coordination mechanism through relational contract in a two-echelon supply chain	Journal of retailing and consumer services	10.1016/J.Jretconser.2020.102156	14
Liu Y	2020	Pricing and collection rate decisions and reverse channel choice in a socially responsible supply chain with green consumers	IEEE transactions on engineering management	10.1109/TEM.2018.2887118	141

Liu Y	2019	Pricing, environmental governance efficiency, and channel coordination in a socially responsible tourism supply chain	International transactions in operational research	10.1111/Itor.12489	19
Potdar and Guthrie J	2018	Yours ethically: the role of corporate social responsibility and employee engagement in shoplifting prevention	International journal of retail & distribution management	10.1108/IJRDM-02-2018-0029	13
Potdar and Guthrie J	2018	Encouraging shoplifting prevention with quality relationships a theory of planned behavior perspective	International journal of retail & distribution management	10.1108/IJRDM-12-2016-0240	13
Fatma M	2016	The CSR's influence on customer responses in Indian banking sector	Journal of retailing and consumer services	10.1016/J.Jretconser.2015.11.008	82
Fatma M	2016	How does corporate association influence consumer brand loyalty? mediating role of brand identification	Journal of product and brand management	10.1108/JPBM-07-2015-0932	33
Fatma M	2015	Building company reputation and brand equity through CSR: the mediating role of trust	International journal of bank marketing	10.1108/IJBM-11-2014-0166	105
Haigh and Guthrie J	2009	A political economy approach to regulated Australian information disclosures	Business ethics-a european review	10.1111/j.1467-8608.2009.01557.x	6
Potdar B, Guthrie J and Gnoth J	2021	An investigation into the antecedents of frontline service employee guardianship behaviors	Journal of service theory and practice	10.1108/JSTP-06-2020-0124	1
Potdar B and Gnoth J Guthrie J	2020	Retail employee guardianship behaviour: a phenomenological investigation	Journal of retailing and consumer services	10.1016/J.Jretconser.2019.102017	10

Source: own elaboration

On the other hand, the publications with the highest number of citations in the period analyzed correspond to “Consumer environmental awareness and competition in two-stage supply chains” by Liu et al. (2012) with a total of 580, followed by “Against the Green: A Multi-method Examination of the Barriers to Green Consumption” by Gleim et al. (2013) with 445. The rest of the documents can be seen in table 4.

Table 4.
Articles with the highest number of citations in the period 2006 to 2024

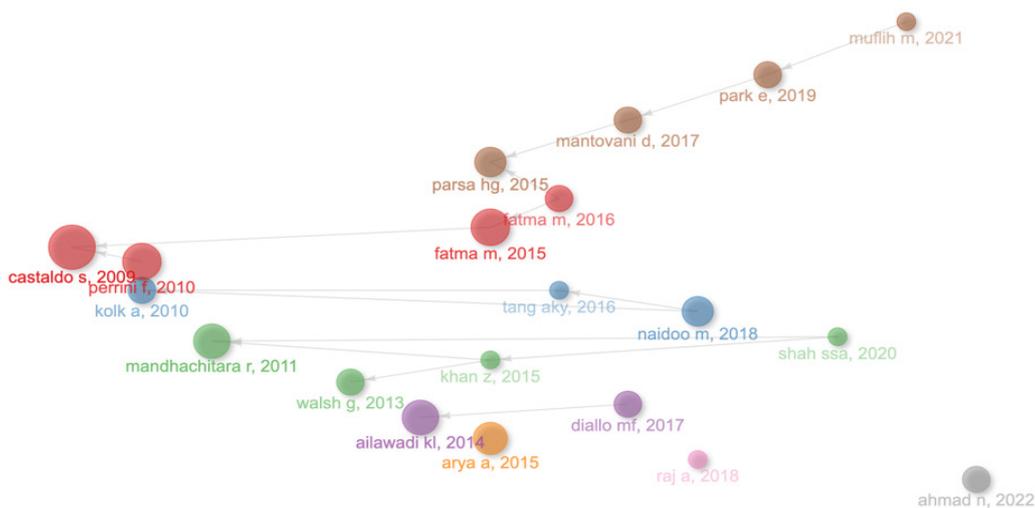
Author/Year	Title	DOI	Total Citations
Liu Zl, 2012	Consumer environmental awareness and competition in two-stage supply chains	10.1016/j.ejor.2011.11.027	580
Gleim Mr,2013	Against the Green: A Multi-method Examination of the Barriers to Green Consumption	10.1016/j.jretai.2012.10.001	445
Castaldo S, 2009	The Missing Link Between Corporate Social Responsibility and Consumer Trust: The Case of Fair-Trade Products	10.1007/s10551-008-9669-4	324

Barone Mj, 2007	Consumer response to retailer use of cause-related marketing: Is more fit better?	10.1016/j.jretai.2007.03.006	273
Ganesan S, 2009	Supply Chain Management and Retailer Performance: Emerging Trends, Issues, and Implications for Research and Practice	10.1016/j.jretai.2008.12.001	220
Mandhachitara R, 2011	A model of customer loyalty and corporate social responsibility	10.1108/08876041111119840	191
Konuk Fa, 2018	The role of store image, perceived quality, trust, and perceived value in predicting consumers' purchase intentions towards organic private label food	10.1016/j.jretconser.2018.04.011	167
Bolton Le, 2015	How Does Corporate Social Responsibility Affect Consumer Response to Service Failure in Buyer-Seller Relationships?	10.1016/j.jretai.2014.10.001	160
Perrini F, 2010	The impact of corporate social responsibility associations on trust in organic products marketed by mainstream retailers: a study of Italian consumers	10.1002/bse.660	160
Fransen L, 2012	Multi-stakeholder governance and voluntary programme interactions: legitimation politics in the institutional design of Corporate Social Responsibility	10.1093/ser/mwr029	149

Source: own elaboration

In addition to the previous analysis, the co-citation network between authors was identified, where the connections between those who belong to a field of research or study specific areas are represented through nodes. The results show that, for example, in the red cluster, the authors Castaldo et al. (2009) and Perrini et al. (2010) are references for Fatma et al. (2015), who in turn were cited by Parsa et al. (2015), among others. The complete historiographer can be seen in figure 5.

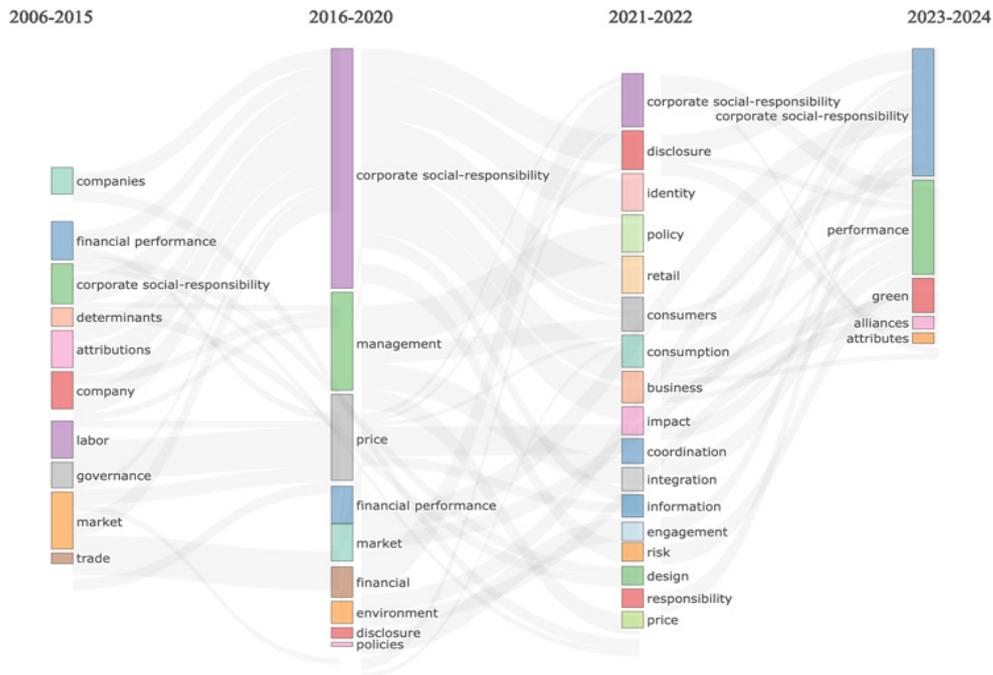
Figure 5.
Historiographer of co-citations between authors



Source: own elaboration

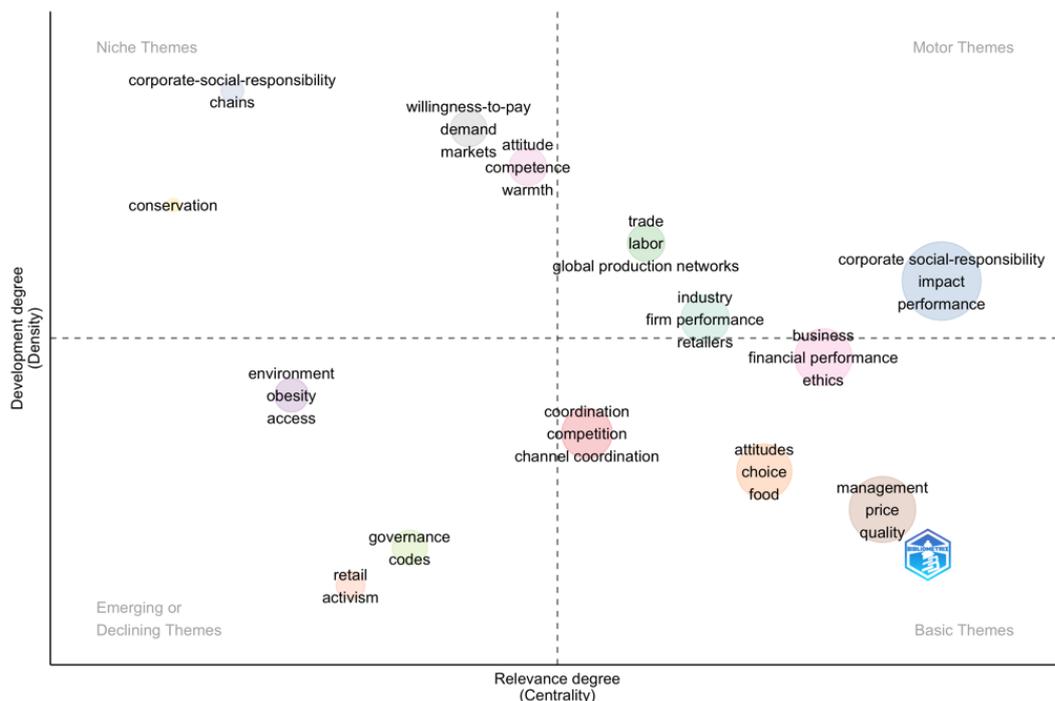
When analyzing the thematic evolution of the different keywords or concepts addressed in the literature, changes can be observed both in prevalence and in their interconnections over time. However, there are important or interesting topics across different areas of knowledge, which is why they continue to transcend research, for example, “Corporate Social Responsibility.” It is worth noting that, starting in 2021, the term “retail” began to emerge significantly in connection with CSR. The remaining concepts can be seen in figure 6.

Figure 6.
Representation of the evolution of the main concepts in the period 2006 to 2024



Source: own elaboration

Figure 7.
Thematic evolution map

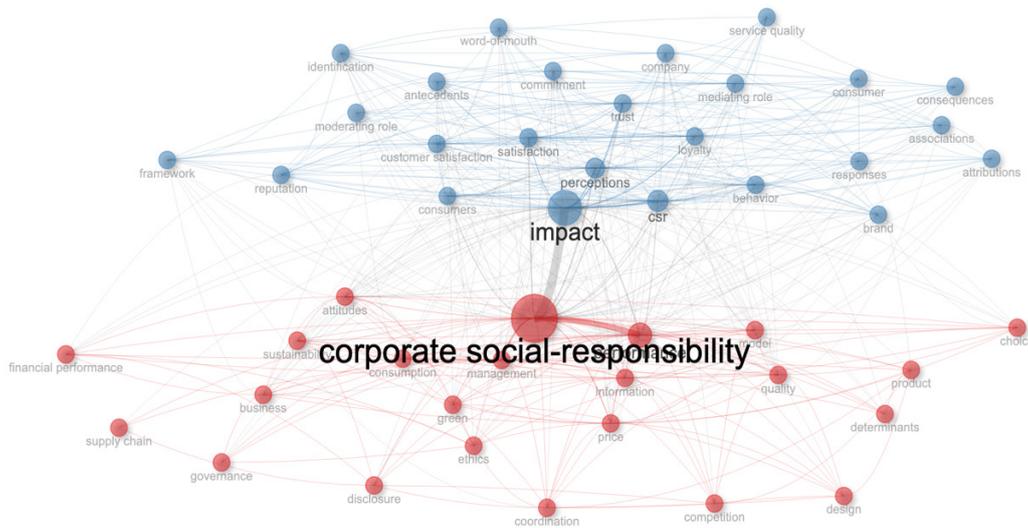


Source: own elaboration

To visualize the structure and dynamics of the research topics, those classified according to their centrality (relevance) and density (topic development) were identified. These are distributed across four quadrants: Basic Themes indicate those with high centrality, and low density, meaning they are topics studied and considered fundamental in the literature, but not necessarily advanced or developing; for example, “attitudes, choice, and nutrition” appear in this quadrant.

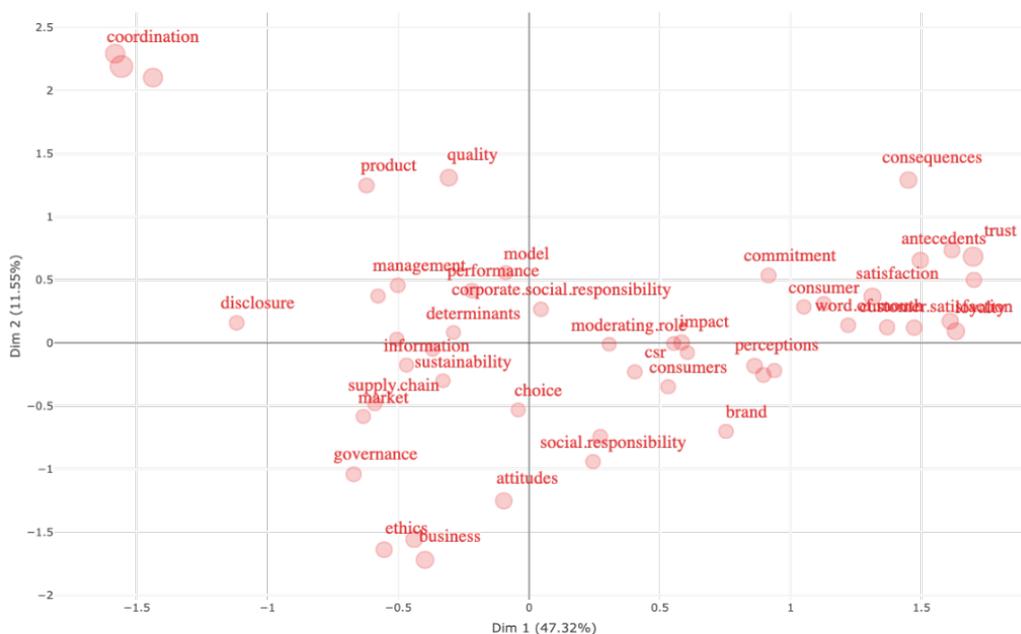
Motor Themes are those with high centrality and density, being central to the field of study, as they directly influence future lines of research; for example, “corporate social responsibility, impact, and performance.” Niche Themes are specialized, and while they have been widely developed, they are not central to the general literature. Finally, Emerging or Declining Themes are those with low centrality and density. This indicates that these may be emerging areas or topics that are losing relevance in current research. This can be seen in figure 7.

Figure 8.
Co-occurrence network



Source: own elaboration

Figure 9.
Map of thematic interconnections



Source: own elaboration

Regarding the graphical representation of the knowledge network generated during the period 2006–2024 (figure 8), the nodes correspond to keywords, and the lines connecting them indicate their co-occurrence with other concepts and their relationship. According to the results, “Corporate Social Responsibility” is strongly related to “impact”; this suggests that research has focused on the study of these terms.

Additionally, the most important clusters in the conceptual structure were identified, which were obtained based on the multiple correspondence analysis (MCA) methodology (López-Rodríguez et al., 2022). Figure 9 shows the words that represent the themes or terms extracted from the dataset, whose position is based on their frequency and co-occurrence. This means that there is a close relationship between the terms; for example, “corporate social responsibility, sustainability, supply chain, market, management, and performance” correspond to related studies. In contrast, words far from the center of the graph, such as “coordination and consequences,” correspond to studies in specific academic areas.

Systematic review of the literature

The above results show that productivity in the scientific literature has developed over time in different disciplinary fields. Therefore, we analyzed the articles by the most representative authors based on the previous study. It is worth noting that open-access articles provided by different scientific databases and published within the last 5 years were selected; the results can be seen in the table.

Table 5.
Systematic review of scientific production on CSR in retail companies

Author	Title	Objective	Methodology	Results
Louis et al. (2021)	Packaging-free products: A lever of proximity and loyalty between consumers and grocery stores	Analyze the effects on consumer behavior when selling bulk products at points of sale.	They conducted an online survey of 1,407 shoppers and consumers of bulk products at a convenience store. They used structural equation modeling (PLS-SEM) to analyze the results.	Bulk marketing has a positive effect on sustainable consumer behavior, which strengthens transactional loyalty to retailers.
Louis et al. (2019)	Impact of a retailer’s CSR activities on consumers’ loyalty	To assess the impact of the main dimensions of a retail chain’s CSR activities (philanthropic, environmental respect, consumer respect, and employee respect) on consumer loyalty.	They applied an online survey to 547 consumers from the population of Quebec, Canada, and used a PLS-SEM structural equation model to analyze the information.	The environmental dimension had a significant impact on consumer loyalty; they concluded that retailers’ environmentally sustainable practices enhance their corporate image.
Park et al. (2024)	Sport event vs. art event? the effect of CSR-linked sponsorship event type on product purchase	Analyze how two types of events (one sporting and one artistic) influence the purchase intention of the brands sponsoring said events as part of their CSR.	They surveyed 418 participants, conducting independent samples t-tests to compare purchase intentions among participants exposed to the events.	Sponsorship of a sporting event, compared to an artistic event, increases the purchase intention for the sponsor’s products. They conclude that the findings have theoretical and practical implications for marketing research and sponsorship management.
Woo et al. (2020)	Is this for our sake or their sake? cross-cultural effects of message focus in cause-related marketing	To examine how cause-related marketing messages influence perceived brand authenticity based on social identity in the participation intentions of consumers in the US and South Korea.	They conducted a quasi-experiment with 260 American and Korean consumers. They applied multivariate analysis of covariance (MANCOVA) and moderated mediation analysis.	American consumers perceive greater brand authenticity and participation intentions toward MRCs than Korean consumers. They conclude that consumers’ perceived altruism toward a given brand is determined by their social identity and nationality.

Fatma & Khan (2023)	Corporate social responsibility and brand advocacy among consumers: the mediating role of brand trust	To examine how consumer perceptions of Corporate Social Responsibility (CSR) influence trust-based brand advocacy behavior.	They administered questionnaires to 336 retail bank customers in India. They validated the scales using confirmatory factor analysis (CFA) and then structural equation modeling (SEM).	Consumer perceptions of CSR have a significant positive effect on brand trust. Similarly, CSR has a direct positive effect on brand advocacy behavior. They conclude that CSR initiatives can improve consumer brand trust.
Liu et al. (2020)	A coordination mechanism through value-added profit distribution in a supply chain considering corporate social responsibility	To explore how consumer perceptions of CSR influence purchasing decisions and to establish how supply chain coordination can be improved and CSR activities promoted among stakeholders.	They analyzed three elements of a supply chain consisting of a dominant retailer, a socially responsible supplier, and a non-socially responsible supplier; they analyzed their optimal, decentralized, and centralized decisions; and they applied game analysis techniques.	The results show that decentralized decision-making affects the performance of the entire supply chain. They determined that a socially responsible supplier helps other members of the supply chain make focused decisions to increase competitiveness.
Potdar et al. (2018)	Yours ethically: the role of corporate social responsibility and employee engagement in shoplifting prevention	To empirically examine the role of CSR and its impact on employee engagement in preventing theft in retail trade.	They developed a qualitative research with a phenomenological approach, conducting in-depth semi-structured interviews with plant employees of a national supermarket chain in the context of New Zealand.	The findings suggest that supermarkets' internal and external CSR practices influence organizational commitment among employees and may therefore have a significant impact on employees' propensity to adopt theft-prevention behaviors. They conclude that developing and communicating CSR strategies that involve employees leads to theft-prevention behaviors in companies.
Utkarsh & Singh (2023)	How perceived corporate social responsibility affects consumer citizenship behavior? Investigating the mediating roles of perceived employee behavior and consumer company identification.	Understanding how a retail company's corporate social responsibility impacts consumer citizenship behavior through perceived employee behavior.	They applied a survey to 405 consumers of retail stores, the data analysis was carried out using a structural equation model.	The results show that corporate social responsibility and employee behavior in retail companies have a positive effect on consumer and employee civic behavior.
Castaldo et al. (2023)	Perceived corporate social responsibility and job satisfaction in grocery retail: A comparison between low- and high-productivity stores	To analyze how corporate social responsibility influences the job satisfaction of employees in grocery retail chains and to determine which factors are stressful for employees in low- and high-productivity stores.	They surveyed 708 employees of grocery retail chains, analyzing the data using structural equation modeling and multigroup regression techniques.	The results showed that CSR positively influences employee job satisfaction, even in highly productive stores. They conclude that their findings contribute to the debate on managing employee job satisfaction in the retail context.

Source: own elaboration

CONCLUSIONS

The evolution of research on CSR and consumer behavior in the retail sector has shown a slow pace of development over the last three years. Furthermore, it is evident that the main drivers of research in this field are the United States, South Korea, and Australia, possibly due to the presence of major retail companies in these regions. This situation underscores the lack of research in other international contexts, particularly in Latin America.

Despite the importance of the retail sector and the environmental challenges it faces, the low level of research in this field is a significant concern. With the rise in global consumption, it is imperative to understand which factors influence consumer behavior in sustainable areas. While most research has focused on fashion retail, this indicates a potential bias in research toward specific subsectors. Therefore, it is clear that there is a gap in the literature studying other categories of products and services related to sustainability.

Likewise, there is a trend toward studies focused on digital environments, evident in the co-occurrence of keywords. While this research perspective is important for understanding the transformation of the industry, interactions in the physical environment of stores continue to be an integral part of the retail sector that must continue to be studied due to changes in purchasing habits among new generations of consumers.

Furthermore, it is observed that the trend in CSR and consumer behavior research in the retail sector presents interdisciplinary approaches, in which both consumer psychology, in conjunction with artificial intelligence, and technology seek to understand the complexities of these topics.

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