The Evolution of Altruism Consumer Behavior Research (2005-2025): A Bibliometric Analysis Approach

Rahmad Wahyu Hidayat[1], Leny Kurnia Oktaviani[1], Dewi Kusuma Wardani*[2], Mintasih Indriayu[2]
[1] Prodi Magister Pendidikan Ekonomi Universitas Sebelas Maret
[2] Universitas Sebelas Maret
E-mail: dewikusuma@staff.uns.ac.id

Article Info	Abstract
	This study aims to comprehensively understand the evolution of themes and patterns of research on altruism consumer behavior using a bibliometric approach. The analysis technique uses VOSviewer software to analyze articles collected from the Scopus database. The total number collected was initially 383 articles. Then, filtering was carried out based on the year of publication, namely from 2005 to 2025, and obtained 361 articles. Then, filtering by subject area, 75 articles were obtained. Further filtering based on document type article, keywords, and English language obtained 45 articles. The findings of this study are a shift in research trends from foundations and economic theory to sustainability and digitalization. The United States has the highest research contribution compared to other countries. Toulouse School of Economics-Recherce-TSE-R is the university with the highest contribution.

INTRODUCTION

The pattern of human consumption behaviour is shifting along with the rapid growth of the world's population, which will directly and indirectly impact human welfare (Soomro et al., 2020). Based on classical economic theory, consumption behaviour patterns assume individuals behave based on personal interests when carrying out economic activities (Andriyanty, 2024). This behaviour pattern will cause social and environmental problems.
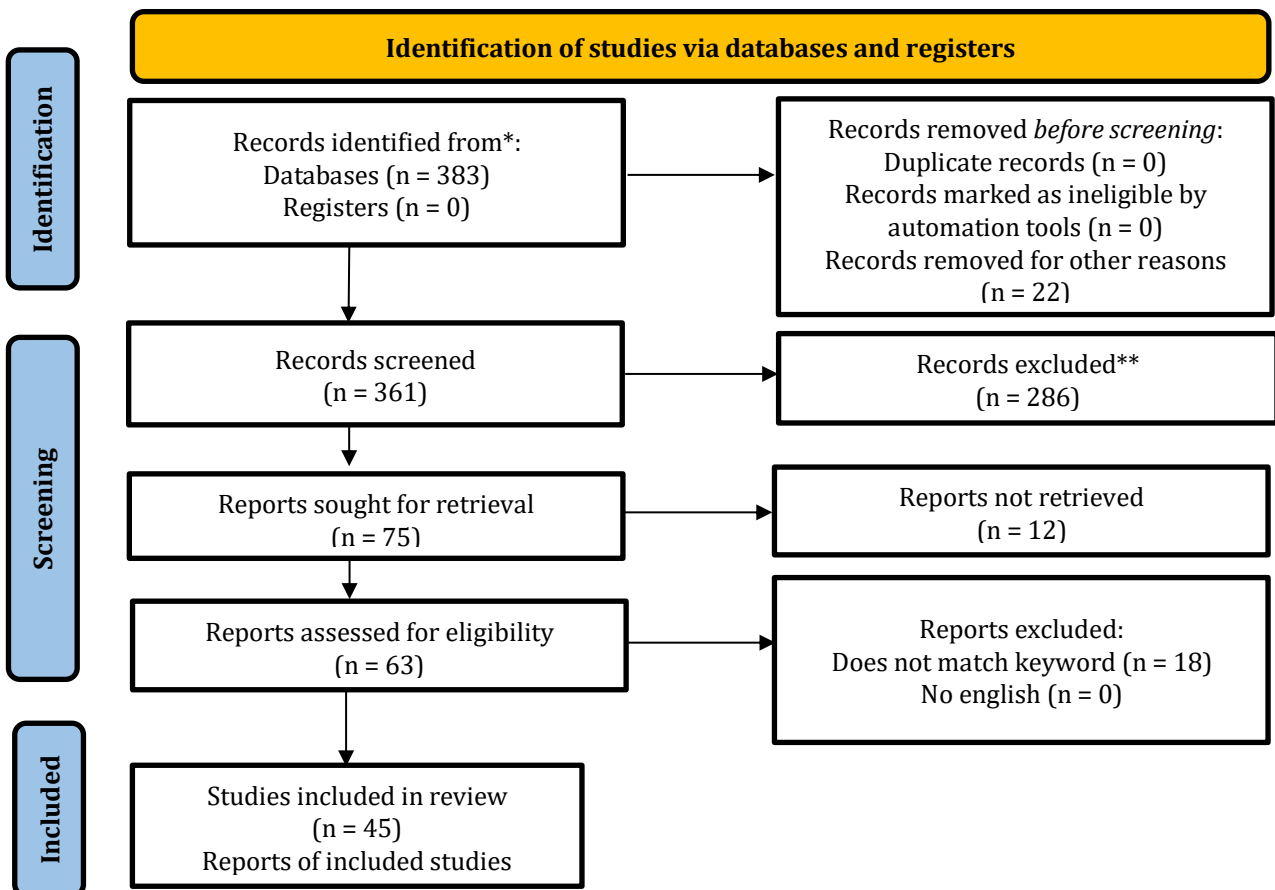
In the 21st century, sensitivity and awareness of these problems are increasing, leading to the application of increasingly responsible behaviour patterns (Galati et al., 2022). With increased sensitivity and awareness of economic activity's social and environmental problems, consumption behaviour began to show a preference for products or services that positively impact the environment and society, especially for the wider community. Research Song et al. (2019) shows that increasing haze pollution triggers or encourages a person's intention and decision to buy energy-saving equipment. This preference shift shows an altruistic attitude in consumption behaviour, where product or service purchasing decisions are influenced by moral values, ethics, and social care (Bartels & Onwezen, 2014).

Theoretically, altruism is an action or social behaviour to benefit others or improve the welfare of others without expecting anything in return (Hopkins & Powers, 2009). In the context of consumers, altruism is a condition where consumers are willing to pay more for environmentally friendly products to contribute to the public (Lusk et al., 2007). In addition, according to Lafky (2014), a consumer with altruism within himself will provide product reviews online to help other consumers maintain product quality standards.

Along with a significant increase in consumer behaviour and altruism publications in the past decade. However, there is still a need to comprehensively understand the evolution of themes and research patterns using a bibliometric approach. This study examines the main trends in consumer behaviour altruism in the last two decades. Furthermore, to identify the countries and universities that have contributed the most to this topic. Through cluster network visualization, it is expected to see the relationship between keywords on this topic. After identifying research trends, further analysis will focus on identifying unexplored keywords or research gaps and providing recommendations for future research.
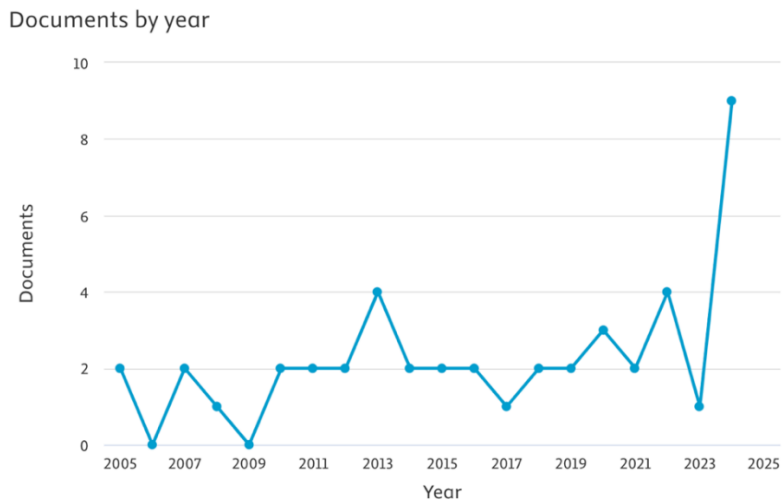
Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu

METHODS

This research uses a bibliometric analysis approach. Bibliometric analysis is an approach used to examine the development of research domains, including authors and topics based on the discipline's social, intellectual, and conceptual structure (Donthu et al., 2020). In addition, it can be grouped based on specific clusters (Sumarsono et al., 2025). Bibliometric analysis has five stages, namely: 1) Determine Search Keywords, 2) Initial Search Results, 3) Refinement of Search Results, 4) Compile Preliminary Data Statistics, 5) Data Analysis (Febriani & Churiyah, 2022). Data was taken from the Scopus database, with the keywords "altruism" AND "consumer" AND "behaviour". The results obtained are 383 papers. Then, from the total articles obtained, the filter year starts from 2005 to 2025 as of April, and 361 papers are obtained. Furthermore, subject area filters are carried out, namely economics, econometrics, and finance and 75 articles are obtained. The next filter is document type and article, and 63 articles were obtained. The last filter is keywords and English language, with 45 articles as the last number. Then, 45 articles were downloaded in CSV (comma-separated value) format. Next, the downloaded file was entered into the VOSviewer software to get a graphical representation of the bibliometric map. VOSviewer will generate article publishing networks, research schemes, and descriptions in shared fragments through a keyword map generation cycle according to co-citation (Hudha et al., 2020).


Identification of studies via databases and registers

Identification

Records identified from*:
Databases (n = 383)
Registers (n = 0)

Records removed *before screening*:
Duplicate records (n = 0)
Records marked as ineligible by automation tools (n = 0)
Records removed for other reasons (n = 22)

Screening

Records screened
(n = 361)

Records excluded**
(n = 286)

Reports sought for retrieval
(n = 75)

Reports not retrieved
(n = 12)

Reports assessed for eligibility
(n = 63)

Reports excluded:
Does not match keyword (n = 18)
No english (n = 0)

Included

Studies included in review
(n = 45)
Reports of included studies

Figure 1. PRISMA Flow
(Haddaway et al., 2022)

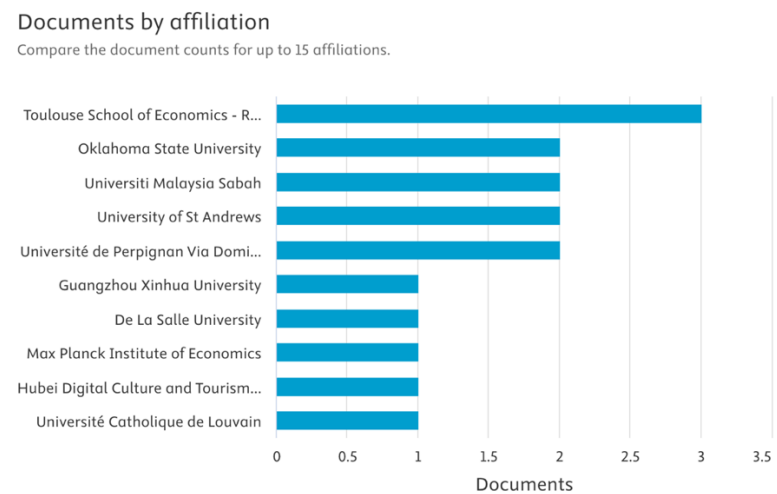*Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu*
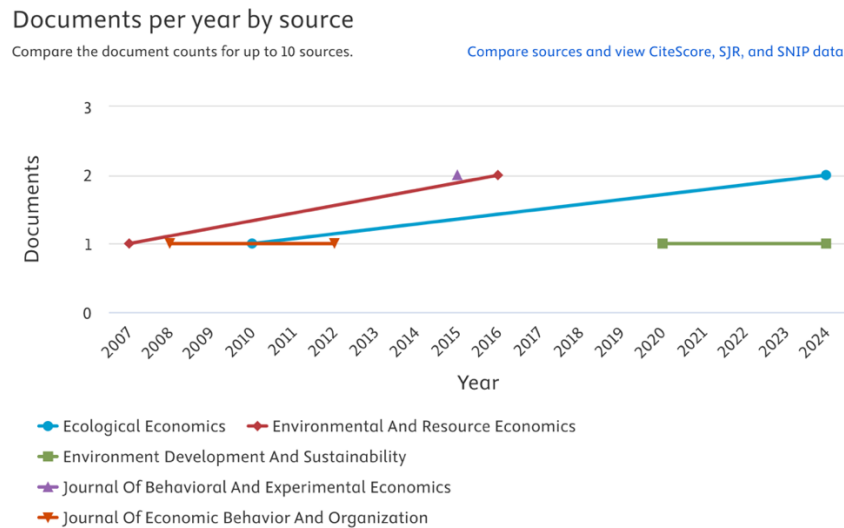
RESULTS AND DISCUSSION

Figure 2. Number of Article Publications From 2003-2025
Source: www.scopus.com (2025)
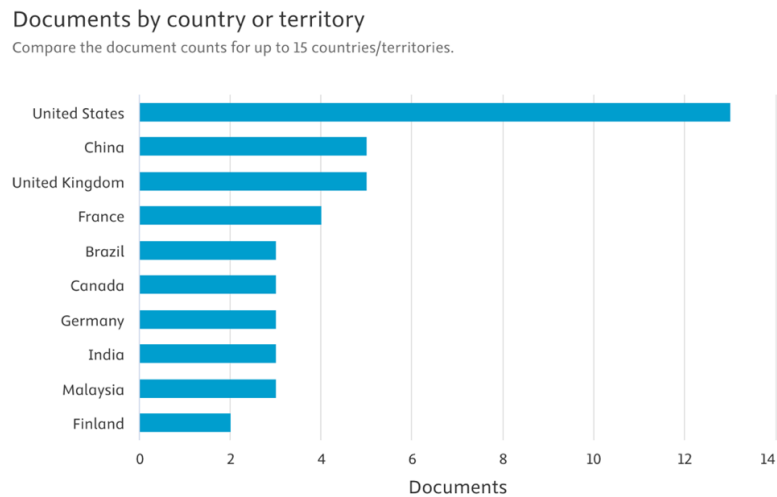
Figure 3. Countries with the Most Articles Published
Source: www.scopus.com (2025)

Figure 4. Total University Contribution
Source: www.scopus.com (2025)

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu

Figure 5. Top Journals
Source: www.scopus.com (2025)

Table 1. Most Cited Journals

Title	Journal	Year	Excerpt
Does haze pollution promote the consumption of energy-saving appliances in China? An empirical study based on norm activation model	Resources, Conservation and Recycling	2019	132
Public preferences and private choices: Effect of altruism and free riding on demand for environmentally certified pork	Environmental and resource economis	2007	115
The evolution of social and moral behavior: evolutionary insights for public policy	Ecological economis	2010	50
Why do people rate? Theory and evidence on online ratings	Games and Economic Behavior	2014	38
Moral behavior, altruism, and environmental policy	Environmental and resource economics	2016	36

Source: www.scopus.com (2025)

Based on Figure 2. The graph states that the number of research articles on altruism consumption behaviour published by authors in Scopus-indexed journals has been increasing, with a significant increase occurring in the last 2 years, namely 2023 to 2025, as of April.

Figure 3. shows 10 countries with the most significant or highest contribution to the productivity of writing articles on altruism consumption behaviour, namely the United States, China, the United Kingdom, France, Brazil, Canada, Germany, India, Malaysia and Finland. In the productivity of articles on altruism consumption behaviour, the United States leads with 13 research articles.

Figure 4. shows that 10 universities have the highest researcher affiliations in research productivity on altruism consumption behaviour. First place is Toulouse School of Economics-Recherche-TSE-R, followed by Oklahoma State University, Universiti Malaysia Sabah, University of St Andrews, Université de Perpignan Via Domitia, Guangzhou Xinhua University, De La Salle University, Max Planck Institute of Economics, Hubei Digital Culture and Tourism Research Institute, and Université Catholique de Louvain.

Figure 5. shows that 5 journals have high productivity in articles on altruism consumption behaviour. The journals are Ecological Economics and Environmental and Resource Economics, each producing 3 articles. Then, the Environment Development and Sustainability, Journal of Behavioral and Experimental Economics, and Journal of Economic Behavior and Organization produce 2 articles.

Table 1. Shows articles with the highest citations or citations regarding altruism consumption behaviour in the Scopus database. Articles are said to have a significant influence, as seen from the

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu

number of citation levels obtained, not from the number of articles produced (Adillah & Handoko, 2024). This indicates that the article influences scientific development and understanding. The first order of articles with the highest number of citations is from Song et al. (2019), titled "Does haze pollution promote the consumption of energy-saving appliances in China? An empirical study based on norm activation model", which has been cited 132 times. This article discusses how increased haze pollution triggers or promotes social norm awareness, improving consumer intentions and decisions to purchase energy-saving appliances. The second article with the highest number of citations is from Lusk et al. (2007), titled "Public preferences and private choices: Effect of altruism and free riding on demand for environmentally certified pork" which has been cited 115 times. This article compares altruistic preferences and free riding; this study found that some individuals, namely consumers, are willing to pay more for environmentally certified pork products to contribute to the public.

Furthermore, the third article with the highest number of citations (Manner & Gowdy, 2010), titled "The evolution of social and moral behavior: evolutionary insights for public policy", has been cited 50 times. This article discusses the evolution of human social and moral behaviour, including the tendency towards altruism, and its association with the implications of public policies that encourage proportional behaviour. Then, the fourth article with the highest number of citations is from (Lafky, 2014), titled "Why do people rate? Theory and evidence on online ratings", which has been cited 38 times. This article explores a consumer's motives to review products online, including the altruistic urge to help other consumers maintain quality standards. The fifth article with the highest number of citations is from (Daube & Ulph, 2016), titled "Moral behavior, altruism, and environmental policy", which has been cited 36 times. This article discusses how moral norms and altruism motivation can influence consumer purchasing decisions in supporting environmental policies, such as choosing environmentally friendly products even though they pay more.
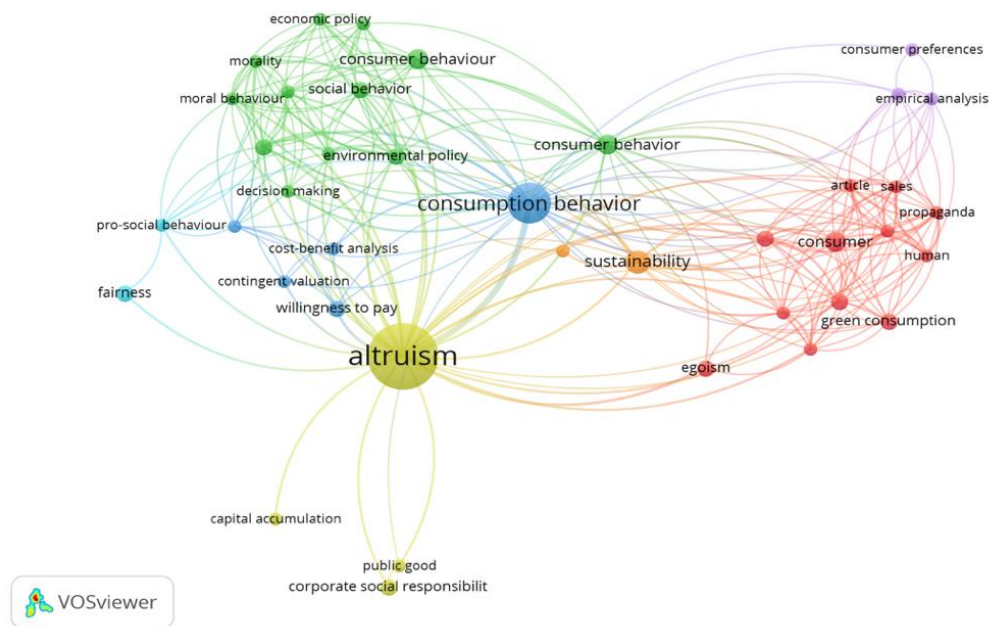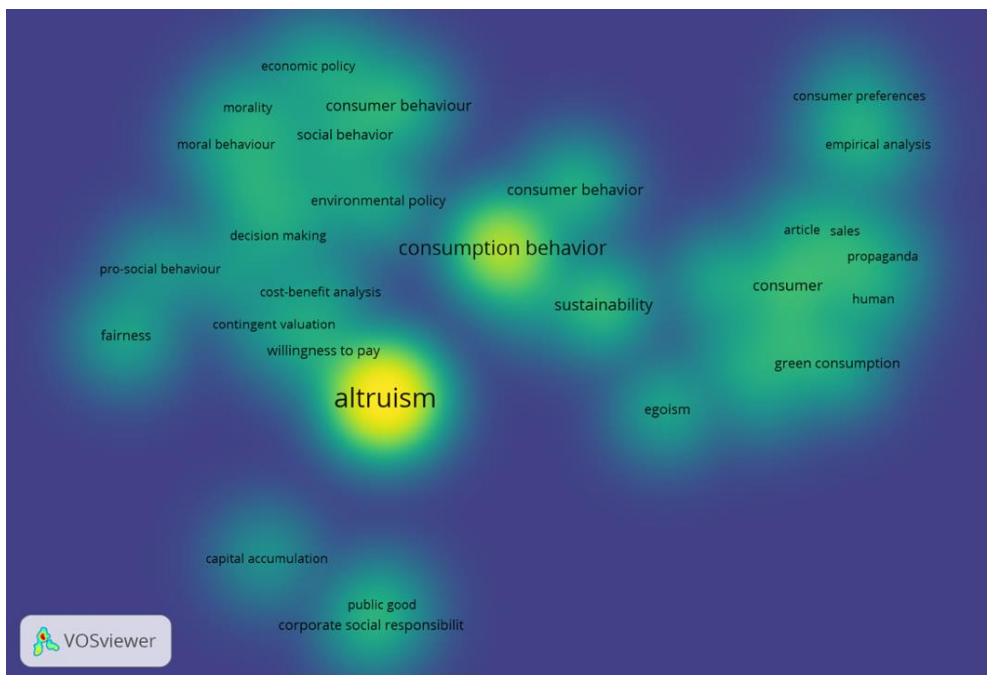

Figure 6. Network Visualization

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu
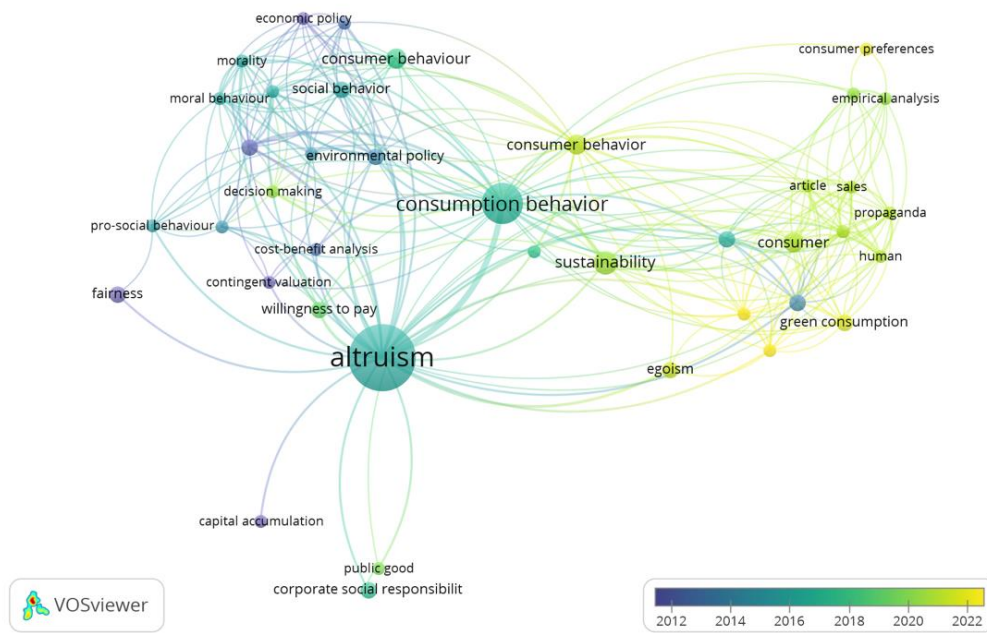
Figure 7. Overlay Visualization
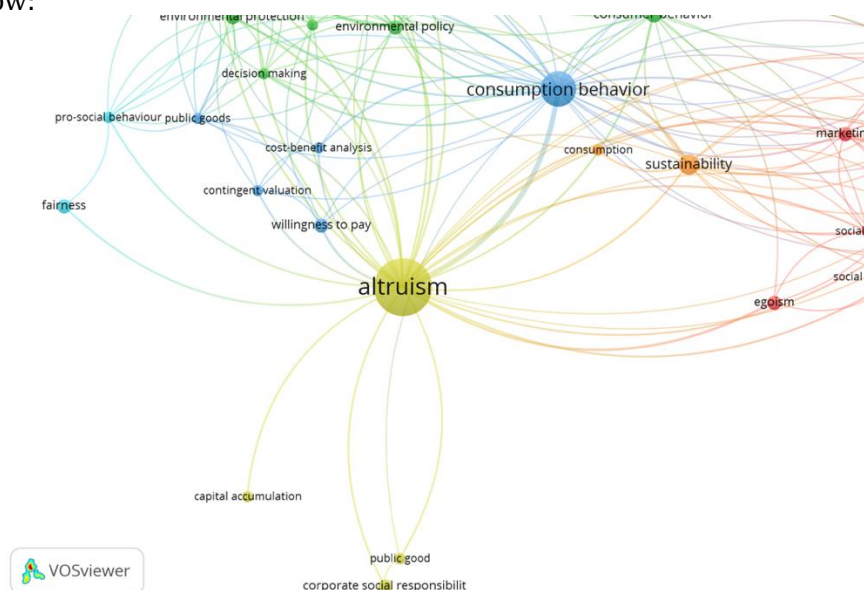

Figure 8. Density Visualization

Figure 6. Shows the results of the analysis of the VOSviewer software in the form of network visualization on co-occurrence with the topic of altruism consumption behaviour, with various interconnected terms. The results of the analysis of the VOSviewer software obtained 40 items or keywords, and these items were divided into 7 clusters, each of which was connected by 256 links. Each cluster is denoted by a node with a different colour. Cluster 1 has a red colour that focuses on marketing and modern consumer behaviour with 12 items or keywords: article, consumer, egoism, green consumption, human, marketing, perception, propaganda, sales, social media, social networking (online), and structural equation modeling. Then, cluster 2 has a green colour that focuses on behavioural economics and policy theory with 12 items or keywords: consumer behavior, consumer behaviour, decision making, economic analysis, economic policy, economics, environmental policy, environmental protection, game theory, moral behaviour, morality, and social behavior. Cluster 3 has a

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu

blue colour with a focus on economic measurement techniques, namely contigent valuation, cost-benefit analysis, and willingness to pay, public goods, namely public goods, and implications in consumption patterns, namely consumption behavior. Furthermore, cluster 4 is yellow with 4 items: altruism, capital accumulation, corporate social responsibility, and public good. Cluster 5 is purple, focusing on consumer preferences and energy efficiency, with 3 items: consumer preferences, empirical analysis, and energy efficiency. In cluster 6, there are 2 items with the light blue colour, namely fairness and pro-social behaviour. Finally, cluster 7 has an orange colour with 2 items: consumption and sustainability.

Figure 7. Shows the results of the analysis of the VOSviewer software in the form of overlay visualization. Judging from the picture, the darker the purple, indicates that the research was published in 2012 or earlier. Then, the brighter the yellow indicates that the research was published in 2022 or later (Prabowo et al., 2024). Visualization overlay analysis is influential in providing insights into research development, then facilitating in-depth understanding of any dynamics of academic literature and research shifts in a particular set of years (Adillah & Handoko, 2024). Research has shifted focus from year to year. In 2012-2014 or longer (cluster 6), the research focused on the foundations of behaviour. Then, in 2014-2016 (cluster 2), there began to be a shift in research focus, namely on behavioural economics and policy. Furthermore, research began on altruism and valuation in 2016-2018 (clusters 3 and 4). In 2018-2019 (cluster 7), the research focus shifted again to environmental or sustainability issues. Then, in 2019-2021 (cluster 5), research on individual preferences, in this case, consumers and energy efficiency, became a topic that was often researched. Finally in 2021 and above (cluster 1) the research focus began towards digitalization and green consumption. Thus, overall, the research trend shifts from economic foundations and theory to the value economy and altruism to sustainability and digitalization.

Figure 8. shows the analysis results from VOSviewer software in density visualization. This figure shows that the colour'sposition and density indicate the relationship between topics. The lighter the colour, the more often or the more important the topic or keyword appears in the analysed research (Prabowo et al., 2024). The term "altruism" is the main centre of this topic because it has the lightest density or colour. This shows that altruism is a keyword often used or appears in the dataset. Then, "consumption behaviour" is the second term that appears frequently.

The analysis results using Vosviewer software in network visualization, overlay visualization, and density visualizationshow interesting network patterns or relationships between concepts or keywords in the study of altruism consumer behavior. The network visualization displayed shows the relationship between Corporate Social Responsibility (CSR) and altruism and between willingness to pay (WTP) and altruism. However, no strong direct relationship exists between CSR and WTP. For more details, please see Figure 9 below:

Figure 9. The Relationship Between CSR with Altruism and WTP with Altruism

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu

.

In this study, the novelty lies in the recommendation of a new conceptual model that places the direct influence of CSR on WTP as a contribution to filling the research gap. Research on the direct impact of CSR on WTP is still significant and relevant in today's business context and consumer behaviour. CSR is generally intended as a form of corporate response to the demands made by the community (Rim & Song, 2017). In addition, CSR can also help build a company's image and increase consumer loyalty to the company (Yoon et al., 2006).

CSR can increase perceived values, because behaviour will view their purchases as a contribution to the welfare of others, namely the wider community (Luo & Bhattacharya, 2006). CSR significantly shapes consumer perceptions (Hu, 2025). Recent research states a significant relationship between CSR and WTP (Saleem & Gopinath, 2015). Companies that have a social purpose will be greeted with a more positive attitude from consumers, and consumers are more likely to buy products or more willing to pay extra for products from socially responsible companies (Hartmann & Apaolaza-Ibáñez, 2012; Rim & Song, 2017). However, consumers do not always consider a company's involvement in CSR to be a truly altruistic act. Instead, it is perceived as moral hypocrisy, as companies want to appear moral or socially concerned (Rim & Song, 2017).

CONCLUSIONS

The results show a shift in research trends from economic foundations and theory to the value economy and altruism to sustainability and digitalization. The United States is the country, and the Toulouse School of Economics-Recherche-TSE-R is the university with the highest contribution to consumer behaviour and altruism research. The network visualization shows that there is no explicitly found strong direct relationship between CSR and WTP, indicating a research gap that needs to be bridged. Future research is expected to conduct in-depth research on the direct relationship between CSR and WTP. In addition, it is expected to expand the scope of research to obtain a holistic understanding of various populations. Thus, future research will enrich the literature and provide practical implications in determining marketing strategies and policies related to social and economic factors.

REFERENCES

Adillah, N., & Handoko, L. H. (2024). Perkembangan Penelitian Green Sukuk : Analisis Bibliometrik dan Systematic Literature Review. *IQTISHODUNA*, *20*(2), 218–235. https://doi.org/https://doi.org/10.18860/iq.v20i2.28506

Andriyanty, R. (2024). Rasionalitas dan Altruisme Generasi Z. *Mediastima*, *30*(1), 1–12. https://doi.org/https://doi.org/10.55122/mediastima.v30i1.1207

Bartels, J., & Onwezen, M. C. (2014). Consumers' willingness to buy products with environmental and ethical claims: The roles of social representations and social identity. *International Journal of Consumer Studies*, *38*(1), 82–89. https://doi.org/10.1111/ijcs.12067

Daube, M., & Ulph, D. (2016). Moral Behaviour, Altruism and Environmental Policy. *Environmental and Resource Economics*, *63*(2), 505–522. https://doi.org/10.1007/s10640-014-9836-2

Donthu, N., Kumar, S., & Pattnaik, D. (2020). Forty-five years of Journal of Business Research: A bibliometric analysis. *Journal of Business Research*, *109*(October 2019), 1–14. https://doi.org/10.1016/j.jbusres.2019.10.039

Febriani, A. W., & Churiyah, M. (2022). Homework for New Changes in The Future: A Bibliometric Analysis. *Journal of Business and Management Review*, *3*(5), 429–447. https://doi.org/10.47153/jbmr35.3822022

Galati, A., Miret-Pastor, L., Siggia, D., Crescimanno, M., & Fiore, M. (2022). Determinants affecting consumers' attention to fish eco-labels in purchase decisions: a cross-country study. *British Food Journal*, *124*(10), 2993–3013. https://doi.org/10.1108/BFJ-05-2021-0498

Haddaway, N. R., Page, M. J., Pritchard, C. C., & McGuinness, L. A. (2022). PRISMA2020: An R package and Shiny app for producing PRISMA 2020-compliant flow diagrams, with interactivity for optimised digital transparency and Open Synthesis. *Campbell Systematic Reviews*, *18*(2), e1230. https://doi.org/https://doi.org/10.1002/cl2.1230

Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Consumer attitude and purchase intention toward green

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu

energy brands: The roles of psychological benefits and environmental concern. *Journal of Business Research*, *65*(9), 1254–1263. https://doi.org/10.1016/j.jbusres.2011.11.001

Hopkins, R. A., & Powers, T. L. (2009). Development and test of new dimensions of altruistic buying behavior. *Journal of Consumer Marketing*, *26*(3), 185–199. https://doi.org/10.1108/07363760910954127

Hu, H.-H. S. (2025). CSR Communications: The Effects of CSR Activities and Communication Channels. *Journal of Consumer Behaviour*, *n/a*(n/a). https://doi.org/https://doi.org/10.1002/cb.2494

Hudha, M. N., Hamidah, I., Permanasari, A., Abdullah, A. G., Rachman, I., & Matsumoto, T. (2020). Low carbon education: A review and bibliometric analysis. *European Journal of Educational Research*, *9*(1), 319–329. https://doi.org/10.12973/eu-jer.9.1.319

Lafky, J. (2014). Why do people rate? Theory and evidence on online ratings. *Games and Economic Behavior*, *87*(December 2013), 554–570. https://doi.org/10.1016/j.geb.2014.02.008

Luo, Xueming, & Bhattacharya, C.B. (2006). Corporate Social Responsibility, Customer Satisfaction, and Market Value. *Journal of Marketing*, *70*(4), 1–18. https://doi.org/10.1509/jmkg.70.4.001

Lusk, J. L., Nilsson, T., & Foster, K. (2007). Public preferences and private choices: Effect of altruism and free riding on demand for environmentally certified pork. *Environmental and Resource Economics*, *36*(4), 499–521. https://doi.org/10.1007/s10640-006-9039-6

Manner, M., & Gowdy, J. (2010). The evolution of social and moral behavior: Evolutionary insights for public policy. *Ecological Economics*, *69*(4), 753–761. https://doi.org/10.1016/j.ecolecon.2008.04.021

Prabowo, A. W., Wiranti, F. R., Kurniawan, G. A., Herfanni, P., Rozali, M., Nursanti, W., & Borobudur, U. (2024). Business strategies related to cost advantage and differentiation: bibliometric and slr. *COSTING: Journal of Economic, Business and Accounting Volume*, *7*(6), 7274–7292.

Rim, H., & Song, D. (2017). Corporate message strategies for global CSR campaigns: The mediating role of perceived altruism. *Corporate Communications*, *22*(3), 383–400. https://doi.org/10.1108/CCIJ-01-2017-0007

Saleem, F., & Gopinath, C. (2015). Corporate Social Responsibility and Customer Behavior: A Developing Country Perspective. *Lahore Journal of Business*, *4*(1), 1–22. https://doi.org/10.35536/ljb.2015.v4.i1.a1

Song, Y., Zhao, C., & Zhang, M. (2019). Does haze pollution promote the consumption of energy-saving appliances in China? An empirical study based on norm activation model. *Resources, Conservation and Recycling*, *145*(March), 220–229. https://doi.org/10.1016/j.resconrec.2019.02.041

Soomro, R. B., Mirani, I. A., Sajid Ali, M., & Marvi, S. (2020). Exploring the green purchasing behavior of young generation in Pakistan: opportunities for green entrepreneurship. *Asia Pacific Journal of Innovation and Entrepreneurship*, *14*(3), 289–302. https://doi.org/10.1108/apjie-12-2019-0093

Sumarsono, H., Narmaditya, B. S., Rahmawati, F., Prayitno, P. H., & Sahid, S. (2025). Green marketing for sustainability business: A bibliometric analysis. *Multidisciplinary Reviews*, *8*(3). https://doi.org/10.31893/multirev.2025078

Yoon, Y., Gürhan-Canli, Z., & Schwarz, N. (2006). The Effect of Corporate Social Responsibility (CSR) Activities on Companies With Bad Reputations. *Journal of Consumer Psychology*, *16*(4), 377–390. https://doi.org/https://doi.org/10.1207/s15327663jcp1604_9

Rahmad Wahyu Hidayat, Leny Kurnia Oktaviani, Dewi Kusuma Wardani, Mintasih Indriayu