


TRENDS IN CAUSE-RELATED MARKETING (CRM): SCIENTOMETRICS ANALYSIS THROUGH PRISM OF BIBLIOSHINY

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 27 January 2023</p> <p>Accepted 21 March 2023</p>	<p>Purpose: Although interest in cause-related marketing has grown steadily since 1998, the field as a whole remains disorganized. Accordingly, this research aims to undertake a thorough literature evaluation on CrM. This research aims to create a comprehensive picture of cause-related marketing from 1988 through March 2022 by combining data from Scopus and Web of Science (WOS).</p>
<p>Keywords:</p> <p>Bibliometrics; R; Biblioshiny; Cause-Related Marketing; Bradford Law; MCA; Thematic Evolution.</p>	<p>Design/Methodology/Approach: Articles were analysed using bibliometric criteria in this study. Bibliographic analysis facilitates research into and evaluation of multiple perspectives, as well as the assessment of the field's growth. Biblioshiny, a bibliometrics tool developed at the R-studio, was used to assess the quality of research papers on the topic of CrM that were gathered from the databases Scopus and Web of Science. The most prominent authors, articles, journals, organisations, and nations in the field of cause-related marketing were determined after reviewing 646 papers published between 1988 and 2022. The most common words used in the titles, meta-descriptions, and abstracts were also counted.</p> <p>Findings: The state of CrM research and research patterns over the previous 30 years were thoroughly investigated using visualisation techniques such as content analysis, word cloud, citation analysis, etc. This study has uncovered some new ground for investigation into cause-related marketing.</p>
	<p>Research Limitations/Implications: Many more publications could not be included for generalisation reasons because the study included data from two databases. Additionally, our research shows that there aren't many journals that have written about cause-related marketing.</p> <p>Practical Implications: This article may be helpful to both researchers and practitioners who are looking for research advice. Based on trend subjects, co-occurrences, and historical networks, this research also suggests potential new study topics for the future.</p> <p>Originality/Value: This is the first study to use the bibliometrics package in R to create a visual representation of the body of work produced on the topic of CrM in the thirty years since the notion was originally articulated.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.995</p>

TENDÊNCIAS EM MARKETING RELACIONADO A CAUSAS (CRM): ANÁLISE CIENTOMÉTRICA ATRAVÉS DO PRISMA DA BIBLIOSHINY

RESUMO

Objetivo: Embora o interesse em marketing relacionado a causas tenha crescido constantemente desde 1998, o campo como um todo permanece desorganizado. Assim, esta pesquisa tem como objetivo realizar uma avaliação

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minuciosa da literatura sobre CrM. Esta pesquisa visa criar um quadro abrangente do marketing relacionado a causas de 1988 a março de 2022, combinando dados da Scopus e da Web of Science (WOS).

Design/Methodologia/Aprovativa: Os artigos foram analisados utilizando critérios bibliométricos neste estudo. A análise bibliográfica facilita a pesquisa e avaliação de múltiplas perspectivas, assim como a avaliação do crescimento do campo. Biblioshiny, uma ferramenta bibliométrica desenvolvida no estúdio R, foi utilizada para avaliar a qualidade dos trabalhos de pesquisa sobre o tema CrM que foram coletados das bases de dados Scopus e Web of Science. Os autores mais proeminentes, artigos, revistas, organizações e nações no campo do marketing relacionado a causas foram determinados após a revisão de 646 artigos publicados entre 1988 e 2022. As palavras mais comuns utilizadas nos títulos, meta-descrições e resumos também foram contadas.

Descobertas: O estado das pesquisas e padrões de pesquisa CrM ao longo dos 30 anos anteriores foram minuciosamente investigados usando técnicas de visualização como análise de conteúdo, nuvem de palavras, análise de citações, etc. Este estudo descobriu algumas novas bases para a investigação de marketing relacionado a causas.

Limitações/Implicações da pesquisa: Muitas outras publicações não puderam ser incluídas por razões de generalização, pois o estudo incluiu dados de dois bancos de dados. Além disso, nossa pesquisa mostra que não há muitas revistas que tenham escrito sobre marketing relacionado a causas.

Implicações práticas: Este artigo pode ser útil tanto para pesquisadores quanto para profissionais que estão à procura de conselhos de pesquisa. Com base em temas de tendências, co-ocorrências e redes históricas, esta pesquisa também sugere novos tópicos de estudo em potencial para o futuro.

Originalidade/Valor: Este é o primeiro estudo a utilizar o pacote bibliométrico em R para criar uma representação visual do corpo de trabalho produzido sobre o tema CrM nos trinta anos desde que a noção foi originalmente articulada.

Palavras-chave: Bibliometria, R, Biblioshiny, Marketing Relacionado à Causa, Lei Bradford, MCA, Evolução Temática.

TENDENCIAS EN EL MARKETING RELACIONADO CON CAUSAS (CRM): ANÁLISIS CIENCIOMÉTRICO A TRAVÉS DEL PRISMA DE BIBLIOSHINY

RESUMEN

Objetivo: Aunque el interés por el marketing relacionado con causas no ha dejado de crecer desde 1998, el campo en su conjunto sigue estando desorganizado. En consecuencia, esta investigación pretende llevar a cabo una evaluación exhaustiva de la literatura sobre el MRC. Esta investigación pretende crear una imagen completa del marketing relacionado con causas desde 1988 hasta marzo de 2022 combinando datos de Scopus y Web of Science (WOS).

Diseño/Methodología/Enfoque: En este estudio se analizaron artículos utilizando criterios bibliométricos. El análisis bibliográfico facilita la investigación y evaluación de múltiples perspectivas, así como la valoración del crecimiento del campo. Se utilizó Biblioshiny, una herramienta bibliométrica desarrollada en el R-studio, para evaluar la calidad de los artículos de investigación sobre el tema de la CrM que se recogieron de las bases de datos Scopus y Web of Science. Tras revisar 646 artículos publicados entre 1988 y 2022, se determinaron los autores, artículos, revistas, organizaciones y países más destacados en el campo del marketing con causa. También se contabilizaron las palabras más utilizadas en los títulos, las metadescripciones y los resúmenes.

Resultados: El estado de la investigación en CrM y los patrones de investigación durante los 30 años anteriores se investigaron a fondo utilizando técnicas de visualización como el análisis de contenido, la nube de palabras, el análisis de citas, etc. Este estudio ha desvelado nuevos terrenos para la investigación del marketing con causa.

Limitaciones e Implicaciones de la Investigación: No se han podido incluir muchas más publicaciones por motivos de generalización, ya que el estudio incluía datos de dos bases de datos. Además, nuestra investigación muestra que no hay muchas revistas que hayan escrito sobre el marketing relacionado con causas.

Implicaciones Prácticas: Este artículo puede ser útil tanto para investigadores como para profesionales que busquen consejos sobre investigación. Basándose en los temas de tendencia, las co-ocurrencias y las redes históricas, esta investigación también sugiere posibles nuevos temas de estudio para el futuro.

Originalidad/Valor: Este es el primer estudio que utiliza el paquete bibliométrico en R para crear una representación visual del cuerpo de trabajo producido sobre el tema de CrM en los treinta años transcurridos desde que se articuló originalmente la noción.

Palabras clave: Bibliometría, R, Biblioshiny, Marketing Relacionado con Causas, Bradford Law, MCA, Evolución Temática.

INTRODUCTION

Big data is the subject of a vast body of literature that spans several academic fields. On the other hand, a lot of studies are dispersed and challenging to arrange logically and obviously. Finding important material quickly and accurately that is directly related to the research issue has thus always been and now is a source of academic concern (Aria and Cuccurullo, 2017). As an example, we look at the field of “cause-related marketing.” There is an overwhelming amount of data covering many different aspects of cause-related marketing. Researchers are finding it more difficult to sift through the relevant available data. Bibliometric analysis, defined as a quantitative analysis of articles accessible on a certain topic, is one of the literature-review methods to gather knowledge and arrange prior discoveries (Baker et al., 2020). A mathematical technique called bibliometric analysis is used to show current and up-to-date knowledge in a particular field of study (Pritchard, 1969). Bibliometric analysis is performed using the Bibliometrix programme, an open-source environment that integrates analytic techniques, arithmetical prowess, and graphical capabilities. Currently, bibliometric analysis is used in many different study areas. Over the past 30 years, academic publications on cause-related marketing have increased in popularity and contributed to cause-related marketing research nevertheless, it gets harder and harder to keep up with everything that is published at once. Many studies and assessments have been done on cause-related marketing, however, there hasn't been much research on a broad and thorough viewpoint of cause-related marketing research over the past 30 years since the concept's inception. The current level of research in cause-related marketing, as well as research themes and prospective research goals, will be made clear by this study's bibliometric analysis. We believe that practitioners and academics engaged in cause-related marketing research will find this study to be helpful. Early researchers with an interest in cause-related marketing can receive the data they require to get going. This study promotes networking and cooperation among writers, nations, and institutions, and helps seasoned cause-related marketing experts comprehend the field's advancement. Bhatti et al. (2021) presented a Vosviewer bibliometric study on cause-related marketing, but there is currently no cause-related marketing “Biblioshiny” bibliometric study, which provides a more complete visualization. Furthermore, the Biblioshiny elaborates on the evolution of histogram networks and topics and cause-related marketing. The availability of robust, relevant statistical methodology, dynamic range computations, and comprehensive visualisation techniques are the primary arguments for selecting Biblioshiny over other scientific process languages (Aria and Cuccurullo, 2017). This study tries to fill gaps in the literature by compiling multiple pieces of literature from 1988 to March 2022, such as book chapters, journal articles, conference

reviews, conference papers, reviews, editorial notes, etc. The objective is to undertake a comprehensive bibliometric analysis of the CrM literature to address the succeeding research questions:

RQ1: According to the number of annual publications, what is the trend in CrM research?

RQ2: Which journal has the greatest number of CrM articles published?

RQ3: What journal has the most impact in the area of CrM?

RQ4: Who are the most prolific writers in CrM?

RQ5: How does the temporal structure of CrM vary over time?

RQ6: What is the knowledge structure in CrM for future study?

RQ7: What are the current trend themes in CrM research?

RQ8: Which words are the most frequent and significant in CrM?

RQ9: What are some significant and understudied research areas in CrM?

RQ 10: Which nations contribute the most to CrM publications?

RESEARCH METHODOLOGY

As noted previously, the current study employed the R-studio bibliometrics package Biblioshiny to conduct a bibliometric analysis. R, an open-source programming language and environment, is utilised to create Biblioshiny. Aria and Cuccurullo conducted a preliminary investigation that is well-known for its use of this type of analysis (2017). Aria and Cuccurullo recommended three steps for utilising the Biblioshiny. The initial step is data gathering, which consists of data retrieval, data loading and conversion, and data cleansing. The researcher then proceeds to the second step, which is data analysis. It contains both descriptive and citation analysis. The final step is known as data visualisation. It consists of a conceptual map and keyword cluster, a co-occurrences network, a histogram network, and a country-based affiliation network. Before the subsequent inspection, we must specify the search phrase, locate the initial paper, refine the result, and accumulate preliminary data (Garza-Reyes 2015).

Choosing a Keyword for Research

Table 1 lists the many sources relevant to cause-related marketing that were consulted during the study. For the current paper, SCOPUS and WOS were used as two databases. A total of 385 papers were found in the SCOPUS database, whereas 487 documents that met the inclusion and exclusion criteria were found in the WOS. The bibliometrics R-package Biblioshiny was used to integrate the two files and delete duplicate information (Aria and

Cuccurullo, 2017). The finished file had 646 papers in total, which were used for additional Scientometrics mapping (Table 1).

Table 1: Specifics of the informational data in this study

Description	Results
Timespan	1988:2022
Article	501
Article; Book Chapter	9
Article; Early Access	8
Article; Proceedings Paper	7
Book	1
Book Chapter	18
Book Review	3
Conference Paper	7
Correction	2
Editorial Material	3
Meeting Abstract	5
Proceedings Paper	62
Retracted	1
Review	19

Source: Author's elaboration using the bibliometrix R-package

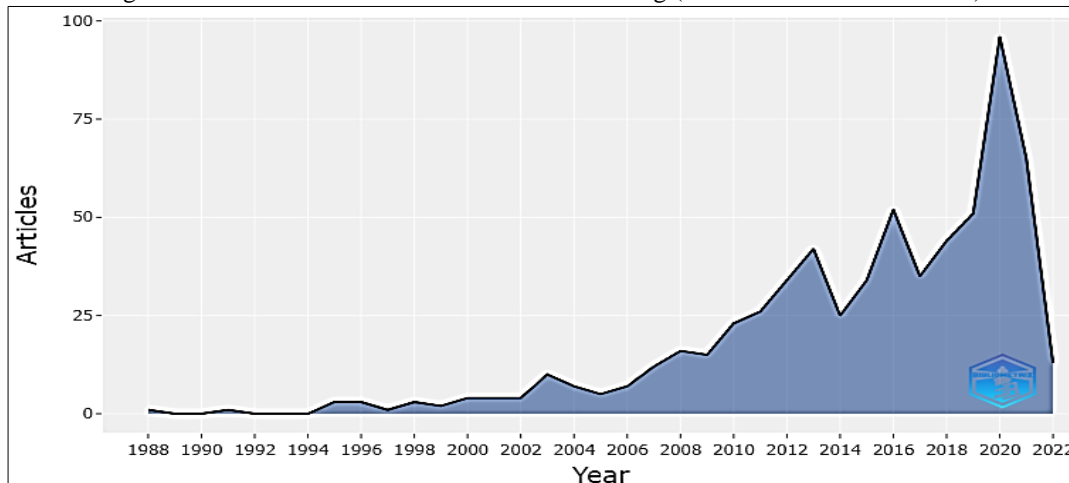
RESULTS

Biblioshiny Descriptive Analysis and Citation Analysis

Trend in Research on CrM Based on the number of publications

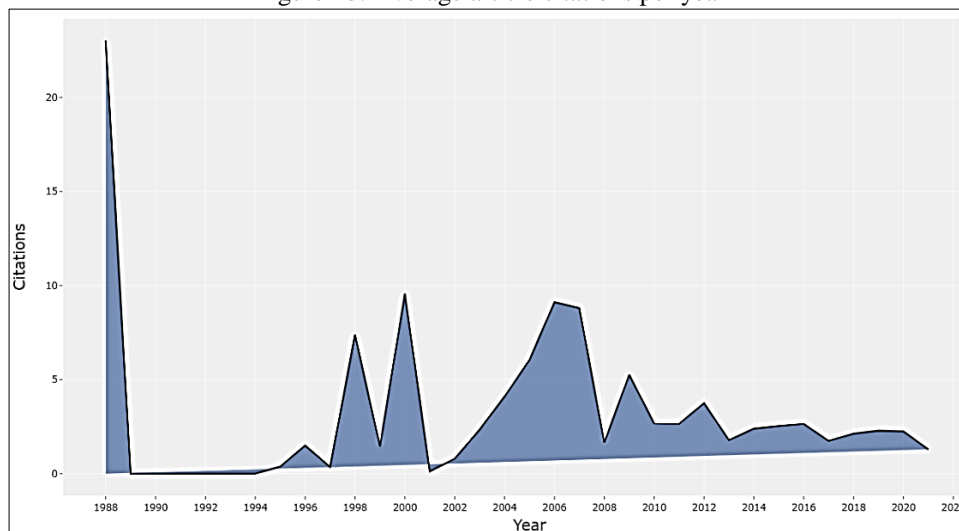
Determined by the number of papers published year, Figure 1a illustrates the trend in cause-related marketing research. Figure 1a displays the number of articles published year, demonstrating a general increase in the number of papers pertaining to cause-related marketing research. Annual science production is increasing in the field of CrM at a pace of 9.25 percent per year. Figure 1b shows that since 1988, when the pioneering study on cause-related marketing was discovered, the annual average number of citations has increased. Citations rose from 1997 to 2000, then rose again from 2000 to 2008, and now it is predicted that they will remain stable until 2021. We can therefore conclude that the discipline's global publishing trends are now stable.

Figure 1a: Trend research of cause-related marketing (Annual Science Production)



Source: Author's elaboration using the bibliometrix R-package

Figure 1b: Average article citations per year



Source: Author's elaboration using the bibliometrix R-package

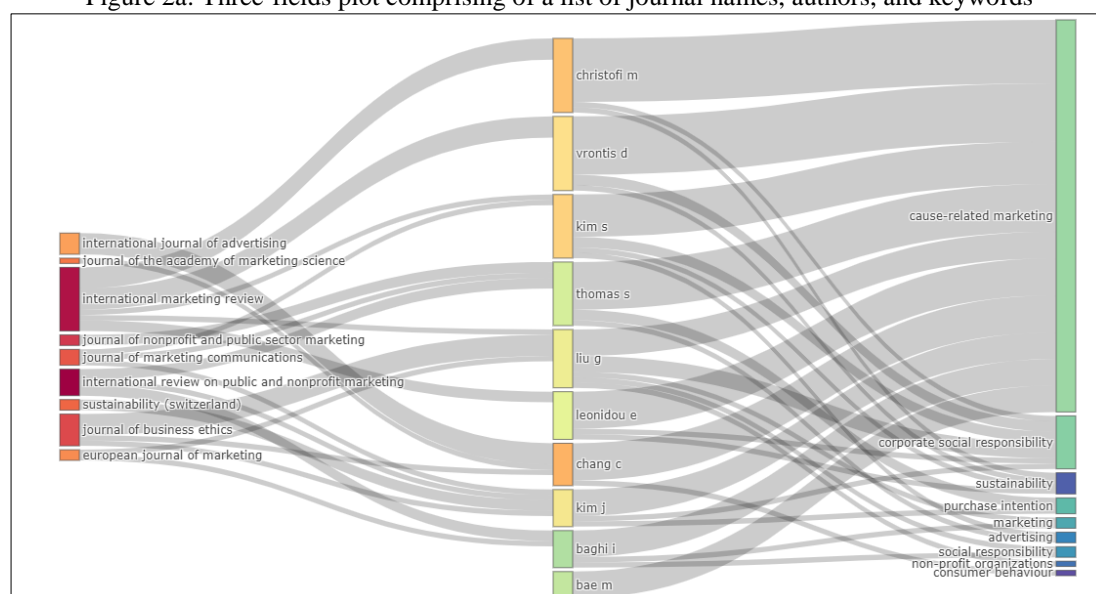
Biblioshiny Data Analysis and Visualization

Three-Field Plot

A three-field plot, often known as the Sankey diagram, is depicted in Figure 2. Utilizing a Sankey diagram, one can investigate flow. Entities are represented by rectangles or words (nodes). Arrows or arcs are used to represent the flows between them. The three fields layout shows three different elements (see Figure 2a;2b;2c;2d). The three components are depicted in Figure 2a with grey links indicating their connection to one another, beginning with the name of the journal, followed by the author, and concluding with each author's publication's keywords. Each rectangle's size in a list indicates how many papers are related to that piece. International Marketing Review and International Review on Public and Non-profit Marketing published the most articles on the topic of CrM, as indicated by the red rectangles linked to

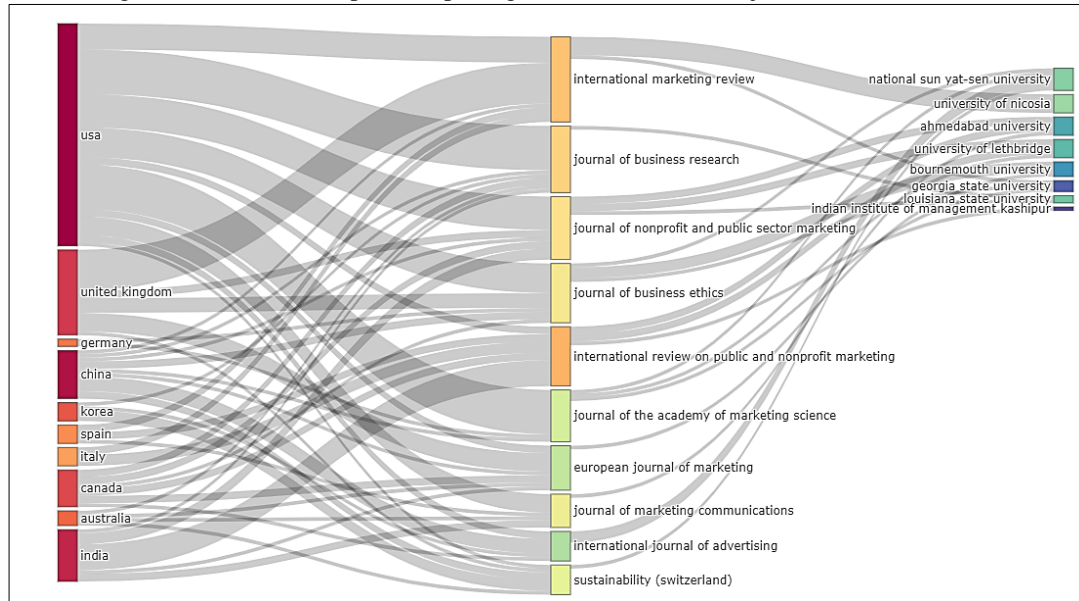
various authors in the three fields plot. The top three authors are S. Kim, D. Vrontis, and M. Christofi. On the right, each author's name is linked to a list of frequently searched keyword themes. In this plot, the top 20 authors are listed. The size of the rectangle represents the number of papers generated by each author. The largest rectangles (of equal size) in this plot represented Christofi, M., Vrontis, D., and Kim, S.'s highest contributions. The most frequently used terms relating to the topic are included in the third component. A list of authors who have written substantially on each topic is provided. The most popular keyword themes are listed, with "cause-related marketing" appearing most frequently as evidenced by the size of the green rectangle, which was disproportionately larger than the other rectangles. In addition, it appears that almost all of the researchers utilised the study's central theme, which is cause-related marketing. After "Cause-related marketing," "Corporate social responsibility" is the keyword with the second-highest search volume. Figure 2b depicts a three-field plot of nations, publications, and organisations linked with cause-related marketing research. The United States does the most study on cause-related marketing. The University of Nicosia is home to many of the American professors that contribute to the International Marketing Review journal. Figure 2c shows the linkages between the journals, institutions, and authors who are the most active. The most prolific authors who produce high-caliber papers come from Chinese or American universities. The connections between the writers, institutions, and active nations are shown in Figure 2d. Due to their numerous citations and high-quality studies, the U.S. and China have taken the lead in cause-related marketing research.

Figure 2a: Three-fields plot comprising of a list of journal names, authors, and keywords



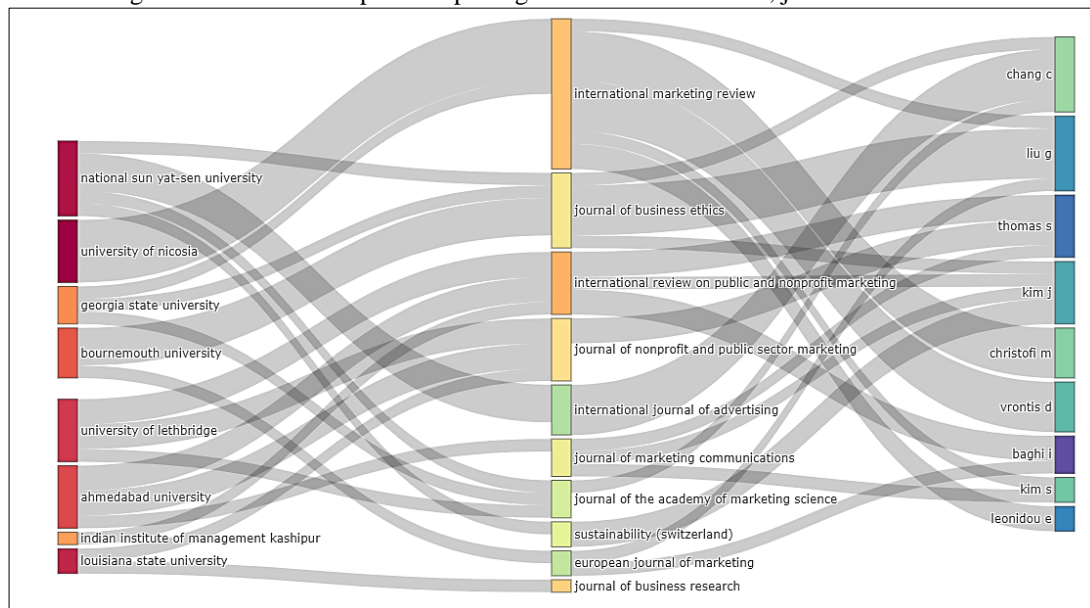
Source: Author's elaboration using the bibliometrix R-package

Figure 2b: Three-fields plot comprising of a list of countries, journal and institutions



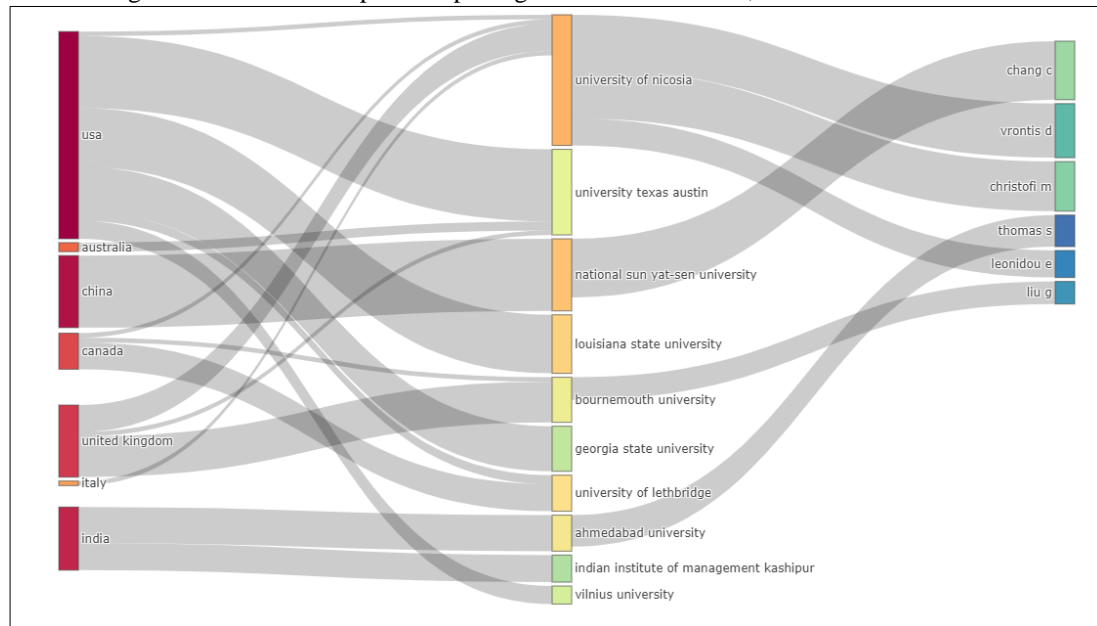
Source: Author’s elaboration using the bibliometrix R-package

Figure 2c: Three-fields plot comprising of a list of institutions, journals and authors



Source: Author’s elaboration using the bibliometrix R-package

Figure 2d: Three-fields plot comprising of a list of countries, institutions and authors

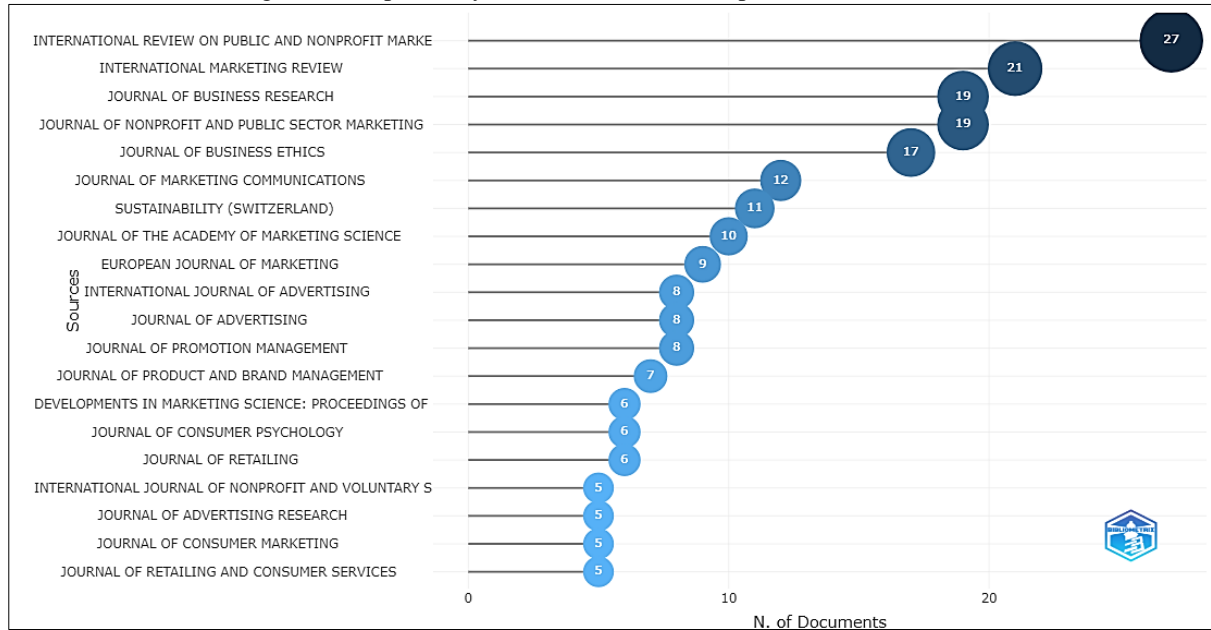


Source: Author's elaboration using the bibliometrix R-package

Journal Publishing the Most Articles on CrM

According to how pertinent they are to the cause-related marketing problem, Figure 3 illustrates the number of research articles that each publication publishes. A blue bar chart shows the most popular journals as well as the number of papers published during each interval. The bluer there is, the more journal articles have been published and the more pertinent they are to the research issue at hand. The total number of documents published across all journals, displayed in Figure 3, ranges from 0 to 27. The journal with the most articles is the *International Review on Public and Non-Profit Marketing*, which has 27. With 21 papers, *International Marketing Review* is in second place, followed by 19 papers each from the *Journal of Business Research* and *Journal of Non-Profit and Public Sector Marketing*.

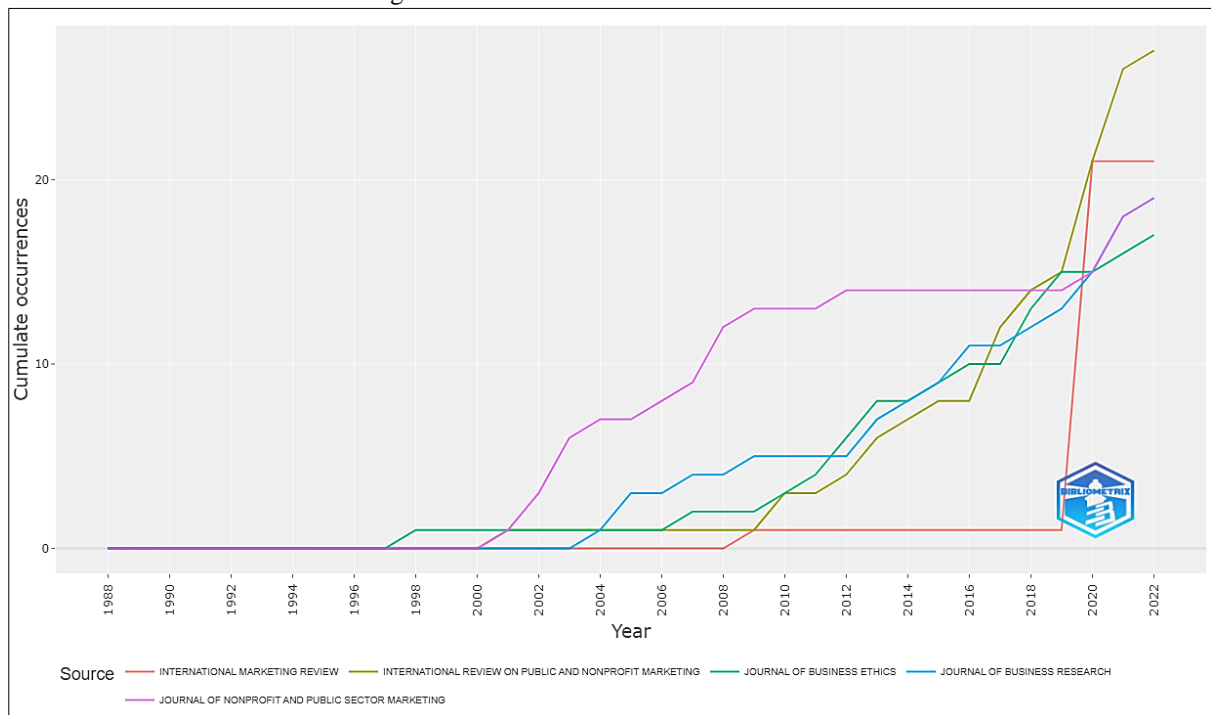
Figure 3a: Top Twenty Journals Have Most Papers Published in CrM



Source: Author’s elaboration using the bibliometrix R-package

This study also examines the growth of journals as a source of knowledge about concerns with cause-related marketing. The graph in Figure 3b from 1988 to March 2022 depicts the annual recurrence of each journal. The graph demonstrates that there are variations in the publication frequency of cause-related marketing studies. As depicted in the graph, a number of journals have grown and have continued to grow since 2002.

Figure 3b: Source Growth in the area of CrM

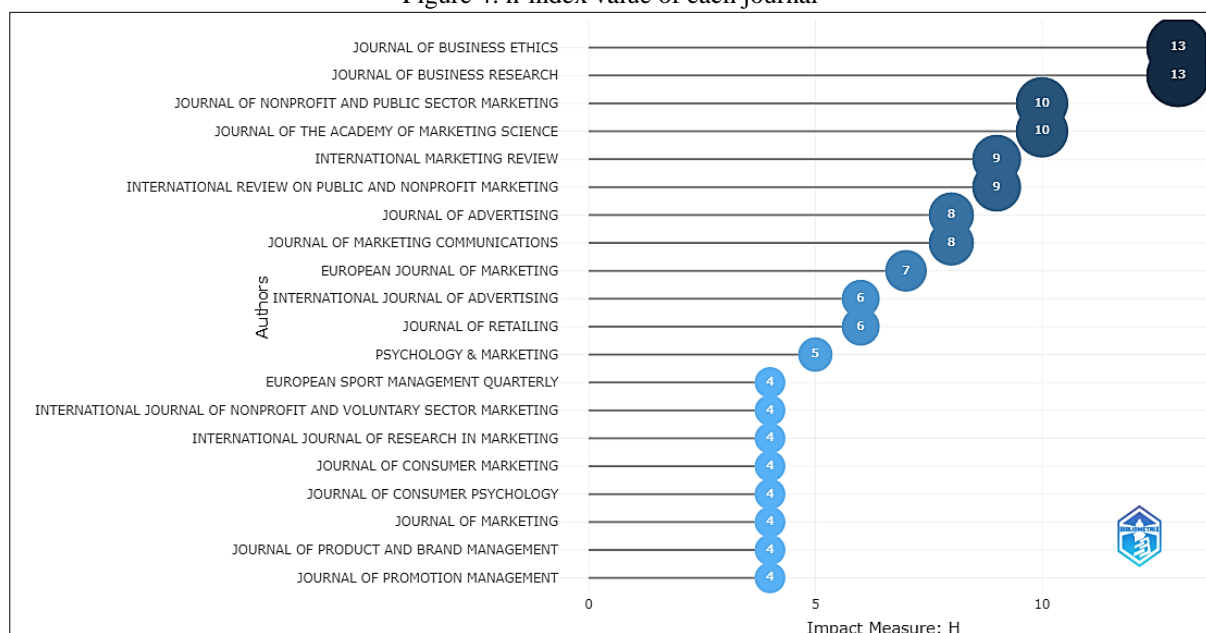


Source: Author’s elaboration using the bibliometrix R-package

Source Impact in Area of CrM

Calculating each journal's h-index, which is shown in Figure 4, allowed the researchers of this study to assess the significance of each publication that had contributed to the dissemination of publications on the topic of CrM. Along with a numerical depiction of each journal's h-index, this graphic uses the colour blue to show the influence of each journal, with darker blue indicating journals with higher effect. Both the *Journal of Business Research* and the *Journal of Business Ethics* achieved a score of 13 for the h-index, placing them first and second, respectively, in terms of their effect.

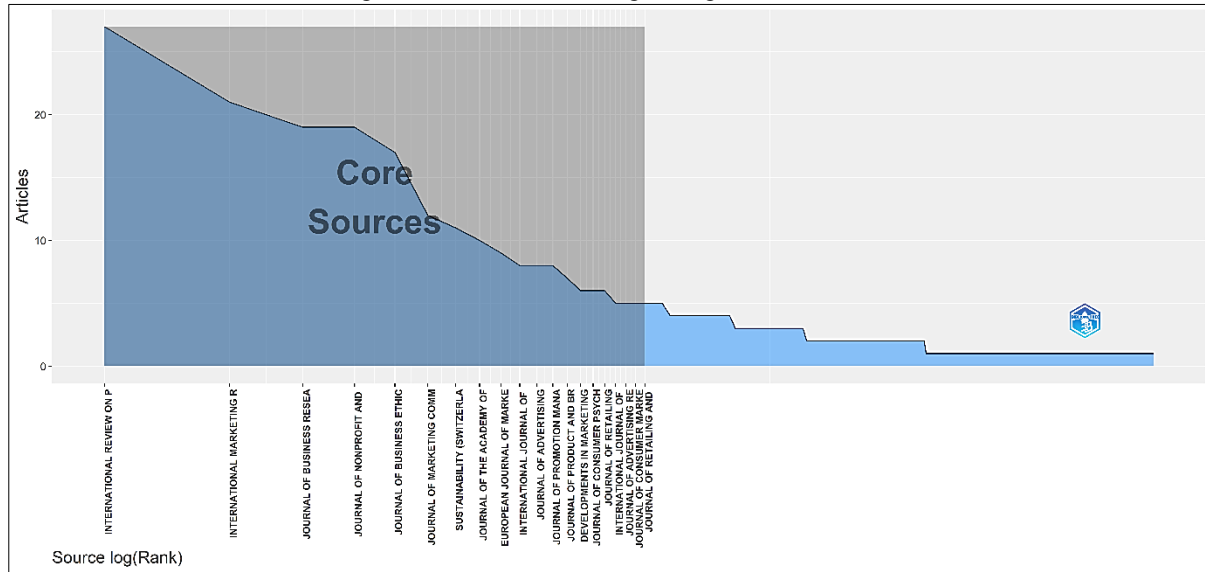
Figure 4: h-index value of each journal



Source: Author's elaboration using the bibliometrix R-package

Bradford's Law, one of Bibliometrics' most important laws, is fascinatingly applied to source clustering (Sangan, 2015). Bradford's law makes it easier to spot the core or pillar journals in any given field of study. This source clustering approach results in the core zone of Bradford's Law containing all the most significant journals in Figure 4b (zone 1).

Figure 4b: Source clustering through Bradford law

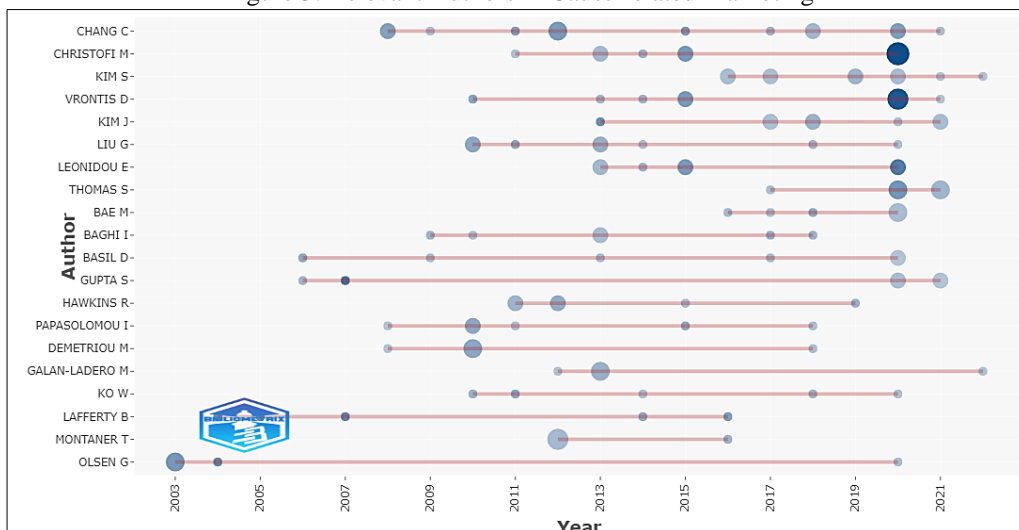


Source: Author’s elaboration using the bibliometrix R-package

Prolific Authors in Publication of Cause-related marketing

Figure 4 displays the top twenty authors who contributed to journal papers. The number of papers is shown by the size of the circle in the image, and the number of citations is indicated by the colour shade. In the research area of CrM, Chang, C., holds 14 published documents, followed by Christofi, M., with 11 publications. Christofi and Vrontis have the greatest total citations each year, with 25.33 and 23.33, respectively.

Figure 5: Relevant Authors in Cause-related Marketing

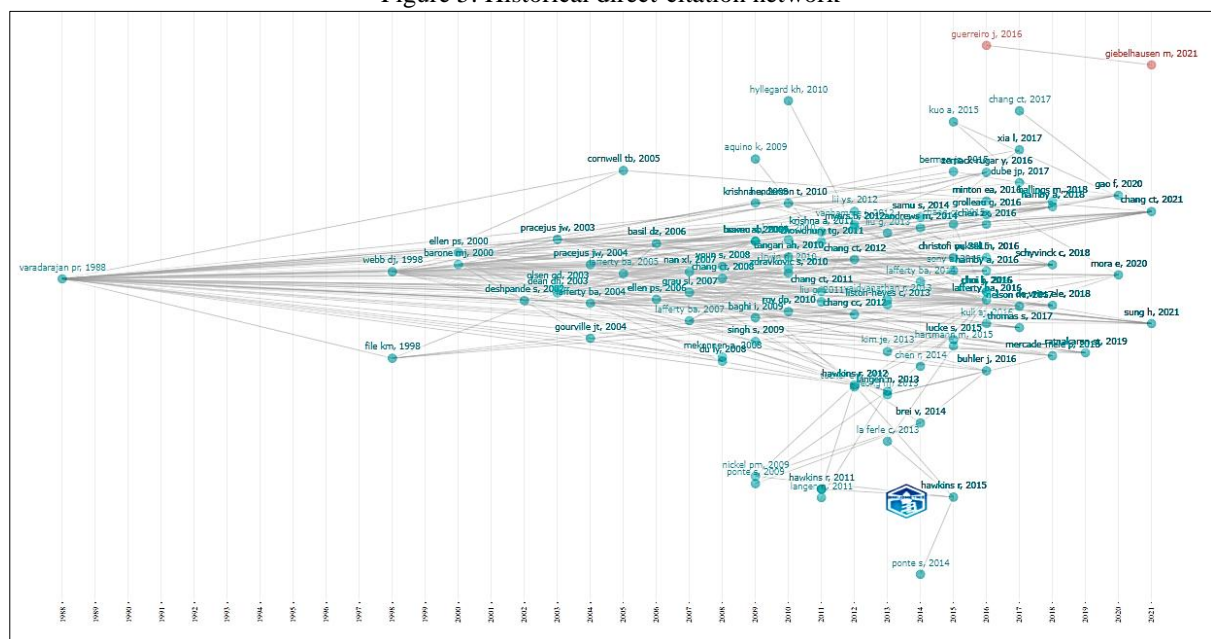


Source: Author’s elaboration using the bibliometrix R-package

Network of Historical Direct Citations

Using the functionality provided by the hisNetwork and histPlot bibliometrics packages, a historical direct citation network was developed. The conceptual framework is developed through the use of a historical citation network in conjunction with a chronological citation circuit (see. Figure 5). In a bibliographic collection, it “represents a chronological map of the most pertinent citations developing” (Borgman and Furner, 2002). Figure 5 shows the writers’ connection to the article. Varadarajan and Menon (1988) were the pioneers in the subject of CrM. They were the first people to contribute to the field by developing a brand-new style of marketing strategy that was tied to corporate philanthropy. After exactly 10 years, File and Prince (1998) conducted a poll to examine the underlying drivers of corporate giving and cause-related marketing in privately held businesses. In the same year, Webb and Mohr (1988) produced a qualitative article that assessed consumer reactions to a company’s cause-related marketing initiatives.

Figure 5: Historical direct-citation network



Source: Author’s elaboration using the bibliometrix R-package

Significant publications based on citation measures in cause-related marketing

To evaluate the raw data, both the local citation score (LCS) and the global citation score (GCS) were utilised as metrics. LCS is an abbreviation that stands for the aggregate number of paper citations (see Table 2). As the level of causality scale (LCS) rises, so does the significance of a document in the field of CrM. Even though some of the works that were mentioned fall into the category of cause-related marketing, the GCS (see Table 3) refers to the

total number of times that publications in the data set were cited by other works. The fundamental study on CrM, which was completed by Varadarajan and Menon in 1988, has acknowledged the extreme sum of citations in both the local area (783), as well as worldwide (129).

Table 2: Top 10 local citation scores (LCS) in cause-related marketing

Author	DOI	Year	Local Citations
Varadarajan and Menon (1988)	10.2307/1251450	1988	129
Webb and Mohr (1988)	10.1177/074391569801700207	1998	66
Barone, et al., (2000)	10.1177/0092070300282006	2000	61
Pracejus and Owlsen (2004)	10.1016/S0148- 963(02)00306-5	2004	48
Nan and Heo (2007)	10.2753/JOA0091-3367360204	2007	41
Grau and Folse (2007)	10.2753/JOA0091-3367360402	2007	41
Ellen, et al., (2007)	10.1016/S0022-4359(00)00032-4	2000	33
Lafferty, et al., (2004)	10.1002/mar.20017	2004	32
Ellen, et al., (2006)	10.1177/0092070305284976	2006	30

Source: Author's elaboration

Table 3: Top 10 global citation scores (GCS) in cause-related marketing.

Author	DOI	Total Citations	TC per Year
Varadarajan and Menon (1988)	10.2307/1251450	783	22.3714
Ellen, et al., (2006)	10.1177/0092070305284976	694	40.8235
Barone, et al., (2000)	10.1177/0092070300282006	446	19.3913
Aquino et al., (2009)	10.1037/a0015406	443	31.6429
Webb and Mohr (1988)	10.1177/074391569801700207	440	17.6
Nan and Heo (2007)	10.2753/JOA0091-3367360204	403	25.1875
Ellen et al., (2000)	10.1016/S0022-4359(00)00032-4	392	17.0435
Lii and Lee (2012)	10.1007/s10551-011-0948-0	320	29.0909
Pirsch, et al., (2007)	10.1007/s10551-006-9100-y	268	16.75
Barone, et al., (2007)	10.1016/j.jretai.2007.03.006	264	16.5

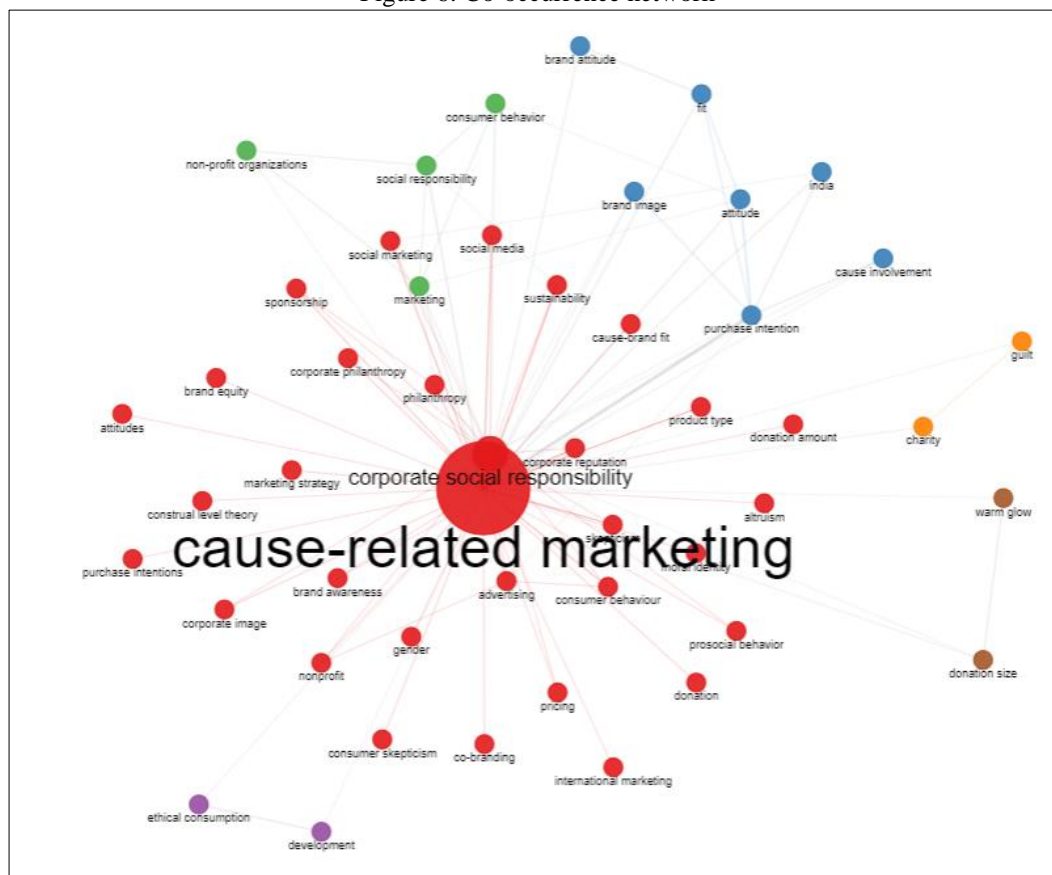
Source: Author's elaboration

Co-Occurrence Network for cause-related marketing knowledge structure

We found that the keyword co-occurrence analysis is an excellent way for offering a comprehensive knowledge framework to grasp the study themes of CrM throughout the course of the previous 30 years. This was the conclusion that we came to after conducting this research. The structure of word collocation can be seen via co-occurrence network analysis (Scott, 2013). The concurrence or co-occurrence of specific keywords mentioned by the authors provides an indication of the regularity with which particular terms and other keywords appear in published works. Each phrase is denoted by a node, and the magnitude of the node is proportionate to the number of citations found for that particular keyword. The co-occurrence of two keywords is represented by a connexion flanked by two nodes, with the density of the line indicating the frequency with which the two keywords occur together. Six clusters and their connections are

shown in the network visualisation of the studied issue area in Figure 6. Because of the different relationships between the terms inside each cluster, which further indicate distinct research streams, each cluster identifies a core issue as a study path in the CrM field. In this investigation, a total of six clusters have been found (see Figure 6). A standout among the clusters was the red cluster, which had the keywords “corporate social responsibility” and “cause-related marketing” in bold. This cluster frequently appeared alongside the other keywords in several studies.

Figure 6: Co-occurrence network

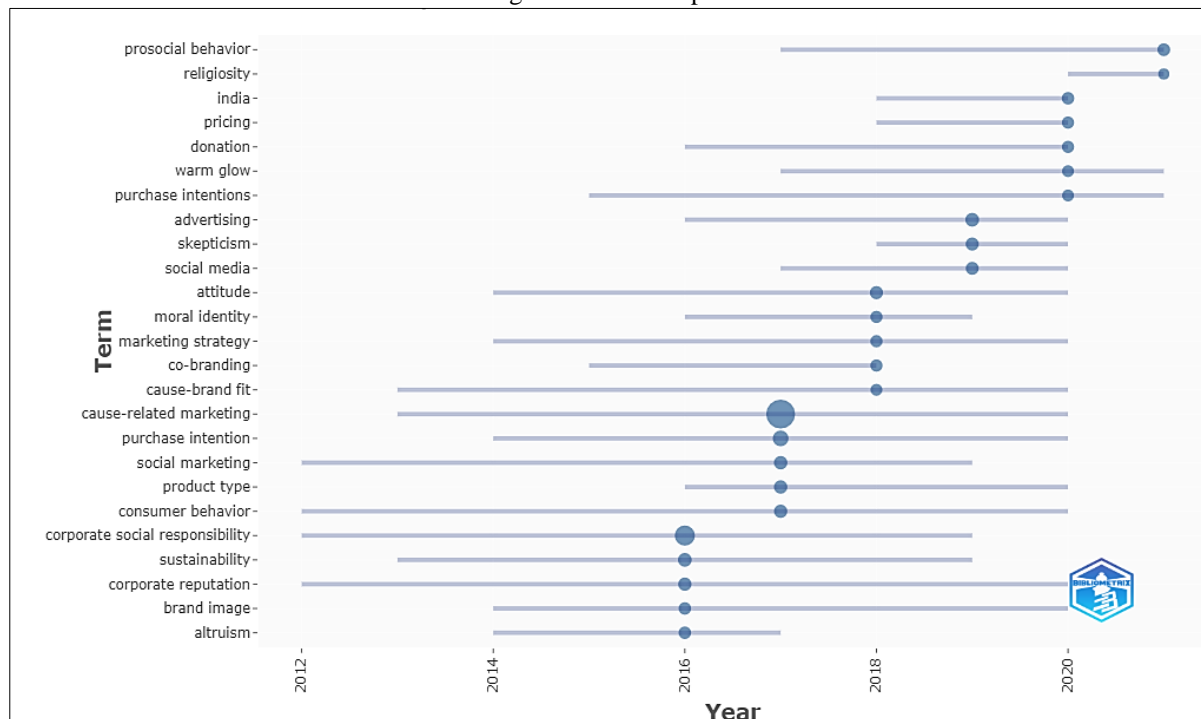


Source: Author's elaboration using the bibliometrix R-package

Trend Topics Related Cause-related Marketing Research

From 2016 through March 2022, the trend topics in cause-related marketing are shown in Figure 7. In cause-related marketing studies from 2020 to the present, pro-social behaviour, religiosity, India, price, contribution, warm glow, and purchase intents have been among the most frequently discussed topics.

Figure 7: Trend Topics



Source: Author's elaboration using the bibliometrix R-package

Word Cloud for identifying prominent and frequent words in cause-related marketing

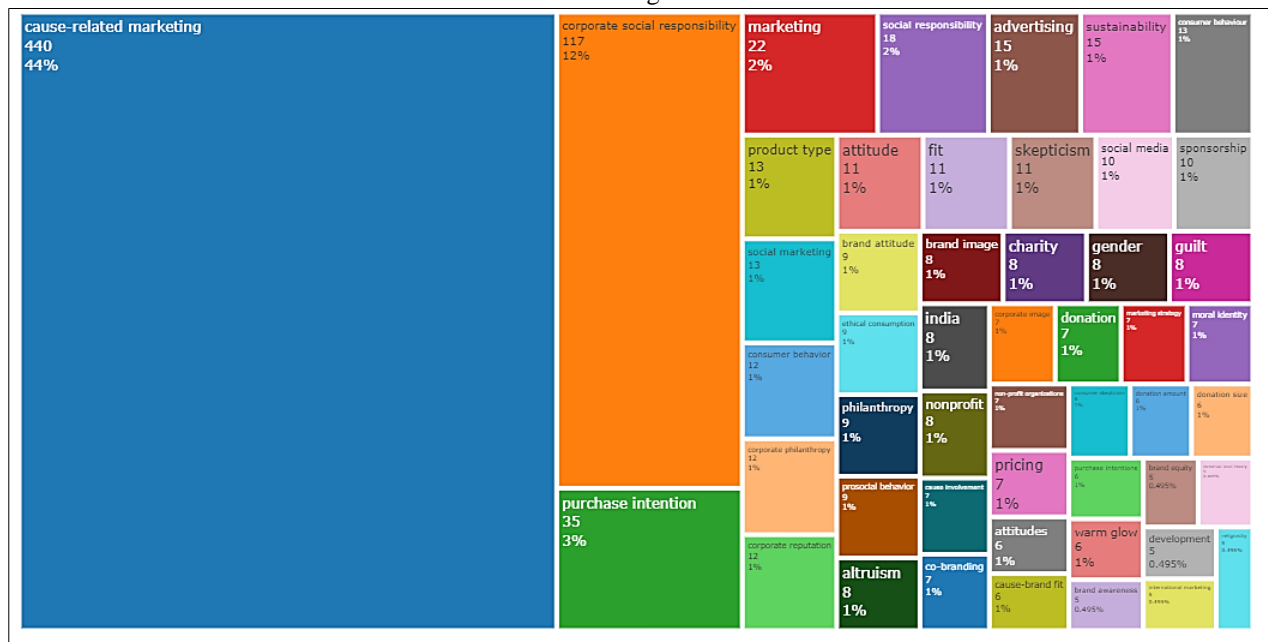
Figure 8b shows a tree map of the words that appeared in articles regarding cause-related marketing, whereas Figure 8a shows a word cloud of the same phrases. The terms “purchase intents,” “social responsibility,” and “marketing” were most frequently used, with “sustainable” coming in second. The weight of a word in the word cloud is based on how frequently it appears. Although this word arrangement is a little haphazard, the most important words will be in the centre to stand out due to their enormous size.

Figure 8a: Word Cloud-Visualization of the words that featured the most frequently in papers about cause-related marketing.



Source: Author’s elaboration using the bibliometrix R-package

Figure 8b: Tree map-Visualization of the words that featured the most frequently in papers about cause-related marketing.



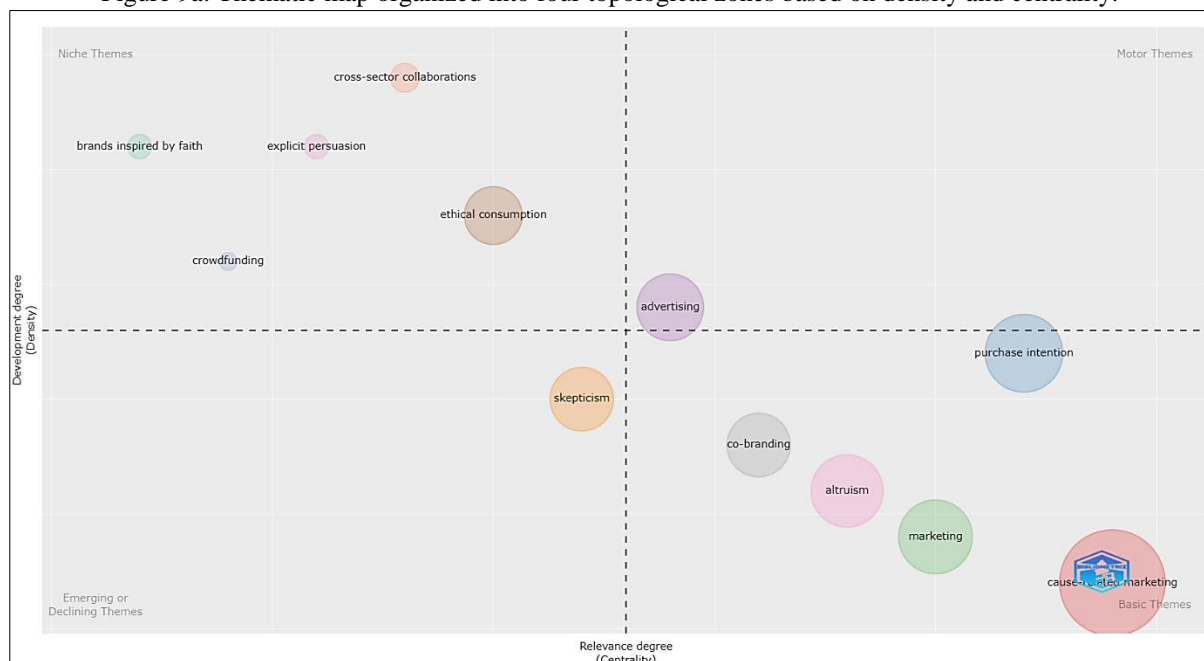
Source: Author’s elaboration using the bibliometrix R-package

Thematic map for driving and under-represented areas of studies in cause-related marketing?

Foreseeing future study routes is an important part of CrM research, and this is done through a combination of bibliometric methods for tracking the development of a topic and the usage of thematic maps. Four topological zones have been developed on a theme map based on density and centrality (see Figure 9a). A co-word analysis of the keywords (of the authors’) is

used to build a map that depicts the significant topics that are associated with the field. The output was generated using a semi-automated process that looked at the titles of a number of the references used in this study as well as additional pertinent keywords to find more subtle variances. Centrality of a network can be defined as how much it interacts with other networks. It can also be seen as a measure of how important a theme is to the evolution of the whole research field being studied. The density shows how far along a subject is in its development by looking at the strength of the network itself. The cluster's size is determined by how frequently the terms it contains occur, and thus, by how many publications are linked to it. The name of the programme corresponds to the most widely used phrase (Figure 9a).

Figure 9a: Thematic map organized into four topological zones based on density and centrality.



Source: Author's elaboration using the bibliometrix R-package

As previously mentioned, the thematic map is divided into four quadrants:

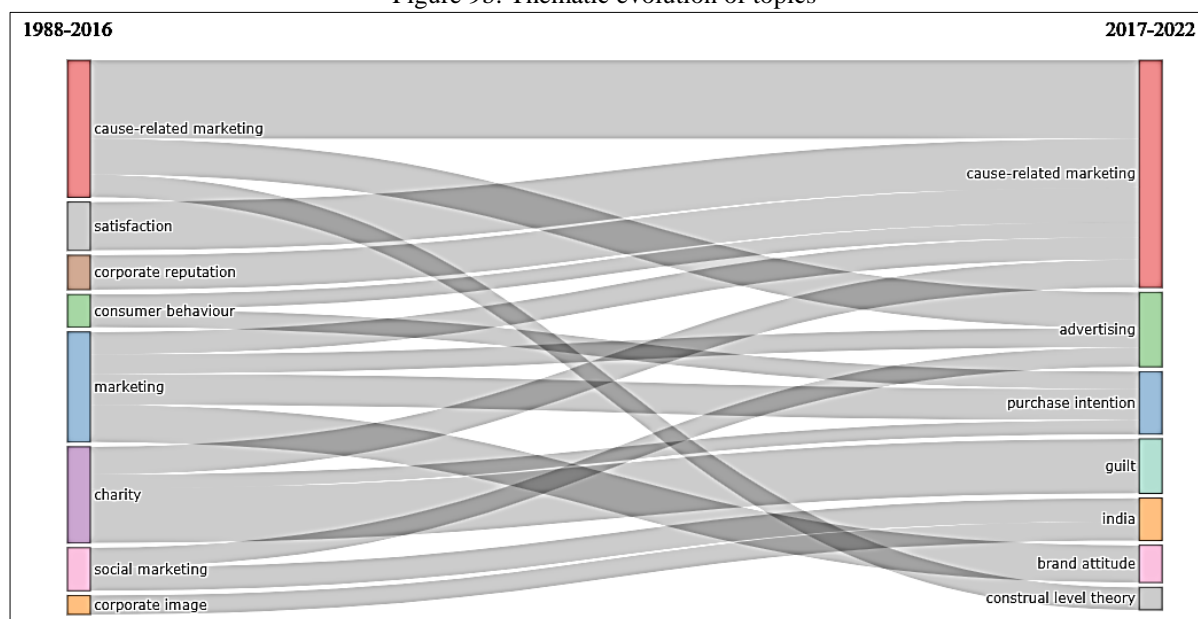
- **Motor themes (1st quadrant):** This comprises of well-established issues with high centrality and density that are crucial to the organisation of the study area. The word “advertising” was used to describe the theme. This relates to the general public’s exposure to CrM initiatives. The potential of CrM to monetize and leverage corporate contributions through advertising campaigns and other promotional activities may serve as the foundation for future cause-related marketing research.
- **Niche themes (2nd quadrant):** Although being modest in relation to the rest of the field, it includes important and highly specialised topics. The most common themes in this quadrant—”Cross-sector collaborations,” “Ethical Consumption,” “Explicit

Persuasion,” “Crowdfunding,” and “Brands inspired by faith”—call for further research.

- Peripheral themes (*3rd quadrant*): This consists of both fresh (evolving) and stale (weakening) themes, characterized by centralization and low density (underdevelopment/marginal). Scepticism is the dominant motif for this quadrant.
- General, basic themes/ Transversal (*4th quadrant*): These are crucial but underdeveloped. These include “Purchase Intention,” “Co-branding,” “Altruism,” “Marketing,” and “Cause-related marketing.”

In a thematic progression, different colors are utilised to represent various themes, and the rectangular area stands in for the level of study. Using a topic-by-topic thematic evolution approach, the stability, development, and/or regression of cause-related marketing research topics were examined. A topic-model unigram was generated from 250 words with a minimum cluster frequency of (5) and a temporal slice of (1), as shown in Figure 9b, with 2016 as the cut-off year. The unigram shows the most popular themes from 1988 to 2016, from 2017 to March 2022, and the years in between.

Figure 9b: Thematic evolution of topics



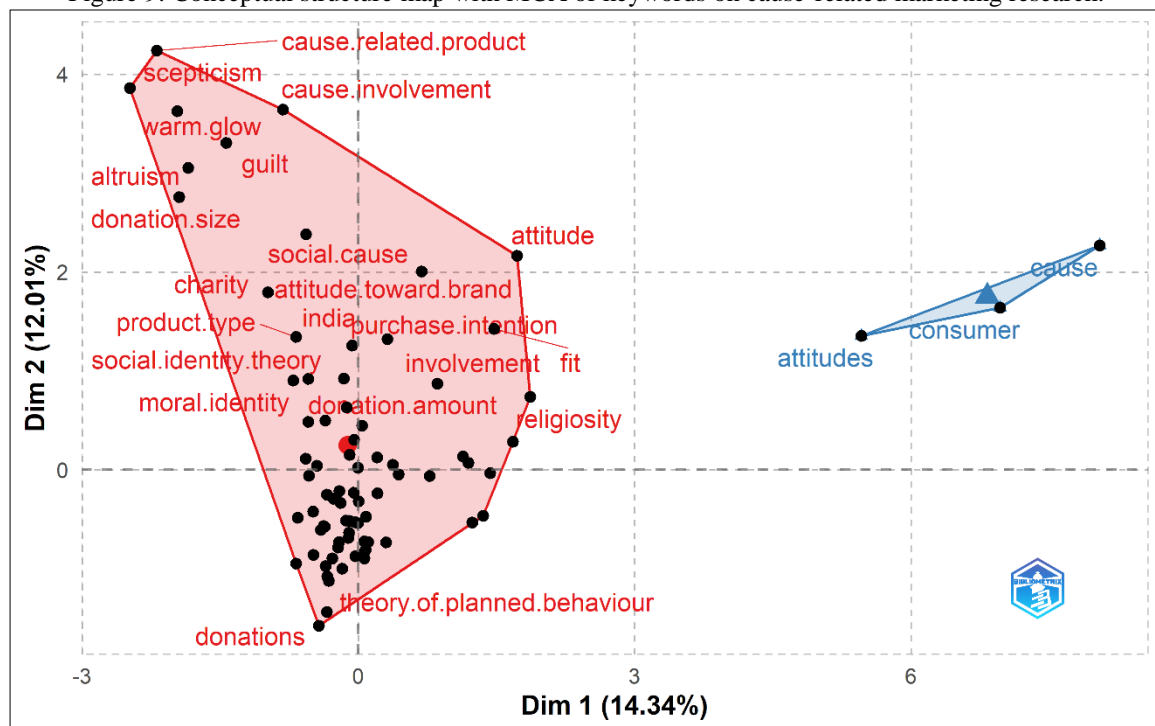
Source: Author’s elaboration using the bibliometrix R-package

Conceptual Structure map

MCA is a multivariate exploratory technique used to graphically and numerically analyse multivariate categorical data (Greenacre and Blasius, 2006). In order to find new latent variables, or factors, it examines how a group of categorical variables interact with one another.

The distribution of the dots along the dimensions and their relative positions are used to assess the results; for example, in Figure 9, the words are spread out in a similar way depending on how close the dots are to each other. By visually representing the contextual structure of each phrase and mapping their linkages in each region, we were able to create a conceptual structure map of the language used to discuss cause-related marketing in academic literature. Each keyword is converted into a pair of words with similar bibliometric weights by comparing their Dim 1 and Dim 2 values. It produces a straightforward two-dimensional (or three-dimensional) graph using plane distance to display keyword similarity by condensing enormous quantities of data with many factors into a low-dimensional region. The keywords approaching the centre point imply that the research community has been paying close attention to them recently (Mori et al., 2016). The distribution of the dots' relative positions across the dimensions is used to evaluate the results; the closer the dots are together on the map, the more the words are spread out in the same way, (Aria and Cuccurullo, 2017). Figure 9 depicts a conceptual map with two distinct divisions: the red and blue areas. Cluster 1 (red area) is the most important; it contains studies on pro-social behaviour, sustainability, ethical consumption, social marketing, and other topics. "attitudes", "consumer" and "cause" are the only keywords in Cluster 2.

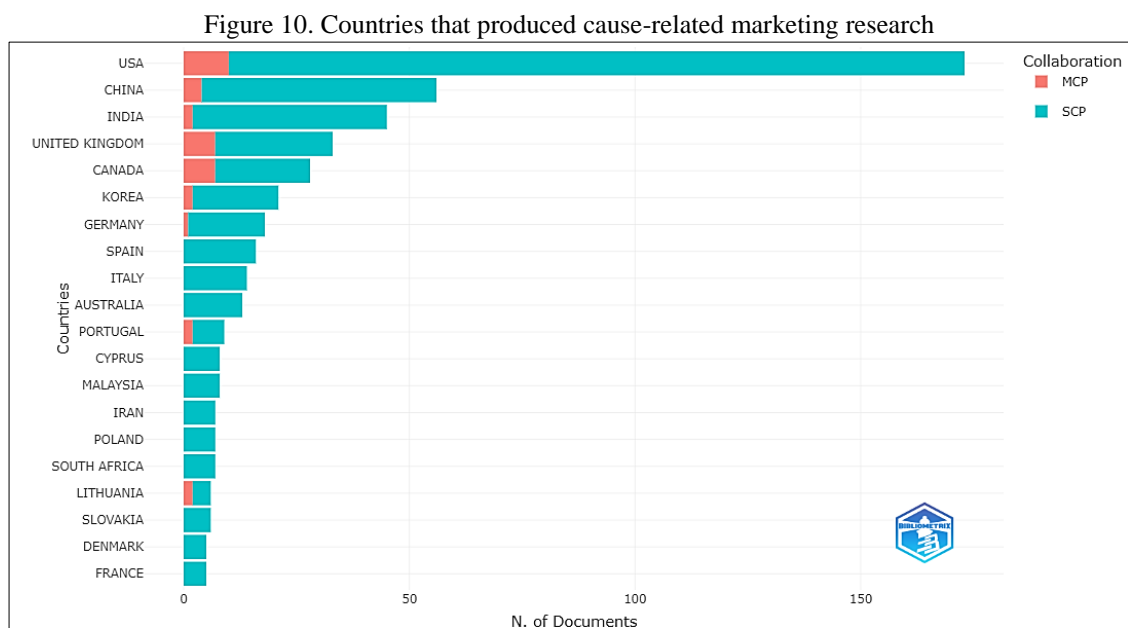
Figure 9: Conceptual structure map with MCA of keywords on cause-related marketing research.



Source: Author's elaboration using the bibliometrix R-package

Biblioshiny visualisation of author countries and collaboration

An evaluation of the author's country of origin in relation to the marketing research for causes is done using bibliometric analysis in this section (see Figure 10). There are articles about cause-related marketing published in 49 countries. Only eleven of the countries in the data set, however, produced more than ten publications. The United States is the world leader in cause-related marketing research, with a total of 173 publications and the highest *Single Country* and *Multiple Country* publication rates.



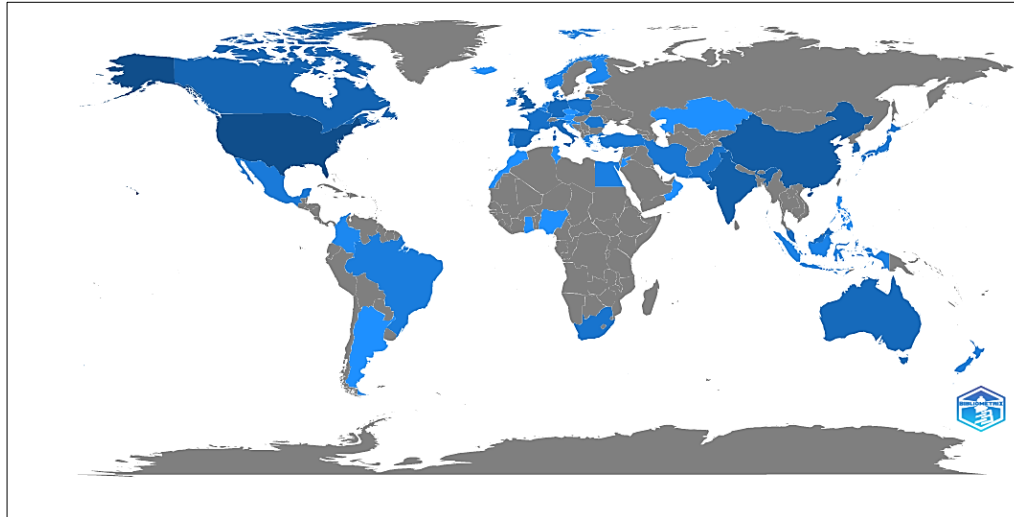
Source: Author's elaboration using the bibliometrix R-package

Author Countries with the Most Publication in CrM

With 287 documents, the United States of America (USA) is the country that makes the most. India and the UK are tied for third place with 55 articles each. China is in second place with 75 articles, ahead of India and the UK. (See Figure 11a.) Cause-related marketing research is still not conducted in substantial areas of the world, particularly in the eastern hemisphere. Eastern hemisphere nations have not yet investigated the dynamics of cause-related marketing or provided proof of its results. The map of the country partnership is shown in Figure 11b. The majority of articles written in conjunction with academics from other countries—particularly Canada, the United Kingdom, and Korea—were produced in the United States. The countries of the eastern hemisphere must improve their international ties in order to conduct more inclusive research. Figure 11c shows the interaction networks between the nations as well as the author of the country's partnership on cause-related marketing research. The louvred technique was used to build a network with a circular layout and clustering to show how people

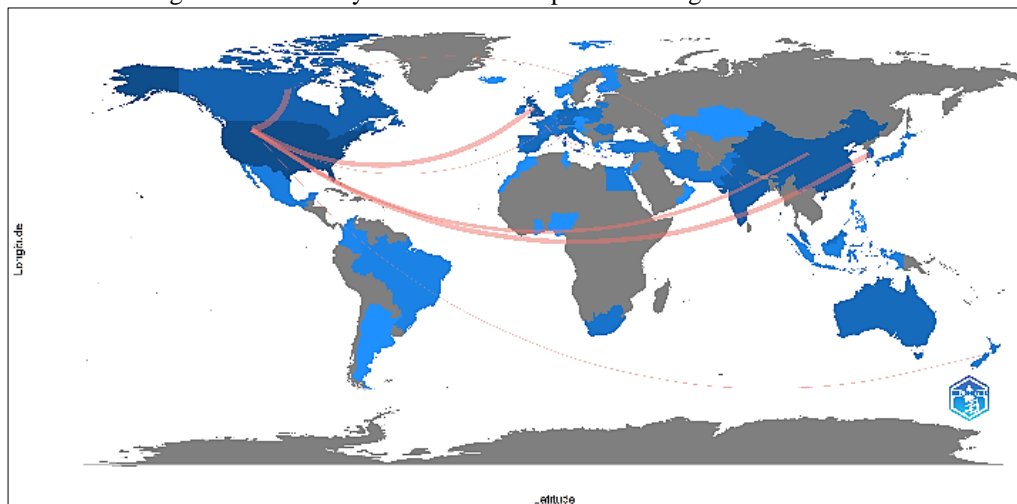
can work together. A larger circle means that a country makes more publications. The largest circle in this picture represents the United States of America (U.S.A.), demonstrating its supremacy in this field of study.

Figure 11a: Countries of authors contributing to CrM literature



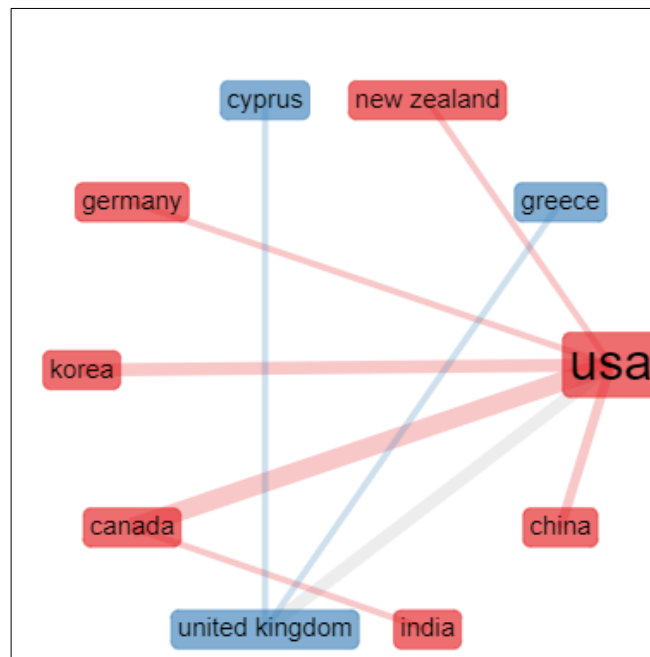
Source: Author's elaboration using the bibliometrix R-package

Figure 11b: Country collaboration map contributing to CrM literature



Source: Author's elaboration using the bibliometrix R-package

Figure 11c: Collaboration network of countries in cause-related marketing



Source: Author's elaboration using the bibliometrix R-package

CONCLUSIONS

Using bibliometric analysis, the researchers examined the evolution of research into marketing with a social purpose during the previous 30 years. Data visualisation techniques like as topic mapping, content analysis, and citation analysis, supported by Biblioshiny, were used to compile data on the current state of CrM research and research institutions during the past three decades. In the interim, the cause-related research community should be made aware of new study directions. We were able to use the findings of our study to advise next cause-related marketing researchers about hot topics and emerging trends in the field. We created accurate scientific maps of publications, nations, documents, organisations, authors, and networks of keyword co-occurrence to achieve this. Cause-related marketing has been a contentious topic among academics for the past three decades due to the constant shift in worldwide publication trends.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This paper's objective is to make available an evolutionary analysis to aid in understanding how cause-related marketing has evolved over time. However, there were certain flaws in the study. Data was initially mostly gathered from Scopus and WOS, but these databases do not include all journals, hence many papers were missed. The results will be the foundation for further study even though they were based on a small sample of just two databases. It might be

required for researchers to explore more databases in the future using a variety of keywords rather than only concentrating on the Scopus and WOS databases. Since this research is quantitative and relies on data from a database, it places more of a focus on the presentation of numbers and graphs than on a more in-depth analysis of the data. Therefore, this work can pave the way for further study. The developed economies of industrialised nations like the U.SA and the U.K have been the primary focus of academic research. Despite an increase in CrM research in developing countries, there is still a sizable gap in the literature. There is a need for more research on underdeveloped countries because different results can be found. Additionally, as researchers may find a variety of exciting CrM campaign outcomes, more investigation is needed to compare advanced and developing countries. The effects of CrM campaigns on the various age groups can be compared and contrasted. As a result, the target audience for the CrM campaign's distinct generational cohorts may have a substantial impact on how customers perceive it. As a result, the campaign's celebrity support, religiosity, and past giving behaviour, sustainable dimensions of CrM are additional factors that warrant further consideration.

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