

Mapping The Research Landscape Of Organic Food Consumption: A Systematic Literature Review

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ABSTRACT

This research systematically maps out the research state of organic food consumption, specifically on consumer behavior and purchase intentions of organic food, which are key determinants in each of these areas. Based on 428 relevant publications indexed in Scopus (2014-2024), a bibliometric analysis using R Studio found key shifts and significance patterns based on study level, key trends in research, and themes over time. Over the past decade, the interest in organic food consumption research has grown, especially about consumer motivations such as environmentalism, trust or reliability in organic labels, perceived quality for fair trade organic foods, and ethical reasoning behind purchases. Some of the major journals producing relevant studies include the *Journal of Retailing and Consumer Services*, the *British Food Journal*, and *Journal of Cleaner Production*, yielding a dominance in organic food consumption research based on consumer behavior studies combined with sustainable parameters. There was a peak rise in research activity in 2024 in organic food consumption behavior. The co-occurrence network analysis indicated a highly integrated set of links between marketing strategy, environmental sustainability, and food supply chains. Findings also highlight how specific research has changed across the years with intention for future research, industry, and consumers, and the potential role that research may play in moving towards sustainable food choices. Overall, this analysis provides a solid foundation and bird's-eye view for future researchers into the evolving dynamics of organic food consumption.

Keywords: Bibliometric analysis, Consumer behavior, Organic food consumption, Purchase intentions, Scopus.

1. INTRODUCTION

The consumption behavior related to organic food is generally about patterns, motivations, and factors embedded in the decision-making processes of the consumer to choose and eat organic food, mainly motivated by the perceptions of healthiness, environmental benefits, and quality (Coff & Broadbridge, 2006). Lately, the demand for organic food has spiked generously mainly in developing markets such as India, which on account of economic growth, an upsurge in consumer spending power, and rising awareness regarding health and wellness have helped facilitate the growth of this market (Hurtado-Barroso et al., 2019). This market in India may be expected to reach about 64 billion rupees by 2025 forecasts suggest (Natarajan & Ponnusamy, 2023).

As per Beciu et al. (2024), India ranks among the leading countries in organic farming, with near to 9.12 million acres of land under organic cultivation in 187 countries, which constitutes almost 30% of the total organic producers in the world. Among the more difficult challenges being confronted, according to Mavani et al. (2022), regarding consumption quotations of organic food, are fast urbanization and rising middle-class incomes amid expectations concerning disposable income and growing food safety determinants. Such hurdles in addition to food safety issues include lingering notions that organic goods are some kind of luxury item marketed mostly for urban and affluent consumers. The COVID-19 pandemic further fueled the narrative that organic food strengthens immunity and improves overall health, culminating in soaring demand for organic food in 2019 (Tan et al., 2022).

A bibliometric analysis was conducted to establish research trends related to organic food consumption behavior in the last decade on behalf of gaining holistic perspectives. Hence, this study explores the evidence to highlight major progress, influential factors, and thematic shifts in qualitative research of organic food consumption. This study primarily focuses on:

- Contributions of authors to this line of research.
- Most cited articles and journals influencing research on organic food consumption.
- Developments in the thematic direction of organic food consumption research over time.

The study aims to portray the field of research formulating the behavior of organic food consumption based on responses to the above queries, major contributors, trends in publications, and shifting themes. In addition, brings to light some of the key contributors as well as new trends and thematic developments that push consumer behavior in this area in the changing landscape of organic food consumption research.

2. METHODOLOGY

Bibliometric analysis generally denotes a procedure for assessing research by mathematical and statistical means to seize patterns of publication and citation and to decode the body of knowledge belonging to a given area of study (Chowdhry et al., 2023). In this way, the methodology indicates key players regarding research, trend developments, and other future exploration areas (Anand et al., 2024).

This research aimed to provide an overview of organic food consumption behavior through bibliometric analysis on the rise and development of research over the past decade. The bibliometric study included a systematic search in Scopus, which is the recognized citation for peer-reviewed literature. A structured selection process was instituted for data filtering to ensure high-quality data selection. Thus, in this regard, Scopus was determined to be the most suitable database of other added value since it offers far and wide academic search options. This last decade thus contained an extensive search strategy that had search combination words like "Organic food consumption" and "Consumer behavior" in the subject area of Business and Management and all its associated publications from 2014 to 2024. This search was limited to English-only journals, published articles, reviews, and conference papers. The searching alone produced 637 papers that were then filtered based on our inclusion and exclusion filters to 428 included papers, along with manual screening. Bibliographic data for the respective documents were extracted in CSV format, which was thereafter imported into R Studio for analysis. Bibliometric analysis was done using Bibliometrix, an advanced tool in R Studio, and assisted in the visualization of data from Biblioshiny for full analysis. The major analysis dimensions addressed publication trends through time; networks of authors, analysis of citations, impact of journals, thematic change, citation analysis, and keyword analysis to scope out the research landscape overview of organic food consumption behavior.

3. RESULTS AND DISCUSSIONS:

Consumer behavior, trust, and sustainability are the main topics of research on the consumption of organic food. The below table indicates the top 10 journals, authors, and sources of publication.

3.1 Table of Organic Food Research Articles

S.No	Author Full Names	Title	Year	Cited By	Journal
1	Rana, Jyoti (58637008900); Paul, Justin (36997235800)	Consumer behavior and purchase intention for organic food: A review and research agenda	2017	701	Journal of Retailing and Consumer Services
2	Moser, Andrea K. (56942196400)	Thinking green, buying green? Drivers of pro-environmental purchasing behavior	2015	449	Journal of Consumer Marketing
3	Al-Swidi, Abdullah (36660614100); Huque, Sheikh Mohammed Rafiul (56028633200); Hafeez, Muhammad Haroon (57202063324); Shariff, Mohd Noor Mohd (8654684000)	The role of subjective norms in theory of planned behavior in the context of organic food consumption	2014	401	British Food Journal

4	Konuk, Faruk Anil (56495328300)	The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants	2019	330	Journal of Retailing and Consumer Services
5	Teng, Chih-Ching (22942369500); Wang, Yu-Mei (56781331300)	Decisional factors driving organic food consumption: Generation of consumer purchase intentions	2015	279	British Food Journal
6	Tandon, Anushree (56669404700); Dhir, Amandeep (54790820000); Kaur, Puneet (57197502409); Kushwah, Shiksha (57194003045); Salo, Jari (51562579100)	Why do people buy organic food? The moderating role of environmental concerns and trust	2020	270	Journal of Retailing and Consumer Services
7	Konuk, Faruk Anil (56495328300)	The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food	2018	266	Journal of Retailing and Consumer Services
8	Roh, Taewoo (56236834600); Seok, Junhee (57214895970); Kim, Yaeri (57196147880)	Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust	2022	215	Journal of Retailing and Consumer Services
9	Yadav, Rambalak (55918338200)	Altruistic or egoistic: Which value promotes organic food consumption among young consumers? A study in the context of a developing nation	2016	213	Journal of Retailing and Consumer Services
10	Moser, Andrea K. (56942196400)	Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers	2016	194	Journal of Retailing and Consumer Services

Table 1. Organic Food Research Articles

Among the top 10 cited journals in organic food consumption behavior, the Journal of Retailing and Consumer Services had an edge over many other journals by being quoted six times. Rana and Paul (2017) have been cited 701 times; here provide the most-cited review of consumer behavior and purchase drivers for organic foods. The most-cited years for this review run from 2015 to 2020, indicating that organic consumption emerged as a field of immense interest just during the last few years. Andrea K. Moser is given two citations, which illustrates that she has the consideration of a major contributor to this domain. The papers discuss the key focus of why people buy organic food, like environmental concerns, trust, and perceived quality.

3.2 Most Relevant Sources

Sources	Articles
JOURNAL OF CLEANER PRODUCTION	83
BRITISH FOOD JOURNAL	55
JOURNAL OF RETAILING AND CONSUMER SERVICES	30
JOURNAL OF FOOD PRODUCTS MARKETING	19
INTERNATIONAL JOURNAL OF CONSUMER STUDIES	18
JOURNAL OF INTERNATIONAL FOOD AND AGRIBUSINESS MARKETING	14
QUALITY - ACCESS TO SUCCESS	11
JOURNAL OF BUSINESS RESEARCH	9
BUSINESS STRATEGY AND THE ENVIRONMENT	7
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	6

Table 2. Most Relevant Sources

Majorly published journals in the table are regarding sustainability research. Of these, the Journal of Cleaner Production is one journal contributing to sustainability research publications with 83 published papers. The British Food Journal (55) and the Journal of Retailing and Consumer Services (30) next covered majorly on consumer behavior and retail trends. Others include the Journal of Food Products Marketing (19) and the International Journal of Consumer Studies (18), which focused rather narrowly on food consumption behavior and consumer research. The Journal of Business Research (9) and Business Strategy and Environment (7) discussed related to business and marketing strategies.

3.3 Thematic Map

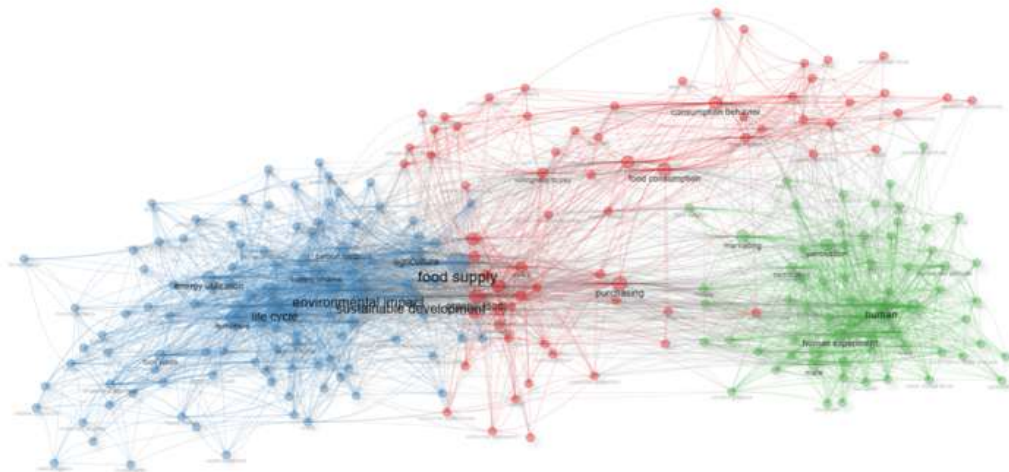


Fig 1. Thematic Map

This thematic network visualisation provides an overview of the studied broad themes (food supply, sustainability, and consumer behaviour), highlighting three distinct and connected clusters. The blue cluster deals with environmental sustainability and life cycle assessment focused on energy efficiency, environmental impact and sustainable development; the red cluster is focused on consumer behaviour and food consumption, considering various perspectives, such as purchasing behaviours, ethical consumption, and marketing strategies; and the green cluster focuses human capital and economic issues related to income levels, economic sustainability, and the role of human development in food systems. Other important concepts in food supply emphasise the connection between sustainability, consumer purchasing behaviour, and economic factors, which are always a priority factor in food selection. These new concepts can justify food research that attempts to bring together the environment, behaviour, and the economy, and generally validate that approach as interdisciplinary. While a great deal of discussion and research has focused on sustainability and economic issues, the themes of consumer behaviour and its connections to green marketing and ethical consumption can be explored.

3.4 Annual Scientific Production

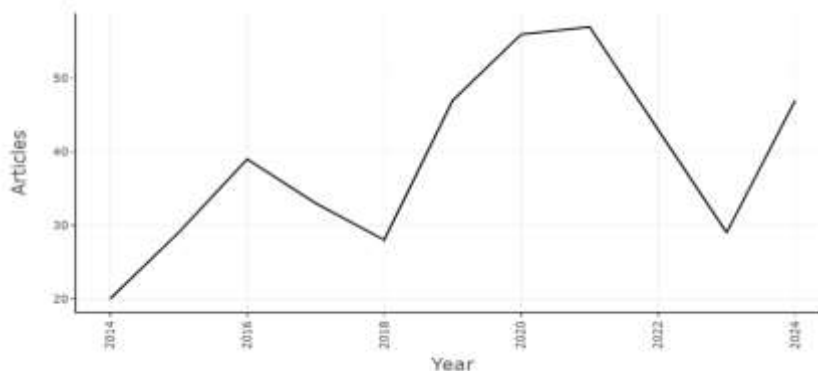


Fig 2. Annual Scientific Production

The line graph shows the annual scientific production in organic food consumption research from 2014 to 2024, which has seen considerable ups and downs with regard to publications. The number of published articles was pretty scarce back in 2014, with around 20 of them. Still, it shows a steady rise between 2014 to 2016, gathering a range of 40 articles and more, marking a considerable growing interest in the topic from academia. Such gains might be associated with enhanced consumer awareness regarding sustainability or policy discussions surrounding organic food back in the years. After that peak, there was some decline between 2016 to 2018, signifying a downfall, perhaps due to saturation in portions of the field or changes in academic focus. Yet from 2018 onwards there has been a steep rise which peaked in 2020-2021 with publications going well above 50. This might as well have coincided with the global theme of sustainability and mindful consumption, the insights gained particularly around the prevention of COVID-19 drove several people to convert to healthier lifestyles, exerting pressure for domains such as organic foods as part of the broader concerns for food security. Later, there was a steep in research publications from 2021 attributed to several factors. However, 2024 witnessed a resurgence in research which could potentially be attributed to builds of momentum over the last couple of years in consumer behaviors towards sustainability policies and technological improvements regarding food production and marketing. The graph makes it evident that research on organic food consumption has passed through waves of interest that have crested in number with other global occurrences along the movement towards sustainability.

3.5 Co-occurrence Network

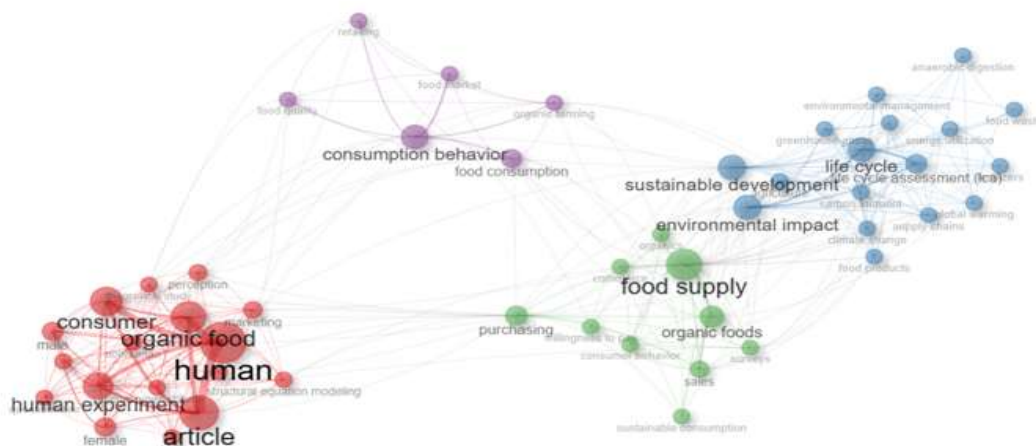


Fig 3. Co-occurrence Network

Co-occurrence network visualization depicts key research areas that are needed concerning organic food consumption and sustainability. The red cluster on the left illuminates what different streams of work have dealt with concerning consumer behavior, particularly how people decide to purchase organic food. Keywords such as "human," "organic food," and "consumer behavior" heavily imply that psychological and behavioral factors are behind the bulk of research, with structural equation modeling (SEM) as one of its major methodologies. Terms like "marketing," "perception," and "female" suggest that branding, labeling, and gender preferences are somewhat playing an equally big part in shaping decisions to purchase. The green cluster expands within the central space symbolizing food supply, purchasing behaviors, and dynamics of the organic market; the words "food supply," "organic foods," and "purchasing" bolster economic and market-driven factors that affect sustainability; their intersection indicates a probable link between consumer demand and supply chain management. The blue cluster, widely specified on the extreme furthest end right, on the other hand, goes about environmental sustainability and life cycle assessment, including words like "sustainable development," "environmental impact," and "life cycle assessment (LCA)." It also discussed the carbon footprint, climate change, waste management, and disposal in organic food production. The purple cluster majorly deals with consumer behavior linking consumption behavior to food markets, hinting at literature aligning patterns of purchase with sustainability objectives. On the other hand, the co-occurrence network tells us of the emerging interest in environmental questions and sustainable food systems to establish the balance between market dynamics and ecological impact.

4. FINDINGS

The research into organic food consumption has generally risen in recent years. Some of the important themes the articles underscore include consumer behavior and trust as fundamental concepts. People who are inclined towards buying organic food mainly consider it for its conduciveness to the environment, trust in organic labels, and consideration of quality, while other reasons factored into their choices include social norms and ethical considerations. The relevant journals capturing the broad segment of organic food consumption literature include the Journal of Retailing and Consumer Services and British Food Journal, which primarily represent the marketing-interest aspect of consumer behavior, and the sustainability-focused research is well placed in several journals, with the Journal of Cleaner Production at the forefront. Rana and Paul (2017), have been cited 701 times; here provide the most-cited review of consumer behavior and purchase drivers for organic foods. Evidence-based trends in research, however, indicated a steady rise from 2014 to 2016, peaking sometime in 2020-2021, most likely due to the awareness around sustainability and the impact of COVID-19, before a slight decline and back up again at the end of 2024. Thematic analysis found backing of the research into three main areas: sustainability and environmental impact; consumer behavior and ethical consumption; and economic factors such as levels of income and food supply. There are strong linkages between the areas of consumer behavior, marketing strategy, environmental sustainability, and food supply chains in the co-occurrence network. Sustainability still occupies the central stage in attaching great importance to the values and themes that food markets touch on larger debates in ecology. Increased consumer interest in sustainability and ethical consumption would anticipate that organic food research could be very instrumental in shaping consumer trends and market strategies in the future.

5. CONCLUSION

This qualitative bibliometric analysis of organic food consumption behavior highlights the broader environment and changing research trends in this area. The increasing academic interest in the various factors impacting organic food consumption behavior is captured in this study, and together with consumer behavior, environmental aspects, and sustainability in food choice, the study has explained the key trends, key publications of those trends, and emerging themes. In its particular analysis, the study found that an ongoing trend was greater outputs of research on consumers' evaluative definitions of attitudes and motivations for purchase, and market structure. Findings also highlight how specific research has changed across the years with intention for future research, industry, and consumers, and the potential role that research may play in moving towards sustainable food choices. Overall, this analysis provides a solid foundation and bird's-eye view for future researchers into the evolving dynamics of organic food consumption.

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