

# UNDERSTANDING RESEARCH DYNAMICS IN ORGANIC FOOD CONSUMPTION BEHAVIOUR: A QUANTITATIVE STUDY

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## ABSTRACT

*This study employs a bibliometric analysis to explore existing research on organic food consumption behavior and uncover prominent scholarly themes and emerging trends. A total of 428 articles published between 2014 and 2024 were retrieved from the Scopus database, and the analysis was conducted using the Bibliometrix R package and its Biblioshiny interface, focusing on research trends, keyword co-occurrence, and collaboration patterns. Results indicate a remarkable increase in systematic scientific interest has increased steadily over the decade, with peaks and troughs that are clearly affected by world events and changing research interests. Countries such as Italy, India, China, and the USA have led the way to be the biggest contributors to the research with significant citation impact and academic depth of engagement. Subsequent thematic analysis describes broad areas of concern in this field of research: food provision, consumer behaviour, sustainability, and the environment. The co-occurrence network captures strong connections between consumer behavior, marketing strategy, environmental sustainability, and food supply chains. Sustainability still commands a central role in the importance given to the values and themes of food markets. This study focuses on the point that consumer behavior, marketing, and environmental sustainability are all tightly bound and thus illustrates implications for future market strategies.*

**Keywords:** *Bibliometric analysis, organic food consumption, sustainability, consumer behavior, Scopus.*

## 1. INTRODUCTION

The choice to consume organic food is deeply rooted in values that seek to tackle moral challenges associated with how food is grown, delivered, used, and discarded (Coff & Broadbridge, 2006). In the Indian context, this sector is witnessing a sharp surge, as interest and preference for organic products continue to climb steadily (Hurtado-Barroso et al., 2019). Now, the organic food market is getting further boosted by economic development, increased consumer purchasing power, and growing awareness regarding health and wellness, concerning organic food items, which is going to make this market burgeon to about 64 billion rupees in India by the year 2025 (Natarajan & Ponnusamy 2023). India is significantly dominant in the global organic farming scene (Vlačić et al., 2021). Approximately 9.12 million acres of land under organic farming in around 187 nations places India in a very special position, as it accounts for nearly 30% of global organic producers (Beciu et al., 2024). Increased middle-class consumers with increased disposable income and rapid urbanization are the reasons behind the growth in demand for organic food. There are, however, food safety issues that haunt this flourishing market. These organic food products tend to attract the upper-income and urban populations, as they are considered premium products. The factor of food safety and quality is still in vogue among Indian consumers (Mavani et al., 2022). The state of the COVID-19 pandemic further increased the demand for organic food as a nutritional safeguard and immune system boost (Tan et al. 2022); vegetables and fruits are the most expressed choice preference for organic food, with dairy products being very strong on the market (Jiang & Wu, 2022). A bibliometric analysis was done to collect data on the trends of organic food consumption behavior over the last decade. It covers a literature review of current developments, influencing factors, and thematic developments emerging in qualitative research in the context. In addition, it seeks to respond to queries like:

1. What kinds of leading trends have emerged from studies referring to organic food consumption behavior according to bibliometric analysis?
2. Which nations and/or authors contributed a lot to research on organic food consumption behavior?
3. What are the most-cited articles and foremost journals that directly affect research?
4. Thematic focus adjustments of organic food consumption behavior research work over the years.

Thus, in answering these questions, this study seeks to describe the publication trends and the development trends in organic food consumption research, highlight eminent scholars, institutions, and nations that contributed toward this field, and stir up the best articles and journals. Besides, it seeks to reflect on the thematic transitions and emergent trends, giving an insight into the forthcoming path of organic food consumption research.

## 2. RESEARCH OBJECTIVES

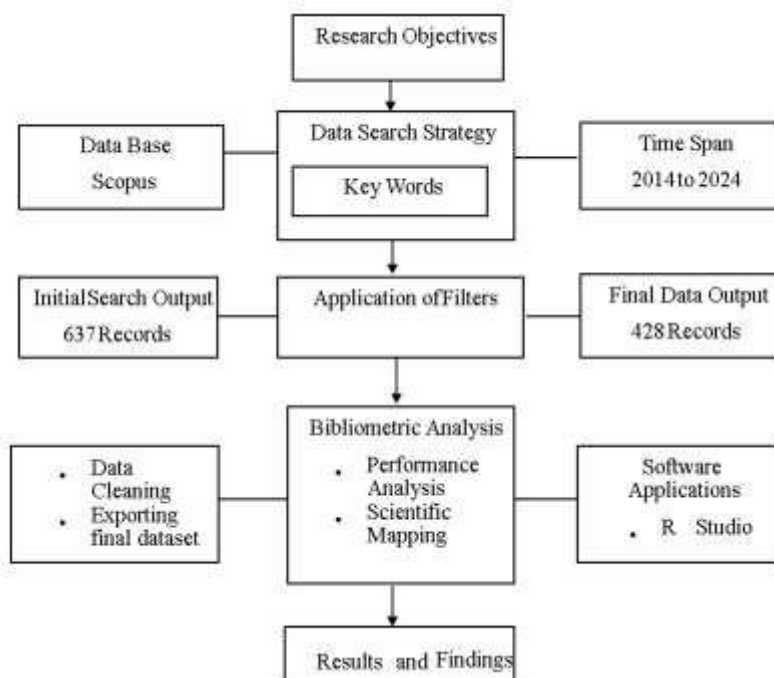
- To explore emerging trends and evolving themes in organic food consumption behavior research using bibliometric analysis.
- To identify leading authors, institutions, and countries contributing significantly to this field.
- To highlight the most-cited articles and influential journals shaping the research landscape.
- To examine how research focus and collaboration patterns have shifted over time across regions.

## 3. MATERIALS AND METHODS

Bibliometric analysis is considered a qualitative evaluation of books, journals, or other writings according to certain hypothesized mathematical and statistical processing geared towards the exploration and assessment of that larger quantity of scientific data. Such undertaking reveals insights into the studied discipline while illuminating the present profile of development and future directions for research (Chowdhry et al., 2023). The bibliometric analysis of published journal articles involves findings that point out the areas that most need investigation or insights about particular fields of research (Anand et al., 2024).

This study aimed to evaluate the research growth in the area of organic food consumption behavior through bibliometric analysis. Here, we undertook a data-based search using the Scopus database since this database is capable of providing many papers and citation-rich data. We critically reviewed and analyzed all published data to identify those that deal merely with organic food consumption behavior. The dataset revealed a pool of 637 papers which was later filtered to 438 papers during the subsequent ten years, from January 2014 to December 2024. This pool of 428 papers became the study dataset and formed the basis of the bibliometric analysis. The following flow chart outlines the search strategy adopted in the present study to select the appropriate articles from the Scopus database. The complete bibliographic data were downloaded in csv format from the Scopus database and were loaded into the Bibliometrics in R Studio. Further analysis of the data was done through Biblioshiny which is again a construst of R studio.

## FLOW CHART OF BIBLIOMETRIC ANALYSIS



**Fig 1.** Flow Chart of Bibliometric Analysis

### Application of filters:

<b>Keywords</b>	Organic food consumption and Consumer behavior
<b>Year</b>	2014 to 2024
<b>Subject Area</b>	Business Management
<b>Language</b>	English
<b>Publication stage</b>	Final
<b>Document type</b>	Article, Review, Conference Paper
<b>Source type</b>	Journal

## 4. RESULTS

### 4.1 Main Information



**Fig 2.** Main Information

From 2014 to 2024, the number of scholarly publications increased by 428 documents summarized in 133 source entities; this translates into an annual growth rate of about 8.92%. A total of 1246 authors have been involved in the trend. It was also clear from the report that 3.31 co-authors per document had, on average, participated with 23.13% international co-authorship. Another insignificant enforcement was the 45 papers that were produced independently thus asserting that collaborative work is much more feasible. A total of 1446 unique author keywords and 24461 references have sharply portrayed this domain, indicating that very sturdy conceptual foundations exist. Again, this has thus indicated an average citation age for documents at 5.48, which shows that such documents are reproducible in terms of their refreshing works. Furthermore, 39.35 citations on average per document have a great impact and academic engagement. Lastly, it showed that the bibliometric analysis illustrated a quite active and worldwide-directed field of research that spiraled up by prolonged modes of publication output, massive collaboration, and profound academic impact.

#### 4.2 Annual Scientific Production

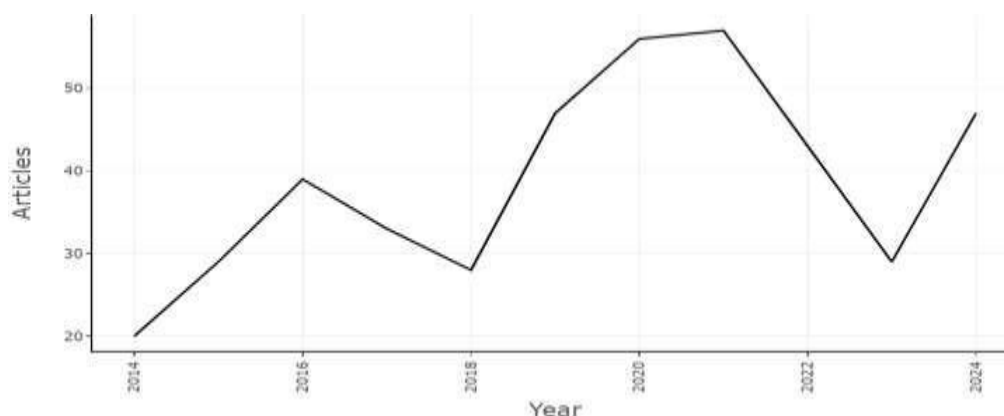


Fig 3. Annual Scientific Production

The line graph shows yearly scientific output from 2014 to 2024 alongside variation in the number of articles published annually. Publications started from a very small number in 2014 and took a steep rise till it reached a peak around 2016. Mildly crashing outputs occurred between 2016 and 2018, after which a sharp rise in output occurred between 2020 and 2021.

Following this peak, publication output considerably fell by 2022 and again deeper in 2023. It also appears that an upward trend is apparent again in 2024, with an increase in published articles. There is a good chance that the ups and downs of research performance could be due to changes in grant availability, or changes in research fashions elsewhere in the world, or they could be due to global fiber shifts occasioned by the COVID-19 pandemic. The rise in the statistics for 2024 indicates the reactivation of the scientific endeavor, probably an upward course for scholarly works.

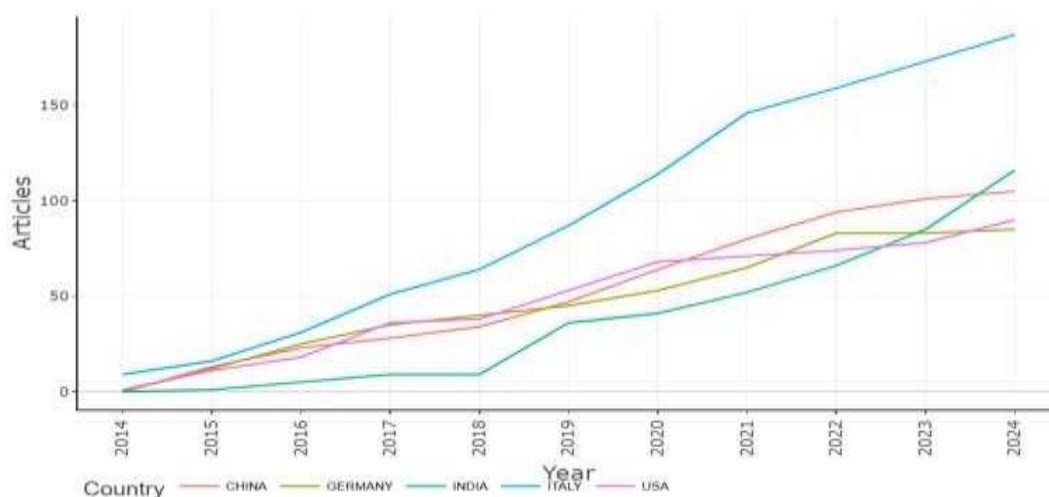
#### 4.2 Countries Scientific Production

Country	Freq
ITALY	187
INDIA	116
CHINA	105
USA	90
GERMANY	85
BRAZIL	70
SPAIN	61
MALAYSIA	49
AUSTRALIA	42
UK	42

Table 1. Countries Scientific Production

The table summarizes scientific output by country and their research contributions have been heavily weighted. Italy edges towards the 187 publications mark, then India with 116, followed by China at 105 and the USA at 90. Together, these publications indicate that much activity has gone on in current research. Germany came next with 85, followed by Brazil with 70, which is also significant. Spain has come in with 61, while Malaysia has 49, followed by 42 in Australia, with the UK completing the series of research outputs. This wraps states of global scientific research, very much suggesting that most European, Asian, and American representatives exist. Next, Italy tops the list, showing quite significant academic attention received by its academics on this problem, while contributions from India and China provide a more intertwined analysis of emerging research developments within the region.

#### 4.4 Countries Production Over Time



**Fig 4.** Countries' Production over Time

The line graph shows the scientific production trends in five countries from 2014 to 2024 according to the number of publications: China, Germany, India, Italy, and the USA.

Italy shows the fastest, shooting high above all others post-2018 with a projected ace explosion of activity likely to extend into 2024. China and India indicate a tremendous uptick via positive trends mostly after 2018, with India's performance being especially impressive. China went through a period of steady positive slope in research output that eventually overtook both Germany and the USA. The USA and Germany have been characterized simply as extremely slow but steady progress, remaining established, although at a lower slope compared to Italy, China, and India. This indicates how research activity at the global level has continued to rise throughout the coming years, with Italy quietly leading, to be closely followed by a steep rise in China and India. This trajectory appears to be one large indication that global research is on the rise, with Western and Asian countries boosting each other.

#### 4.5 Most Cited Countries

Country	TC	Average Article Citations
USA	1818	55.10
CHINA	1646	54.90
ITALY	1593	37.90
GERMANY	1440	49.70
INDIA	851	27.50
SPAIN	751	50.10
BRAZIL	632	45.10
AUSTRALIA	625	52.10
POLAND	563	93.80
NORWAY	501	125.20

**Table 2.** Most Cited Countries

The USA led overall citations in 1818, closely followed by Italy in 1640, Germany in 1440, and China down to 1599. Other countries considered to make significant contributions include India, Spain, Brazil, Australia, Poland, and Norway. Norway ranked first in the period under review with an average citation of 125.20 per paper published whereas Poland averaged 93.80. Norway and Poland have, however, produced papers in a rather small quantity, and, hence, their impact could have been profound.

Average citations from the USA (55.10), China (54.90), and Spain (50.10) are still fairly high, affirming their standing on the research front. However, fairly less contributions to highly cited research by Norway and Poland state indirectly of the ongoing tussle between quantity and quality while the USA and China make a reasonable achievement of an interplay between volume and impact of their research output. The stronghold of the Western world upon these highly cited pieces is borne out as a progression of relevance that results in huge contributions from Italy, China, and India.



#### 4.6 Most Globally Cited Documents

Paper	DOI	Total Citations	TC per Year	Normalized TC
RANA J, 2017, J RETAIL CONSUM SERV	10.1016/j.jretconser.2017.06.004	701	77.89	11.37
GIESLIK BM, 2015, J CLEAN PROD	10.1016/j.jclepro.2014.11.031	479	43.55	5.85
MOSER AK, 2015, J CONSUM MARK	10.1108/JCM-10-2014-1179	449	40.82	5.48
AL-SWIDI A, 2014, BR FOOD J	10.1108/BFJ-05-2013-0105	401	33.42	6.29
KONUK FA, 2019, J RETAIL CONSUM SERV	10.1016/j.jretconser.2019.05.005	330	47.14	6.89
TENG C-C, 2015, BR FOOD J	10.1108/BFJ-12-2013-0361	279	25.36	3.41
TANDON A, 2020, J RETAIL CONSUM SERV	10.1016/j.jretconser.2020.102247	270	45.00	6.02
KONUK FA, 2018, J RETAIL CONSUM SERV	10.1016/j.jretconser.2018.04.011	266	33.25	4.52
ROH T, 2022, J RETAIL CONSUM SERV	10.1016/j.jretconser.2022.102988	215	53.75	10.99
YADAV R, 2016, J RETAIL CONSUM SERV	10.1016/j.jretconser.2016.08.008	213	21.30	4.83

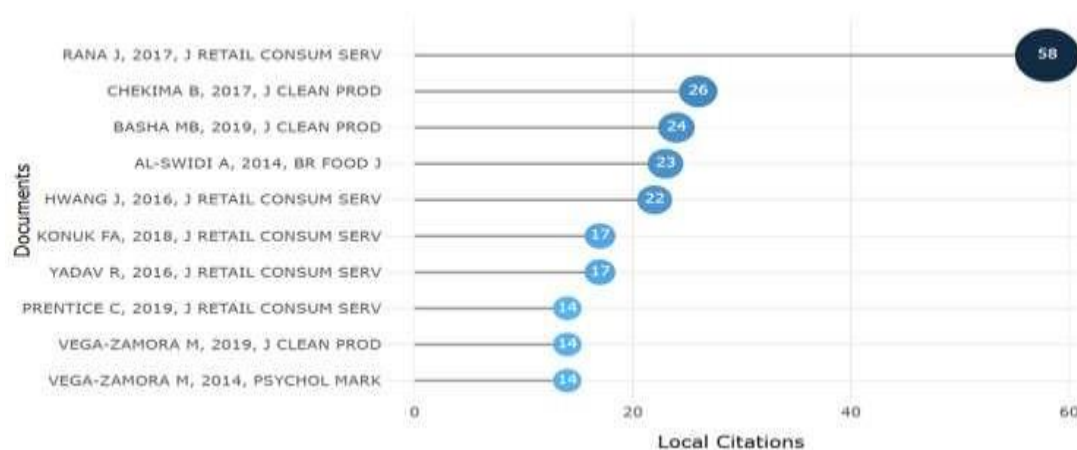
**Table 3.** Most Globally Cited Documents

The table is about the global transmission of the most-cited articles and presents relevant research information that has had profound effects on academia or society. The most cited article is Rana J (2017) in the Journal of Retailing and Consumer Services, with a substantial count of 701 citations and 77.89 citations per year, which further provides a remarkable esteem of going into the proper research of consumer behavior and retail. Others include Cieslik BM (2015) in the Journal of Cleaner Production-479 citations and 43.55 citations yearly, Moser AK (2015) in the Journal of Consumer Marketing-449 citations and 40.82 citations yearly and Al-Swidi A. (2014) in the British Food Journal-401 citations, or ranking 4th, 33.42 yearly citations. This resulted in continued zeal over the years.

Other more recent articles are, of course, attracting citations in remarkably quick order:

Roh T 2022 and Tandon A 2020 have had 53.75 and 45.00 citations a year since publication. The analysis gives a tentative idea of the work that has shed some insight into consumer behavior, sustainability, and marketing citations which are crucial in documenting literature research.

#### 4.7 Most Locally Cited Documents



**Fig 5.** Most Locally Cited Documents

Almost all locally cited papers are simple papers that received the largest local citation number within the dataset. The most locally cited paper is Rana J. (2017) from the Journal of Retailing and Consumer Services, which received 58 local citations and indicates great importance within academia on this subject. Following them are Chekima B. (2017, with 26 citations), Basha MB. (2019, with 24 citations), and Al-Swidi A. (with 23 citations), which may have allowed for a more profound understanding of consumer behavior, sustainability trends, and changing trends in retailing. Other authors are Hwang J.A. (2016, with 22 citations), Konuk F.A. (2018, with 17 citations), Yadav R. (2016, with 17 citations), and also Prentice C. (2019, with 14 citations), followed by Vega-Zamora (2014, with 14 citations) and Vega-Zamora (2019, with 14 citations). This suggests that consumer purchasing decisions, sustainability in retail, and consumer psychology would feature prominently in the conversation that fuels academic discourse in the field. The follow-through of that kind is indicative with regard to how much qualitative enrichment each paper stands to provide toward prompting further academic pursuits.

#### 4.8 Most Relevant Resources

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 4.** Most Relevant Resources

The table presents the major journal publications according to the number of published papers in this domain. With 83 published papers, the Journal of Cleaner Production is one of the two journals that deal with sustainability research publications. The following two appeared to possess sound integrity in their inquiry focused on consumer behavior and retail trends: The British Food Journal (55) and The Journal of Retailing and Consumer Services (30). Others are 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) are more related to business and marketing strategies.

#### 4.9 Sources of Production Over Time

Year	JOURNAL OF CLEANER PRODUCTION	BRITISH FOOD JOURNAL	JOURNAL OF RETAILING AND CONSUMER SERVICES	JOURNAL OF FOOD PRODUCTS MARKETING	INTERNATIONAL JOURNAL OF CONSUMER STUDIES
2014	4	5	1	1	2
2015	8	9	2	4	5
2016	14	13	5	6	8
2017	22	18	6	8	9
2018	29	23	8	9	10
2019	41	26	13	15	10
2020	51	40	16	15	13
2021	62	46	23	17	16
2022	72	54	24	17	18
2023	79	55	24	18	18
2024	83	55	30	19	18

**Table 5.** Sources Of Production Over Time

The data presented reveal a major increase in articles published in all five journals from 2014 to 2024. This shows increased attention to sustainability, food consumption behavior, consumer studies, and marketing environments. Of these five journals, until now, the Journal of Cleaner Production has experienced major growth owing to the overwhelming number of articles published in it, from 4 in 2014 to 79 in 2023. This growth trend is a very promising indication of the transformation into sustainability to meet current issues in that regard. From this growth trajectory trend, the other journals, the Journal of Retailing and Consumer Services and the Journal of Food Products Marketing have equally improved at their highest limit while still showing an enduring interest in consumer behavior and food consumption behavior. The International Journal of Consumer Studies appears to have moved rather slowly in the growing stage over the last decade and found stability at 18 articles in the last 3 years. Such an impression was directed toward the concentration that shows a preference synthesis of ideas about sustainability in the construct of consumer preference and marketing strategy over the past decade.

#### 4.10 Sources of Local Impact

Source	h_index	g_index	m_index	TC	NP	PY_start
JOURNAL OF CLEANER PRODUCTION	46	75	3.833	5694	83	2014
BRITISH FOOD JOURNAL	25	47	2.083	2278	55	2014
JOURNAL OF RETAILING AND CONSUMER SERVICES	23	30	1.917	3546	30	2014
INTERNATIONAL JOURNAL OF CONSUMER STUDIES	13	18	1.083	656	18	2014
JOURNAL OF FOOD PRODUCTS MARKETING	11	19	0.917	396	19	2014
JOURNAL OF INTERNATIONAL FOOD AND AGRIBUSINESS MARKETING	10	14	0.833	275	14	2014
JOURNAL OF BUSINESS RESEARCH	7	9	0.636	390	9	2015
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS	5	6	0.455	247	6	2015
BUSINESS STRATEGY AND THE ENVIRONMENT	5	7	0.625	304	7	2018
JOURNAL OF CONSUMER CULTURE	5	6	0.556	133	6	2017

**Table 6.** Sources Of Local Impact

The table gives a snapshot of some structural features of journals with impact metrics, categorized as consumer studies, marketing, and environmental sustainability. While the Journal of Cleaner Production has a very decent value of h-index 46 and a value of g-index 75, the rest of the journals with a respectable local legacy are the British Food Journal (h-index 25) and the Journal of Retailing and Consumer Services (h-index 23) that would have otherwise not accomplished much for their local field impact. Intermediately significant roles are available in the International Journal of Consumer Studies and Journal of Food Products Marketing due to their lower h and g-index. Other important journals that have high relevance to their fields but have a low or mid-h-index are the Asia Pacific Journal of Marketing and Logistics and the Journal of Consumer Culture. Most of the current journals were published later than 2014, and among them still come new entries to expand relevance on business strategy in sustainability and to shape research on consumer behavior, food marketing, and sustainable business practice, such for instance, Business Strategy and the Environment (2018).

#### 4.11 Most Relevant Authors

Authors	Articles	Articles Fractionalized
CHRISTENSEN T	5	1.83
DENVER S	5	1.83
ALFINITO S	4	1.12
DI VITA G	4	0.87
KONUK FA	4	2.83
NASPETTI S	4	1.07
PAUL J	4	1.50
THØGERSEN J	4	1.37
ZANOLI R	4	1.07
BLANC S	3	0.62

**Table 7.** Most Relevant Authors

This includes relevant details of the above-mentioned writers according to their total number of articles and fractional contribution to these articles. The best authors according to the FRAC contribution are CHRISTENSEN T and DENVER S, each with Five articles and a contribution of 1.83 fractional contribution respectively, which means that they contributed positively to the research. Next followed ALFINITO S, DI VITA G, and KONUK FA, each of whom managed to publish a total of four articles but yielded fractional contributions that differed with KONUK FA-2.83. The others averaged lesser values since the fractional contribution counts each contribution made by an author toward co-authored articles, hence yielding nugatory. The least was BLANC S who contributed 3 articles and a fractional contribution of 0.62 since this may imply much lesser contributions by an individual. Such insight would contribute to the highlighting of key researchers in the field of collaborative research.



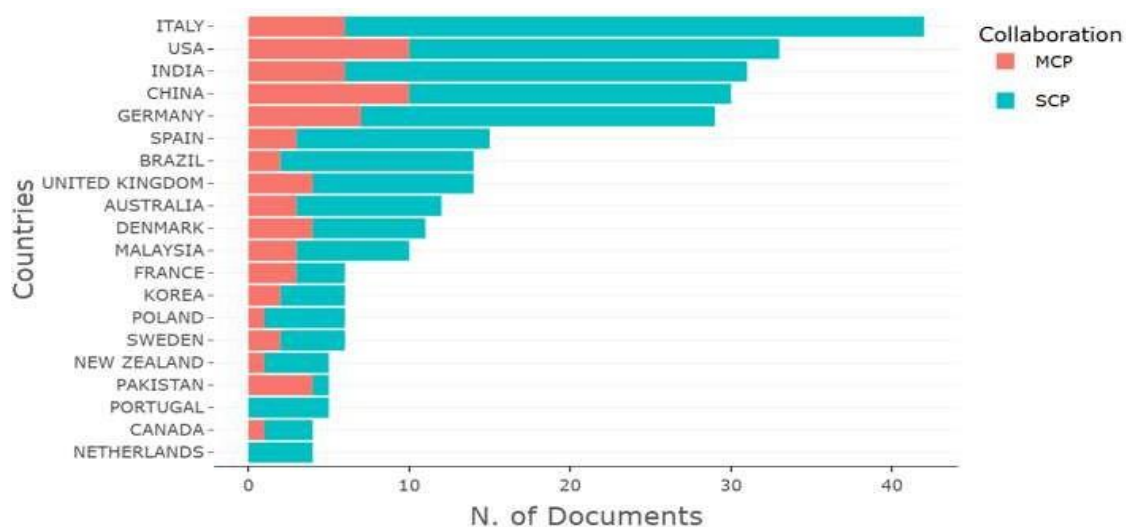
#### 4.12 Authors Local Impact

Author	h_index	g_index	m_index	TC	NP	PY_start
ALFINITO S	4	4	0.571	268	4	2019
CHRISTENSEN T	4	5	0.333	51	5	2014
DENVER S	4	5	0.333	51	5	2014
PAUL J	4	4	0.444	840	4	2017
THØGERSEN J	4	4	0.400	161	4	2016
BLANC S	3	3	0.429	67	3	2019
DHIR A	3	3	0.429	624	3	2019
DI VITA G	3	4	0.300	235	4	2016
FERNANDES E	3	3	0.500	46	3	2020
KONUK FA	3	4	0.375	620	4	2018

**Table 8.** Authors Local Impact

The table summarizes the overview of the local impact of various authors via their citation metrics and publication history. PAUL J and KONUK FA score over aggregate knowledge with their total citation scores of 840 and 620 respectively, remarking upon their authority so far with only four publications each. ALFINITO S also manages a significant footprint with a fairly equitable h-index and g-index of 4 indicating a conduct manner of citation. On the other hand, CHRISTENSEN T and DENVER S have been publishing since 2014 but have a very low total citation of 51 each, indicating a Palmered impact. THØGERSEN J, BLANC S, and DI VITA G were on the very moderate side, their h-indices staying around 3-4 with different citation counts. One notable point is about FERNANDES E, a budding researcher (PY start: 2020), who is appropriating rather brightly with an m-index of 0.500 given his sharp research growth rate.

#### 4.13 Corresponding Authors Countries



**Fig 5.** Corresponding Authors Countries

The bar chart exhibits authors from countries around the globe publishing documents in one of two ways: Single Country Publication or Multiple Country Publication. Most of the documents are published under SCP; Italy prides itself on growing local research. Close trailing after Italy are the USA, India, and China, with a slight edge going to Emilia-Romagna over India in international collaboration. Germany, Spain, and Brazil too are contributing to SCP proposals. The UK, Australia, and Denmark carry the most international prestige; France, Korea, Poland, and Sweden seem to be more or less mediocre. The Netherlands, Canada, and Portugal make up for all the above, however, none lays out to nurture many corresponding authors in this particular field. Although some countries are concerned with domestic research, others respond quite strongly to international cooperation on research, as the maps of the countries suggest.

#### 4.14 Treemap

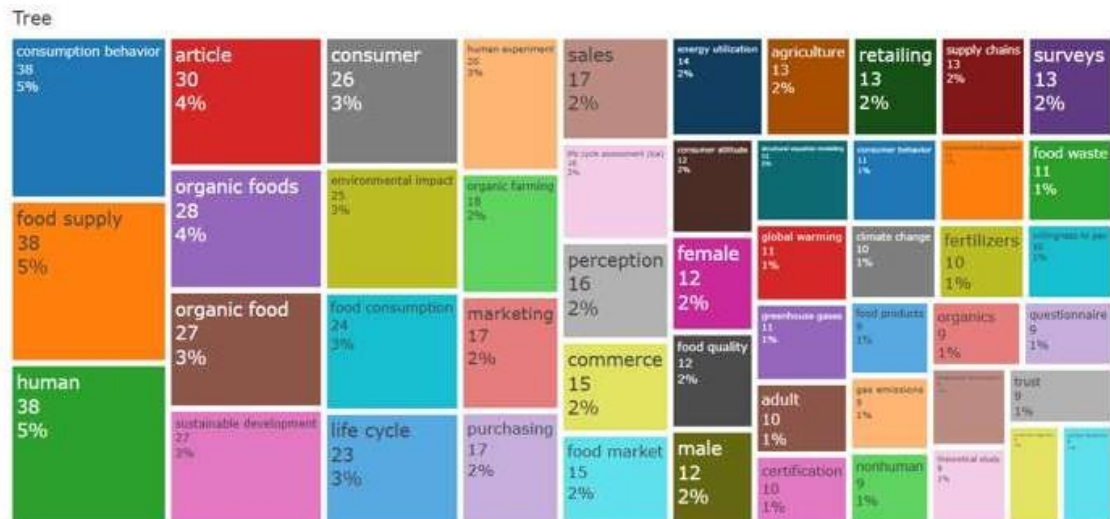


Fig 6. Treemap

The treemap displays a representation of the topics researched, where size is an expression of frequency. The general ideas of the topics researched in this study are exactly human (38, 5%), food supply (38, 5%), and consumption behavior (38, 5%), indicating that a variety of food systems and consumption behavioral studies on humans were selected for empirical work. Articles (30, 4%) and consumers (26, 3%), as outlined in the freestanding list, indicate that the spotlight was rather forced on the consumer aspect of the issue. There is a good mix of organic food (28, 4%) and environmental impact (25, 3%) in sustainability-related frameworks. Other aspects include economic aspects of selling (17, 2%), marketing (17, 2%), and trade (15, 2%). In this context, from the demographic perspective, were recorded as female (12, 2%) and male (12, 2%). Hence, small squares on the corners represent such niche research areas as certification (10, 1%) and trust (10, 1%), leading to food quality assurance. Together they characterize the broad research extending from consumer behavior and sustainability to marketing and food systems.

#### 4.15 Thematic Map

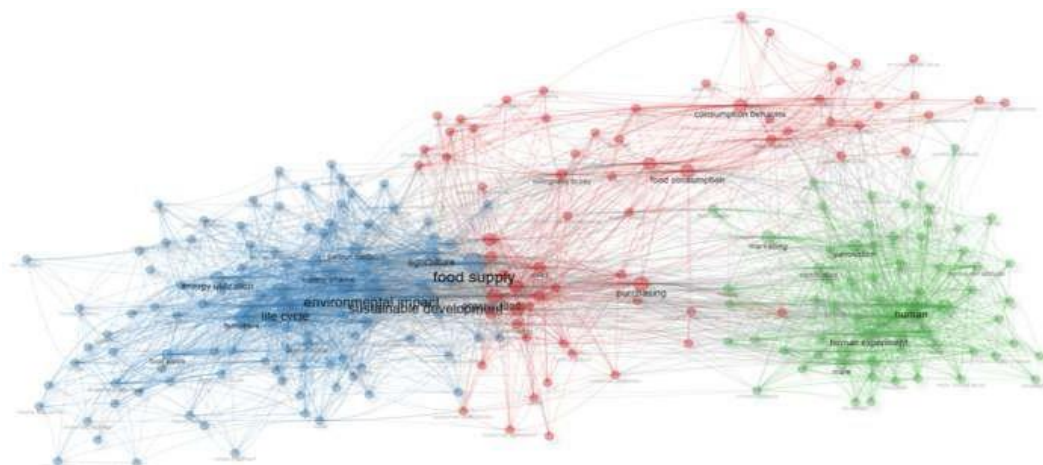


Fig 7. Thematic Map

These project thematic maps integrate research into three clusters of the three colors: blue, red, and green, based on themes around markets, consumer behavior, and food choices toward a human and social dimension. The blue cluster puts forth topics such as "environmental impact", "sustainable development", and "life cycle" to pose issues of sustainability and resource management in food systems. Red inspects food supply, food consumption, purchasing, and consumer behavior focusing mainly on the consumer decision-making process and market processes. Green accommodates corrective ideas on the human, consumer, and retail aspects in which the social and marketing dynamics behind food systems occur. There thus exist 'connecting links among clusters' broadly between sustainability, consumer behavior, and social aspects. Such shows and details would put together the big picture of interdisciplinary research placing the environmental factors of economic behavior in such large landscape forms as human-centered studies of food domains.

#### 4.16 Co-Occurrence Network

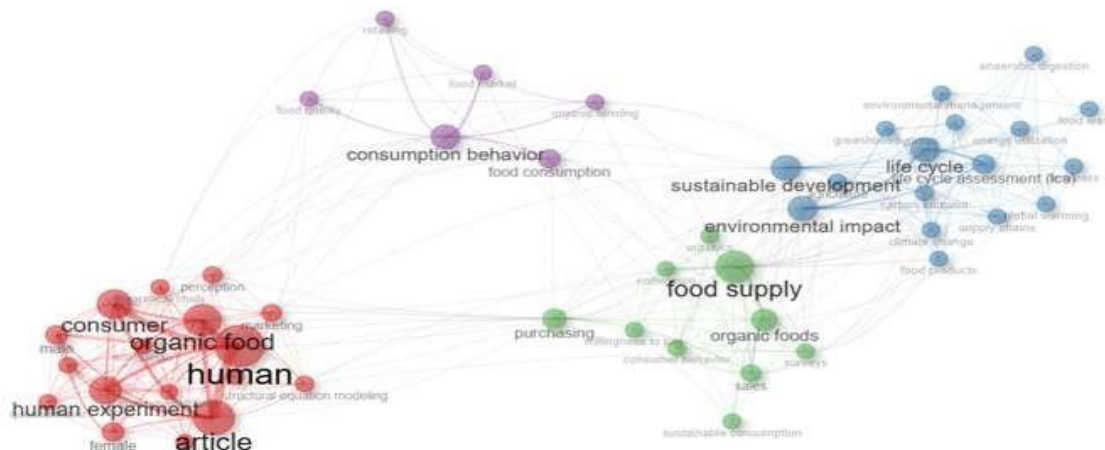


Fig 9. Co-Occurrence Network

The co-occurrence network describes the relations among various keywords of food consumption habits, sustainability, and human behavior. Several clusters of terms are assigned different colors. Red deals with people-oriented features of organic food, consumer behavior, market perceptions, or experiments. Purple is with words relating to general questions surrounding consumption. Green clusters around food supply as well as organic food as regards purchasing behavior and sustainability. Blue denotes environmental impact, sustainable development, and life cycle assessments concerned with climate changes or carbon footprints. It shows choices by consumers connecting food supply and sustainability, where human influences are critical in structuring sustainability patterns in food consumption.

#### 5. FINDINGS

The research into organic food consumption has by and large risen in recent years. From 2014 to 2024, scientific output grew considerably across the area of sustainable consumption and organic food. This area peaked in 2016 before fluctuating throughout the rest of the decade with a notable increase in the 2020–21 period, followed by a decline in 2022 and 2023. Nevertheless, the considerable increase in 2024 indicates a resurgence of research activity, possibly due to COVID recovery and changes to the global research agenda. Overall, Italy has the most total research output with 187 publications, followed by India (116), China (105), and the USA (90), with strong global participation. Italy also experienced the steepest increase in research output after 2018, closely followed by China and India. With regards to global impact, the USA has the most total citations at 1818, Italy (1646), China (1593), and Germany (1440) follow. The most globally and locally cited work is by Rana J. (2017), which also indicates that this body of work is important for consumer behavior and retail research.

The Journal of Cleaner Production has the most papers, with 83 related to sustainability, whereas British Food Journal (55) and Journal of Retailing and Consumer Services (30) have the most papers that address consumer behaviour. The authors with the most papers are Christensen T and Denver S, with 5 papers with a relatively high fractional contribution, and the authors with the highest citation are Paul J (4) and Konuk FA (4), whose works seem to make a more significant case locally. Most research documents published were under the Single Country Publications type, with Italy having 45 papers, followed by the USA (38), India (35), and China (32).

The treemap illustrates a human-centric narrative made up of themes such as food supply and consumption behaviour (38.5%), organic food (28.4%), and environmental impact (25.3%). Although the economic, marketing and trade aspects of food systems and some niche categories reflect the wide-ranging academic interest. Thematic mapping shows a division of the literature into three interconnected clusters: sustainability and resource management; food supply and consumer behaviour; and social-marketing processes in food systems. These themes align with the co-occurrence network of published keywords for consumer behaviour, sustainability, and environmental impact. Overall, this analysis demonstrates a diverse and multi-faceted discussion that is a primarily global context of sustainability and demand for consumer involvement.

#### 6. CONCLUSION

The bibliometric analysis of this study on organic food consumption behavior provides an idea of the overall environment and the changing nature of research in this area. The rising academic interest in various influencing factors for organic food consumption behavior is captured by the study, which includes consumer behavior, environmental issues, and sustainability in food choices, thus depicting major trends, important publications of these trends, and emerging themes. The analysis found a continuing increase in research output predominantly on consumer attitudes and motivations for purchasing, and market dynamics. This further suggests how researchers collaborate with institutions often in an interdisciplinary manner. The findings provide insight into how research has changed throughout the years in terms of implications for future work for researchers, industries, and consumers toward sustainable food choices.



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