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REVIEW **ARTICLE**

Exploring the Dynamics of Organic Food Research: Trends, Influences, and Future Directions

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ABSTRACT

The increasing focus on sustainable food practices has positioned organic food consumption as a significant area of academic and practical interest. This study employs a bibliometric analysis to explore global research trends on organic food consumption from 2014 to 2024, using data from 416 documents across 128 journals. By analyzing citation patterns, keyword co-occurrences, and author collaborations, the study uncovers the intellectual structure and key thematic evolutions within this field.Findings reveal that consumer behavior, sustainability, and marketing strategies remain central to organic food research. The Theory of Planned Behavior and the Stimulus-Organism-Response model serve as dominant theoretical frameworks, emphasizing the role of trust, perceived quality, and environmental concerns in shaping consumer choices. Leading contributions from journals such as the British Food Journal and the Journal of Cleaner Production highlight the interdisciplinary nature of this domain, bridging insights from economics, environmental science, and consumer psychology.Despite the growing body of literature, gaps persist in terms of regional diversity, particularly in emerging markets, where economic and cultural factors present

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unique adoption barriers. Additionally, the economic constraints associated with organic food consumption, alongside the underexplored role of digital marketing and e-commerce platforms, present avenues for further research. Future studies should prioritize longitudinal analyses to assess shifting consumer preferences, integrate policy-driven interventions to enhance accessibility, and explore technological advancements that promote sustainable food consumption. This study provides valuable insights for academics, policymakers, and industry practitioners seeking to advance global sustainable food systems and drive organic food adoption.

Keywords: Organic Food; Sustainable Consumption; Bibliometric Analysis; Consumer Behavior; Marketing Strategies; Environmental Sustainability

1. Introduction

Interest in sustainable food practices has rapidly grown over the last ten years, with organic food consumption identified as an area of much interest for research. Organic food, which is prepared using natural methods free from synthetic chemicals and genetically modified organisms (GMOs), is seen as healthy and environmentally friendly [1, 2]. This trend is part of increasing consumer congruence with environmental ethics, which is stimulating research in terms of motivations, barriers, and demographic trends that impact organic food adoption across the world [3, 4]. Over the last few years, more people have utilized the Theory of Planned Behavior (TPB) and the Stimulus-Organism-Response (SOR) framework to explore diverse psychological and social factors that might inform organic food purchasing intentions [5, 6]. Findings indicate that attitudes, subjective norms, and perceived behavioral control are the factors that highly influence preferences, while marketing cues and social norms influence behavior [7, 8]. The willingness of consumers to pay a premium price points toward growing interest in sustainability, but high costs and lack of accessibility have always restricted its adoption [3, 9]. The confidence to buy organic-labeled products relies on trust, particularly in regions where regulation differs [10]. Certification and transparency help earn the trust of the consumers [11]. Geographical and cultural differences are also some reasons behind the consumption of organic food. In Western societies, it is for health and environmental advantages, while quality and authenticity are key for developing markets [1, 2]. These variations call for the consideration of regional motivations and challenges in ensuring the sustainable food practice around the world [1, 8, 12–15]. Leading journals include the Journal of Cleaner Production and British Food Journal. Some influential authors include Thogersen and Konuk [1, 8, 10, 11, 15, 16]. Despite the significant growth in research on organic food, an in-depth analysis of its development is still in its infancy. This paper conducts a bibliometric analysis of the literature on organic food for the period 2014–2024, examining publication trends, citation impacts, and keyword developments to map the intellectual structure and identify future research directions. This effort seeks to guide academics, policymakers, and marketers in developing sustainable consumption practices worldwide [8, 17–19].

The article is structured to provide a comprehensive analysis of global research on organic food consumption from 2014 to 2024. It begins with an abstract summarizing the objectives, methodology, and key findings, followed by an introduction outlining the significance of organic food and theoretical frameworks such as the TPB. The research methodology and dataset overview highlight the bibliometric approach and key data metrics. Sections on annual scientific production, citation analysis, and contributing journals and authors identify influential works and trends. Geographic distribution and keyword analysis explore global engagement and thematic evolution, emphasizing sustainability and consumer behavior. The discussion and conclusion synthesize findings, noting challenges such as economic barriers and regional gaps, while the future research section recommends exploring digital platforms, regional diversity, and policy interventions.

2. Research Gap

While research on organic food consumption has grown substantially, critical gaps remain. First, there is limited focus on underrepresented regions such as Africa and South America, with most studies concentrated in developed markets such as North America and Europe. Second, the economic barriers to organic food adoption, including price sensitivity and accessibility challenges, lack robust policy-driven solutions. Third, the role of emerging digital platforms, such as e-commerce and social media, in shaping consumer behavior and promoting organic food remains underexplored. Addressing these gaps is vital to fostering a comprehensive understanding of organic food consumption and advancing sustainable food practices globally.

3. Research Objectives

a. To analyze global research trends in organic food consumption from 2014 to 2024, focusing on key themes and influential contributions.
b. To investigate economic barriers and geographic disparities in organic food adoption, with an emphasis on underrepresented regions.
c. To explore emerging themes such as the role of digital platforms and social media in influencing consumer behavior toward organic food.

4. Research Methodology

This study relies on a bibliometric analysis to analyze the literature concerning organic food consumption between 2014 and 2024. Bibliometric analysis measures the quantitative output of research, including publication trends, citation impact, authorship patterns, keyword co-occurrences, and thematic evolution [10, 11, 20–22]. Data were retrieved from the Scopus database, which was chosen for its extensive coverage of peer-reviewed journals, thereby ensuring that the dataset is complete [3, 22–24]. The search strategy included keywords such as "organic food," "sustainable consumption," "organic certification," "consumer behavior," and "organic agriculture." Limited to journal articles, review papers, and conference proceedings, the search targeted publications from January 2014 to December 2024 to encompass recent research.

5. Results

5.1. Main Dataset Overview

The dataset spans research published from 2014 to 2024, comprising 416 documents sourced from 128 journals, with an annual growth rate of 3.63% (**Table 1**). This consistent growth highlights sustained interest and expansion in organic food consumption research. On average, each document has received 38.9 citations, indicating strong academic engagement (**Table 1**).

Table 1. Main information.

Description	Results
MAIN INFORMATION ABOUT DATA	
Time span	2014:2024
Sources (Journals, Books, etc.)	128
Documents	416
Annual Growth Rate %	3.63
Document Average Age	4.61
Average citations per doc	38.9
References	0
DOCUMENT CONTENTS	
Keywords Plus (ID)	1138
Author's Keywords (DE)	1264
AUTHORS	
Authors	1199
Authors of single-authored docs	39
AUTHORS COLLABORATION	
Single-authored docs	43
Co-Authors per Doc	3.17
International co-authorships %	25.48
DOCUMENT TYPES	
Article	416

Source: Author Compilation from Scopus database as of November 2024.

5.2. Annual Scientific Production

From 2014 to 2024, scientific production on organic food consumption steadily increased, peaking in 2020 with 58 articles (**Figure 1**). While output slightly declined post-2020, it stabilized at an average of 39 articles per year from 2021 to 2024, reflecting sustained academic interest and relevance in the field.

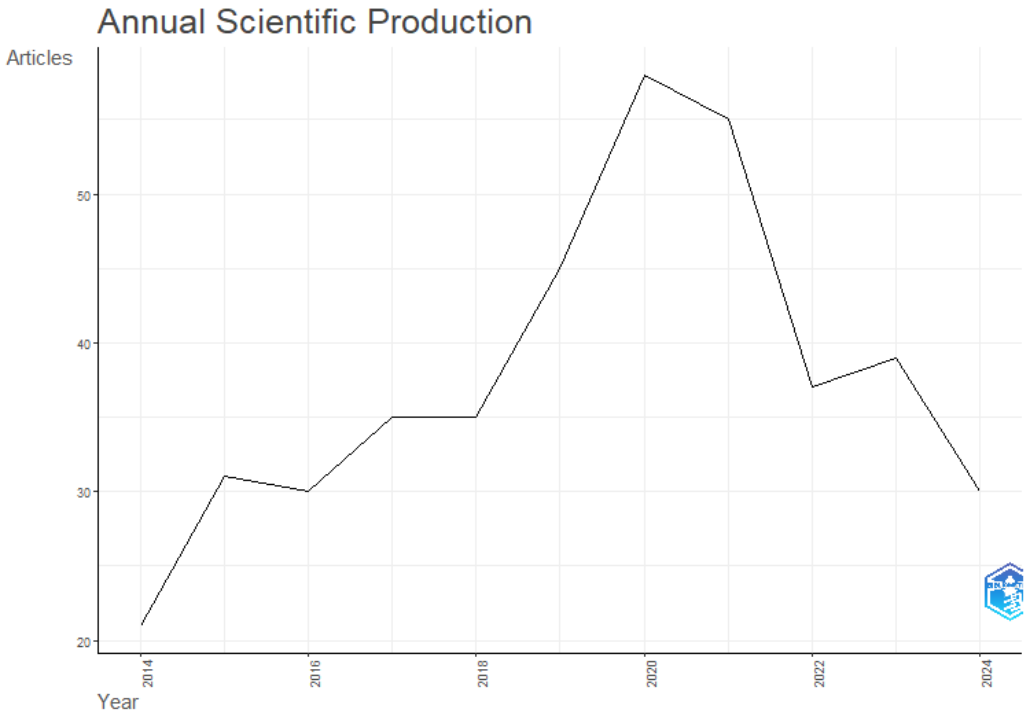

Figure 1. Annual Scientific Production.

Source: Author Compilation from Scopus database as of November 2024.

5.3. Citation Analysis

The average citations per year for articles on organic food consumption show a declining trend from 2014 to 2024, as shown in **Table 2**, influenced by the temporal nature of citation accrual. Articles from earlier years, such as 2015 and 2017, had the highest impact with averages of 7.52 and 9.38 citations per year, respectively. In contrast, recent years, such as 2023 and 2024, show lower averages of 4.34 and 1.8, reflecting their shorter time to gather citations (**Table 2**).

Table 2. Average Citation per Year.

Year	Mean TC per Art	N	Mean TC per Year	Citable Years
2014	52.57	21	4.78	11
2015	75.16	31	7.52	10
2016	47.63	30	5.29	9
2017	75	35	9.38	8
2018	50.6	35	7.23	7
2019	41.07	45	6.84	6
2020	42.72	58	8.54	5
2021	26.65	55	6.66	4
2022	20	37	6.67	3
2023	8.69	39	4.34	2
2024	1.8	30	1.8	1

Source: Author Compilation from Scopus database as of November 2024.

The British Food Journal leads organic food consumption research with 88 articles, followed by the Journal of Cleaner Production (67 articles). Other key sources, such as the Journal of Retailing and Consumer Services (27 articles) and the Journal of Food Products Marketing (15 articles), highlight the field's interdisciplinary scope, spanning sustainability, consumer behavior, and marketing (**Table 3**).

Table 3. Most Relevant Sources.

Sources	Articles
British Food Journal	88
Journal of Cleaner Production	67
Journal of Retailing and Consumer Services	27
Journal of Food Products Marketing	15
International Journal of Consumer Studies	13
Journal of International Food and Agribusiness Marketing	12
International Journal On Food System Dynamics	9
Business Strategy and the Environment	8
Quality - Access to Success	7
Asia Pacific Journal of Marketing and Logistics	5
Cogent Business and Management	5
Journal of Business Research	5
Journal of Consumer Marketing	5

Source: Author Compilation from Scopus databaseas of November 2024.

5.4. Top Contributing Journals and Sources

5.4.1. Most Active Journals:

The most prominent one is the *British Food Journal* with 88 articles, followed closely by the *Journal of Cleaner Production* with 67 articles, and the *Journal of Retailing and Consumer Services* with 27 articles, reflecting their central positions in the organic food domain (**Table 3**).

5.4.2. Local Impact of Journals:

The *Journal of Cleaner Production* is the most impactful, with an h-index of 36, a g-index of 62, and 3,851 citations across 67 articles, highlighting its influence in sustainability-focused studies (**Figure 2**). The *British Food Journal* ranks second with an h-index of 30 and a g-index of 52, demonstrating consistent impact, while the *Journal of Retailing and Consumer Services* holds an h-index of 21, emphasizing its contribution to consumer behavior research.

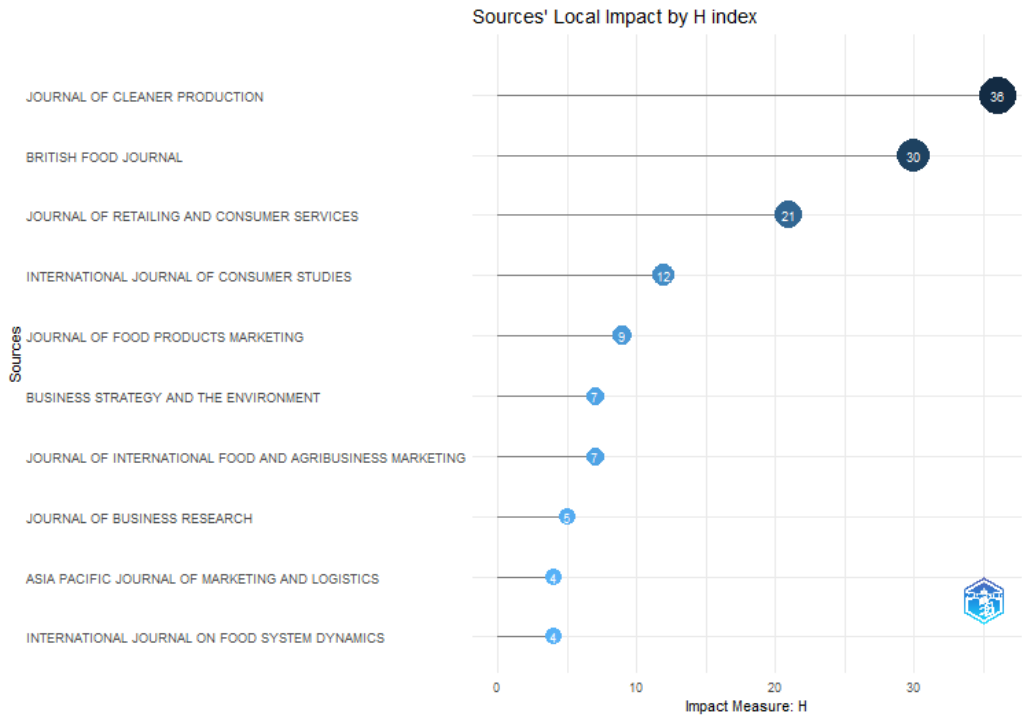

Figure 2. Sources local Impact by H Index.

Source: Author Compilation from Scopus database as of November 2024.

5.4.3. Lower-Ranked Journals:

The International Journal of Consumer Studies (h-index 12) and the Journal of Food Products Marketing (h-index 9) provide specialized insights, while the Business Strategy and the Environment and Asia Pacific Journal of Marketing and Logistics (h-indices 7 and 4, respectively) offer niche contributions. These metrics highlight the diverse yet strong academic foundations advancing organic food consumption research, with leading journals enhancing the field's visibility and impact.

Key journals show consistent growth in organic food research (**Table 4** and **Figure 2**). The British Food Journal grew from five articles in 2014 to 88 by 2023, sustaining this in 2024. Similarly, the Journal of Cleaner Production increased from one article in 2014 to 67 in 2024, emphasizing sustainability. The Journal of Retailing and Consumer Services reached 27 articles in 2024, reflecting its focus on consumer behavior. Specialized journals including the Journal of Food Products Marketing (15 articles) and the International Journal of Consumer Studies (13 articles) also showed steady growth, underscoring a diversification of publication venues (**Figure 3**).

Table 4. Source Production Over Time.

Year	British Food Journal	Journal of Cleaner Production	Journal of Retailing and Consumer Services	Journal of Food Products Marketing	International Journal of Consumer Studies
2014	5	1	2	1	2
2015	11	2	3	3	4
2016	20	5	5	6	5
2017	31	11	6	9	6
2018	40	17	8	10	7
2019	48	26	13	12	7
2020	63	37	16	12	10
2021	70	49	21	13	11
2022	84	55	22	13	12
2023	88	63	22	14	13
2024	88	67	27	15	13

Source: Author Compilation from Scopus database as of November 2024.

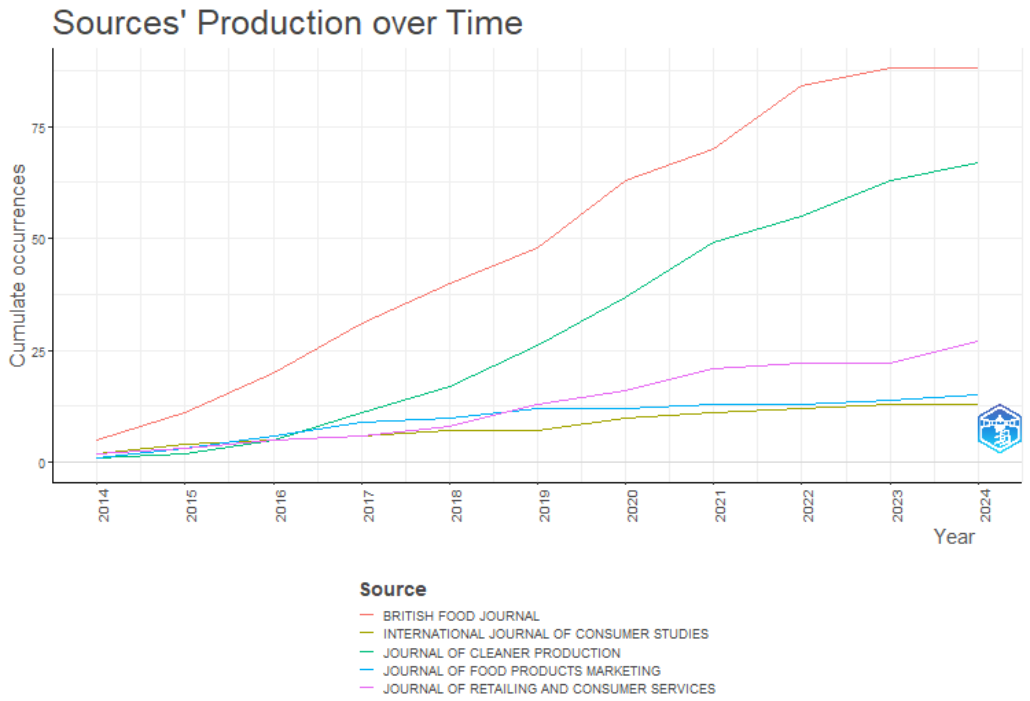

Figure 3. Source Production Over Time.

Source: Author Compilation from Scopus database as of November 2024.

5.5. Influential Authors and Institutions

Key Authors:

Leading Authors and Institutions:

Table 5 and **Figure 4** demonstrate the most relevant authors in organic food consumption research, with Thogersen leading with six articles on consumer attitudes, followed by Konuk with five on consumer motivations. Aarhus University and Federal University of Rio Grande do Sul are key contributors with nine and seven publications, respectively (**Figure 5**).

Table 5. Most Relevant Authors.

Authors	Articles	Articles Fractionalized
Thogersen J	6	1.95
Konuk Fa	5	3.833333333
Alfinito S	4	1.116666667
Liang Ard	4	1.166666667
Paul J	4	1.666666667
Voronkova Oy	4	1.027777778
Basha Mb	3	0.833333333
Dhir A	3	0.733333333
Haas R	3	0.916666667
Hamm U	3	1.333333333
Moser Ak	3	3
Rana J	3	1.5
Spiller A	3	0.916666667
Wang Y	3	0.616666667
Watanabe Eam	3	0.916666667
Zhou Y	3	0.783333333

Source: Author Compilation from Scopus database as of November 2024.

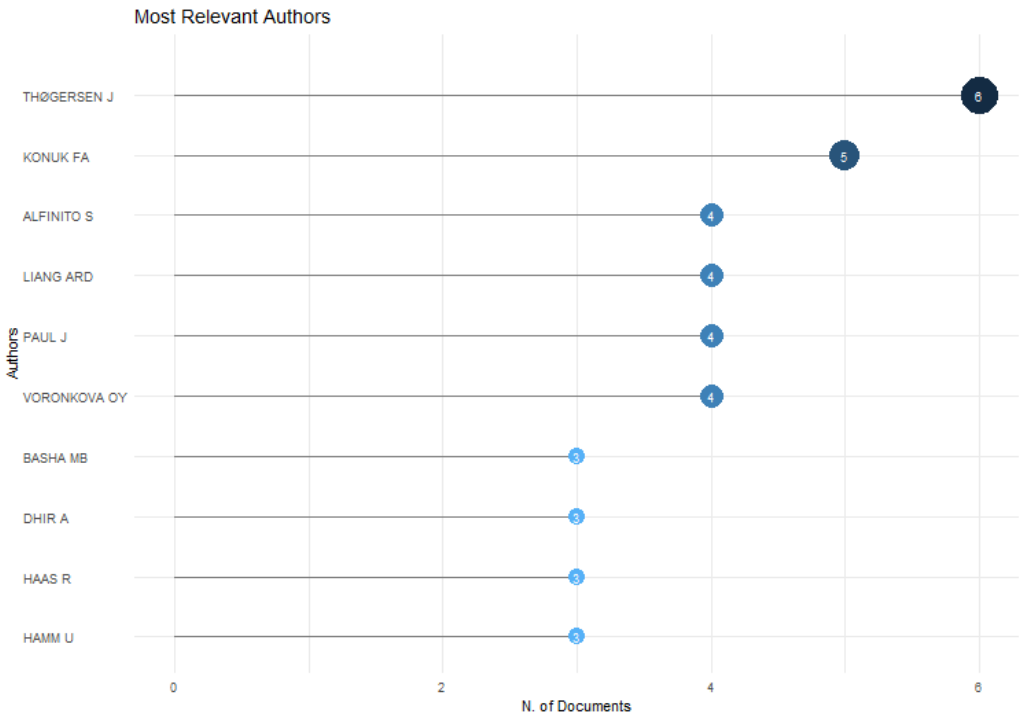

Figure 4. Most Relevant Authors.

Source: Author Compilation from Scopus database as of November 2024.

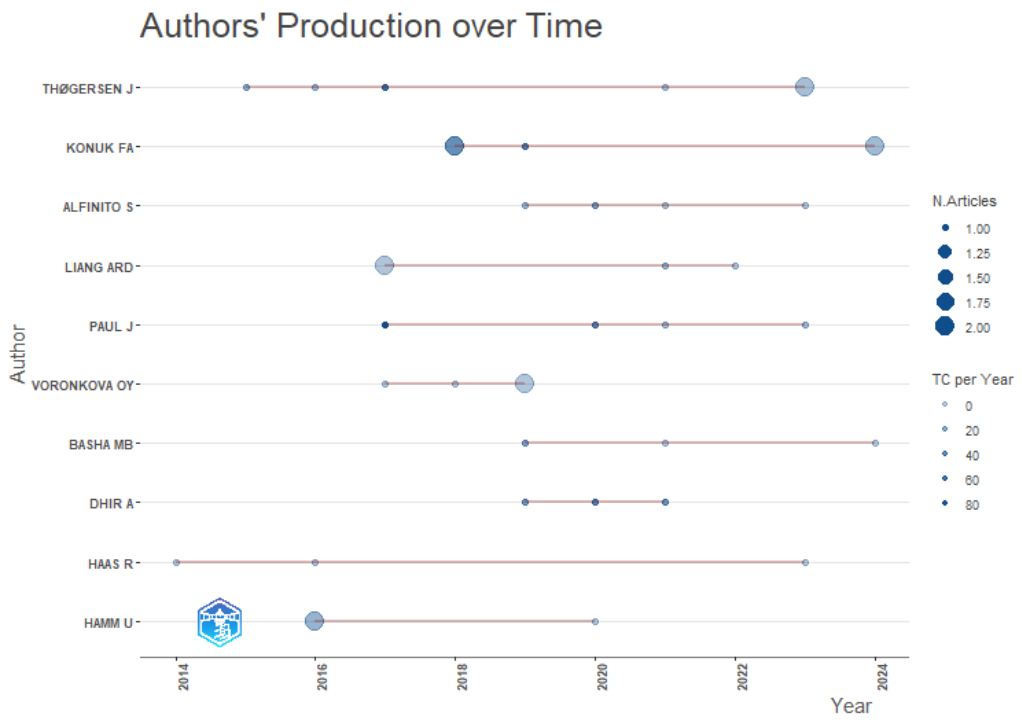

Figure 5. Authors Production Over Time.

Source: Author Compilation from Scopus databaseas of November 2024.

5.6. Collaborative Contributions

Alfinito, Liang, and Paul each published four articles, focusing on marketing and consumer willingness to pay. Moser and Hamm, with three articles each, emphasize consumer behavior and environmental psychology. Collaborative efforts from authors including Basha, Dhir, and Haas reflect the interdisciplinary nature of the field.

The work of Thogersen[25], including studies on trust in imported organic food (2021), has consistently influenced the field. The study by Konuk on dark triad traits in 2024 and his work on private labels focus on psychological aspects of consumption[8]. The 2023 article by Paul on attitude-behavior-context and his 2021 study on social influence also stand out.

Alfinito and Liang contribute significantly, with Liang's 2021 S–O–R model article receiving high attention (46 citations) and Alfinito's studies on willingness to pay and consumer trust. Their work highlights key themes such as trust, motivation, and pricing in organic food consumption.

The analysis of local impact in **Table 6** shows key authors in organic food consumption research. Thogersen leads with the highest h-index (6) and 787 citations, reflecting his strong influence. Paul has the highest total citations (957) with an h-index of 4. Konuk and Alfinito, with h-indices of 4 and 3, focus on psychological and marketing aspects. Liang and Rana (h-indices of 4 and 3) contribute to consumer behavior and certification. Emerging contributors including Hamm and Zhou add to the field's diversity. The g- and m-indices highlight authors with high citation counts and sustained productivity.

The analysis of relevant affiliations in **Figure 6** shows key institutions in organic food consumption research. Aarhus University leads with nine articles, focusing on sustainability and consumer behavior. The Federal University of Rio Grande do Sul, Higher Colleges of Technology, and University of Florence contributed seven articles, highlighting global interest, particularly in Brazil, the Middle East, and Europe. Altai State University and Sakarya University each published six articles, reflecting growing research from Eastern Europe and Asia. Universities such as Soka University, University of South Australia, and Washington State University contributed five articles, demonstrating interdisciplinary research. Several other institutions, including Aristotle University of Thessaloniki and University of Florida, have made notable contributions, emphasizing the global and collaborative nature of the field.

Table 6. Authors' Local Impact By H-Index.

Author	h_Index	g_Index	m_Index	TC	NP	PY_Start
Thogersen J	6	6	0.6	787	6	2015
Alfinito S	4	4	0.666666667	230	4	2019
Konuk Fa	4	5	0.571428571	593	5	2018
Liang Ard	4	4	0.5	83	4	2017
Paul J	4	4	0.5	957	4	2017
Dhir A	3	3	0.5	563	3	2019
Hamm U	3	3	0.333333333	149	3	2016
Moser Ak	3	3	0.3	645	3	2015
Rana J	3	3	0.375	911	3	2017
Spiller A	3	3	0.3	113	3	2015
Voronkova Oy	3	4	0.375	29	4	2017
Wang Y	3	3	0.3	236	3	2015
Watanabe Eam	3	3	0.5	222	3	2019
Zhou Y	3	3	0.3	267	3	2015

Source: Author Compilation from Scopus database as of November 2024.

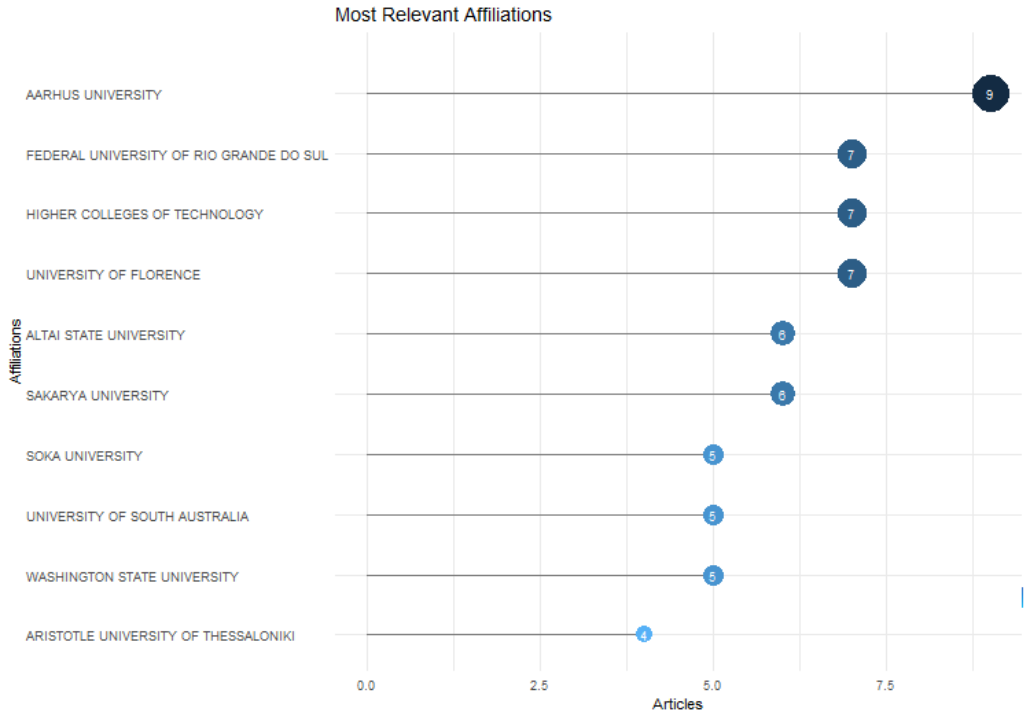

Figure 6. Most Relevant Affiliations.

Source: Author Compilation from Scopus database as of November 2024.

The analysis of affiliations' production over time shows key institutions' consistent contributions to organic food consumption research (**Figure 7**). The Federal University of Rio Grande do Sul has maintained steady annual output of seven articles from 2020 to 2024, reflecting its regional influence in Brazil. Similarly, the University of Florence has contributed seven articles annually from 2020 to 2024, focusing on consumer behavior and sustainability in Europe. Aarhus University saw peak productivity in 2023 and 2024 with nine articles, establishing itself as a leader in sustainability research. The Higher Colleges of Technology made notable contributions in 2024 with seven articles, highlighting the rising importance of organic food research in the Middle East. These trends emphasize the growing global distribution and institutional support in advancing organic food research.

The analysis of the countries of corresponding au-

thors shows a global distribution of organic food consumption research (**Table 7**). Germany leads with 36 articles (8.65%), followed by India with 33 articles (7.93%), reflecting its growing research output. Italy and China each contribute 31 and 30 articles (7.45% and 7.21%, respectively), while the USA also contributes 30 articles (7.21%). Australia and Spain each contribute 15 articles (3.61%), and Brazil adds 14 articles (3.37%), highlighting the relevance of organic food research in Latin America. Malaysia and the UK both report 13 articles (3.13% each), with the UK focusing significantly on sustainability (38.46% of its contributions). This distribution emphasizes global engagement, with diverse research focuses across continents.

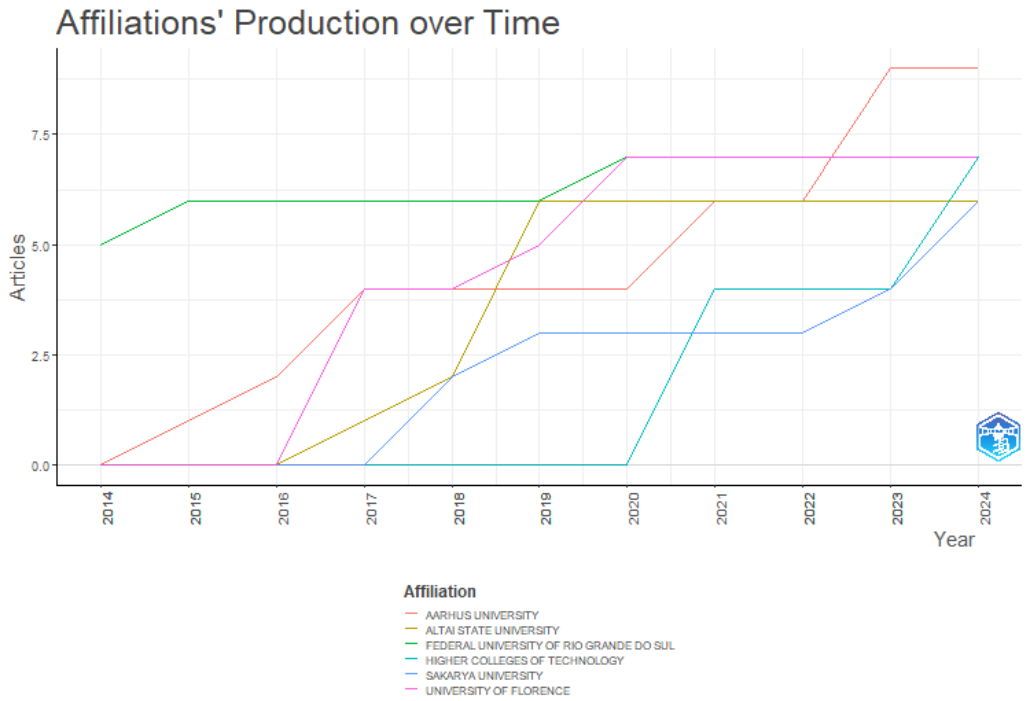

Figure 7. Affiliations' Production Over Time.

Source: Author Compilation from Scopus database as of November 2024.

Table 7. Corresponding Author's Country.

Country	Articles	Articles %	SCP	MCP	MCP %
Germany	36	8.653846154	29	7	19.44444444
India	33	7.932692308	28	5	15.15151515
Italy	31	7.451923077	27	4	12.90322581
China	30	7.211538462	18	12	40
USA	30	7.211538462	24	6	20
Australia	15	3.605769231	10	5	33.33333333
Spain	15	3.605769231	13	2	13.33333333
Brazil	14	3.365384615	11	3	21.42857143
Malaysia	13	3.125	9	4	30.76923077
United Kingdom	13	3.125	8	5	38.46153846

Source: Author Compilation from Scopus database as of November 2024.

5.7. Geographic Distribution of Research

Top Contributing Countries: The USA (88 articles), India (85), and China (65) are the top contributors, reflecting their strong academic infrastructures and interest in sustainability (**Figure 8**). This is supported by a notable 25.48% international co-authorship rate, indicating global collaboration.

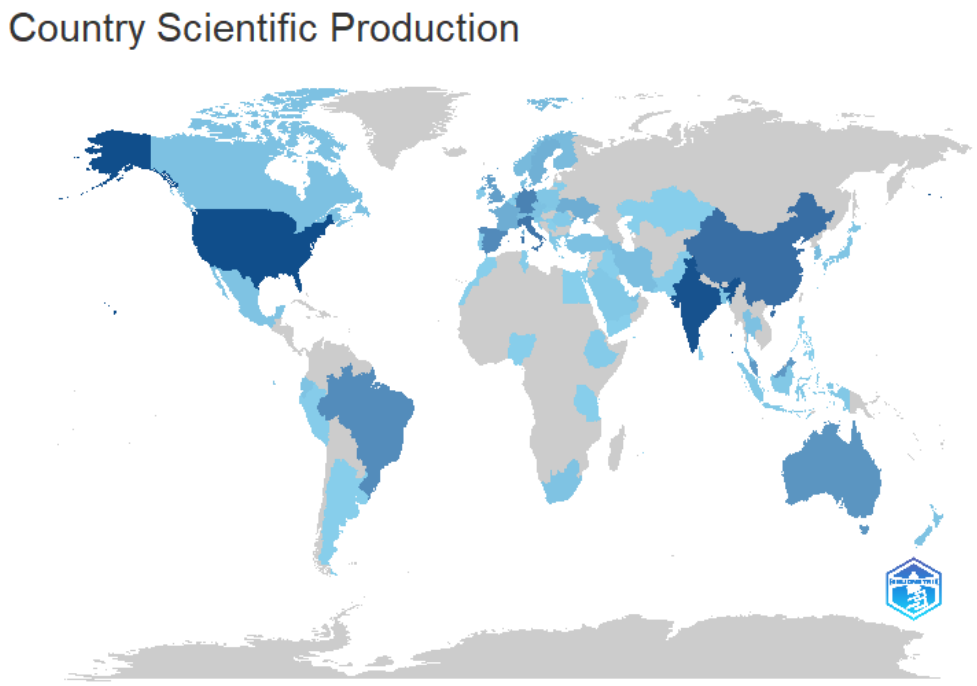

Figure 8. Country Scientific Production.

Source: Author Compilation from Scopus database as of November 2024.

Citation Impact by Country: The USA and Germany lead in average citations, with the USA averaging 61.2 citations per article and Germany 50 (**Table 8**, **Figure 9**), suggesting that research from these countries has had a significant scholarly impact, especially in environmental studies.

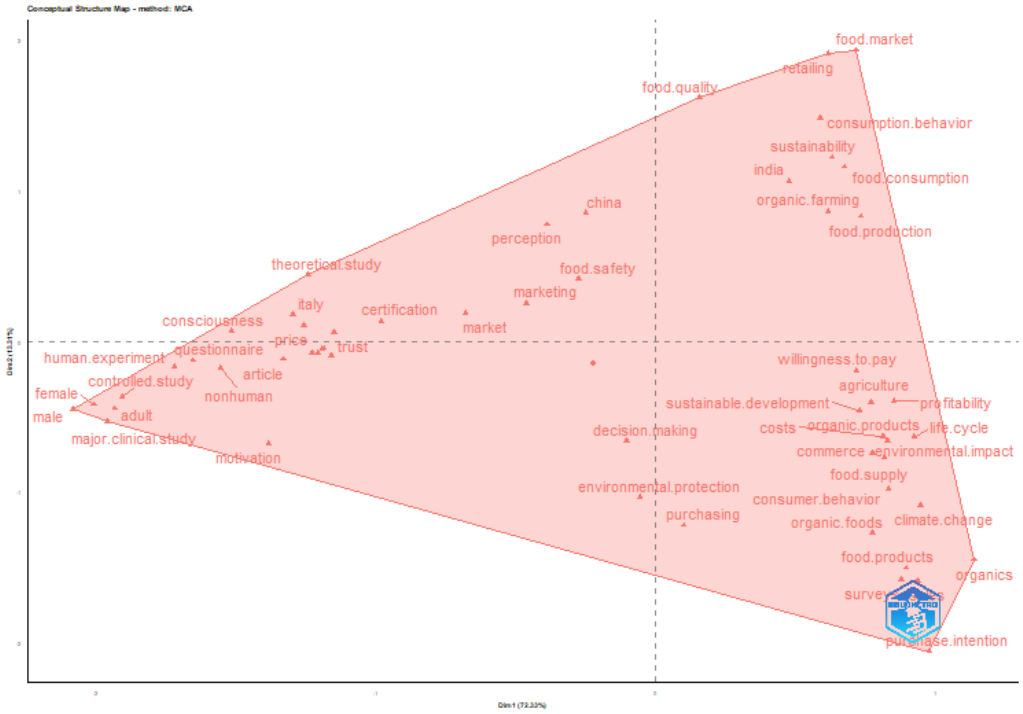

Figure 9. Factor Analysis.

Source: Author Compilation from Scopus database as of November 2024.

Table 8. Collaborative Word MAP.

From	To	Frequency
China	Denmark	3
China	Ireland	2
China	Malaysia	2
China	United Kingdom	2
Finland	South Africa	3
Germany	Australia	2
Germany	Canada	2
Germany	France	2
Germany	Switzerland	2
India	Australia	2
India	Finland	3
India	New Zealand	2
India	Norway	2
India	South Africa	3
India	United Arab Emirates	2
Italy	Germany	2
Italy	Spain	2
Italy	United Kingdom	2
Malaysia	Bangladesh	2
Malaysia	United Kingdom	2
Norway	Finland	2
Norway	South Africa	2
Spain	Australia	3
Spain	Switzerland	2
United Kingdom	Greece	2
USA	China	7
USA	India	2
USA	Iran	2
USA	Korea	2
USA	South Africa	3
USA	United Kingdom	2

Source: Author Compilation from Scopus database as of November 2024.

The analysis of country production over time shows evolving trends in organic food consumption research (**Table 9**). India has seen a significant increase in articles, growing from 68 in 2023 to 85 in 2024, reflecting expanding research efforts and institutional support for organic food studies.

Table 9. Country Production Over Time.

Country	Year	Articles
INDIA	2023	68
INDIA	2024	85
USA	2019	61
USA	2020	71
USA	2021	76
USA	2022	82
USA	2023	82
USA	2024	88
CHINA	2022	61
CHINA	2023	63
CHINA	2024	65

Source: Author Compilation from Scopus database as of November 2024.

The USA has consistently contributed to the field, with articles rising from 61 in 2019 to a peak of 88 in 2024, highlighting sustained engagement in organic food research, aligned with global sustainability goals. China shows a gradual increase, from 61 articles in 2022 to 65 in 2024, indicating growing interest in organic food and environmental studies. These trends demonstrate the expanding focus on organic food consumption in major global markets, with India and the USA leading in production.

The analysis of the most cited countries reveals the academic influence of various regions in organic food consumption research (**Table 10**). The USA leads with 1,835 citations and an average of 61.2 citations per article, reflecting its strong impact. Germany follows with 1,800 citations and an average of 50 citations per article, showing consistent contributions. China ranks third with 1,643 citations and an average of 54.8 citations, indicating a growing research influence.

Table 10. Most Cited Countries.

Country	TC	Average Article Citations
USA	1835	61.2
GERMANY	1800	50
CHINA	1643	54.8
INDIA	1224	37.1
ITALY	1214	39.2
AUSTRALIA	702	46.8
SPAIN	602	40.1
BRAZIL	568	40.6
DENMARK	524	131
NORWAY	453	75.5

Source: Author Compilation from Scopus database as of November 2024.

India and Italy have total citations of 1,224 and 1,214, with average citations of 37.1 and 39.2, respectively. Australia, Spain, and Brazil contribute to the field but with lower citation averages (40.1–46.8). Den-

mark and Norway stand out for their higher average citations (131 and 75.5, respectively), indicating high-impact, high-quality research despite fewer publications. These findings highlight that while the USA and Germany dominate in both volume and citations, smaller research outputs from countries including Denmark and Norway can still have a significant academic impact.

The analysis of the most cited documents highlights key studies in organic food consumption (**Figure 10**). Rana Jyothi and Pau Justin's 2017 article in *Journal of Retailing and Consumer Services* leads with 668 citations, averaging 83.5 citations per year[26]. Nuttavuthisit's 2017 study in *Journal of Business Ethics* follows with 496 citations, averaging 62 citations per year[10]. Other influential works include Moser's 2016 article (432 citations)[27], Al-Swidi's 2014 study (376 citations)[28], Singh's 2017 article (330 citations), and Konuk's 2019[29, 30] and 2018 papers (303 and 247 citations). These studies emphasize consumer behavior, ethics, and motivations in organic food consumption.

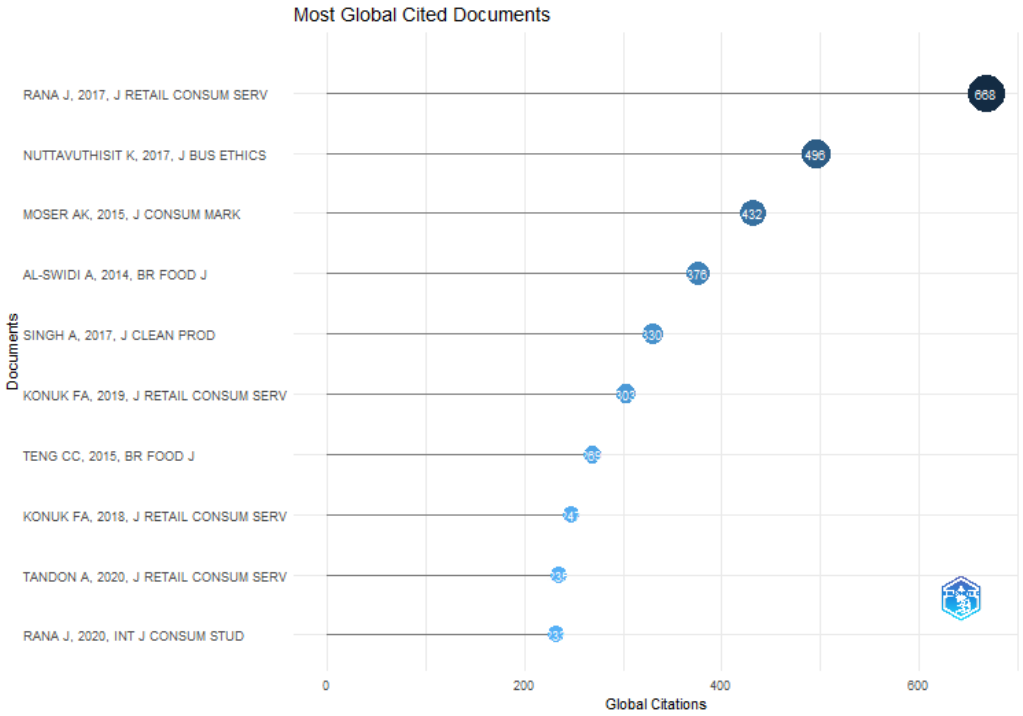

Figure 10. Most Global Cited Documents.

Source: Author Compilation from Scopus database as of November 2024.

The collaboration network analysis reveals key authors and their interconnectedness in organic food consumption research (**Table 11**). Cluster 1 highlights Thogersen, with a high betweenness score of 1.33, indicating his central role in linking various parts of the network. Other influential authors in this cluster include Zhou and Aschemann-Witzel. Cluster 2 features Paul, with a strong closeness score (0.5), signaling his broad influence on consumer behavior research, alongside Rana and Adil. Clusters 3 and 4, with authors such as Im, Jung, and Hoang, show lower metrics, suggesting niche or emerging research areas. Clusters 5–8 emphasize consumer motivations and environmental impacts, with authors including Liang, De-Magistris, Dhir, and Alfinito, showing moderate influence. Clusters 9 and 10, including Gao and Haas, contribute to applied research but hold more peripheral roles. Overall, Thogersen is identified as a key figure, with diverse research areas reflecting the multidisciplinary nature of organic food consumption studies.

Table 11. Collab Net.

Node	Cluster	Between's	Closeness	Page Rank
Thogersen J	1	1.333333333	0.2	0.061436006
Zhou Y	1	0.666666667	0.2	0.051929209
Aschemann-Witzel J	1	0	0.142857143	0.032234834
Dalmoro M	1	0	0.125	0.016685704
De Barcellos Md	1	3	0.2	0.037714248
Paul J	2	1	0.5	0.058378378
Rana J	2	0	0.333333333	0.030810811
Adil M	2	0	0.333333333	0.030810811
Im J	3	0	1	0.04
Jung Se	3	0	1	0.04
Hoang Hc	4	0	1	0.04
Hoang Tqh	4	0	1	0.04
Liang Ard	5	0	1	0.04
Chen Dj	5	0	1	0.04
De-Magistris T	6	0	1	0.04
Gracia A	6	0	1	0.04
Dhir A	7	0	1	0.04
Kushwah S	7	0	1	0.04
Alfinito S	8	0	0.5	0.042537313
Watanabe Eam	8	0	0.5	0.042537313
Curvelo Icg	8	0	0.5	0.034925373
Gao Z	9	0	1	0.04
Han X	9	0	1	0.04
Haas R	10	0	1	0.04
Canavari M	10	0	1	0.04

Source: Author Compilation from Scopus database as of November 2024.

5.8. Keyword Analysis and Co-Occurrences

Frequent Keywords: The most commonly used keywords are "human," "organic food," "sustainable development," "consumer," and "consumption behavior" (**Figure 11**), highlighting the focus on consumer behavior and sustainability in organic food research.

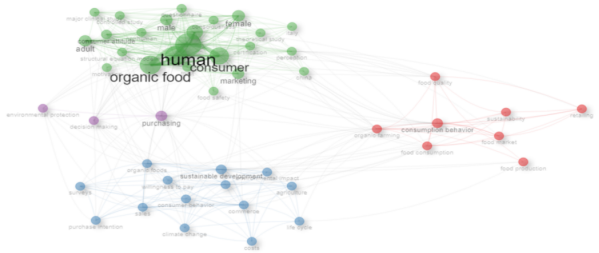

Figure 11. Co-Word Net.

Source: Author Compilation from Scopus database as of November 2024.

Keyword Co-occurrence Networks: The network analysis reveals clusters around key themes such as sustainable development and consumption behavior (**Table 12**, **Figure 12**). The frequent pairing of "sustainable development" and "purchasing" emphasizes the connection between sustainability and consumer purchasing behaviors.

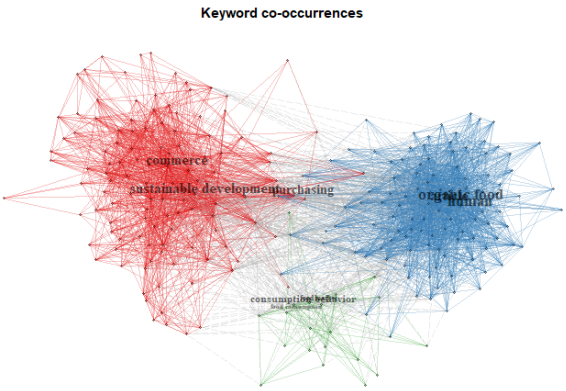

Figure 12. Keyword Co-occurrences.

Source: Author Compilation from Scopus database as of November 2024.

Table 12. Keyword Co-Occurrences.

Occurrences	Words	Cluster	Cluster_ Label	Between Rality	Clos_ Centrality	Page Rank_ Centrality
38	Sustainable Development	1	Sustainable Development	1278.583255	0.002207506	0.020081123
29	Commerce	1	Sustainable Development	1069.808305	0.002061856	0.01674848
26	Purchasing	1	Sustainable Development	1227.428943	0.002164502	0.014211519
69	Human	2	Human	135.8753254	0.001976285	0.035500942
52	Organic Food	2	Human	332.1135258	0.00210084	0.028278636
51	Article	2	Human	532.0858507	0.002114165	0.0269862
48	Consumer	2	Human	460.0199443	0.002083333	0.025238577
31	Human Experiment	2	Human	308.4144579	0.001883239	0.019657857
30	Marketing	2	Human	1627.542191	0.002232143	0.014392235
37	Consumption Behavior	3	Consumption Behavior	406.836756	0.00204499	0.01360801

Source: Author Compilation from Scopus database as of November 2024.

The analysis of the most relevant keywords in organic food consumption research highlights key themes (**Figure 13**). "Human" appears 69 times, emphasizing human-centered research on consumer attitudes and behavior. "Organic food" ranks second (52 occurrences), reflecting its central focus. "Consumer" (48 occurrences) underscores the study of motivations and purchasing patterns. "Sustainable development" (38 occurrences) and "consumption behavior" (37 occurrences) connect organic food research to sustainability and consumer behavior. Keywords such as "human experiment" (31 occurrences) and "commerce" and "marketing" (30 occurrences each) reflect experimental and commercial aspects. "Purchasing" (26 occurrences) ties the research to practical buying behavior. These keywords demonstrate the multidisciplinary nature of organic food research, integrating sustainability, consumer behavior, and marketing strategies.

Figure 13. Word Cloud.

Source: Author Compilation from Scopus database as of November 2024.

The analysis of keyword frequency from 2014 to 2024 (**Figure 14**) reveals an evolving focus in organic food consumption research. The keyword "human" saw a significant increase, rising from 1 occurrence in 2014 to 69 in 2023 and 2024, reflecting a growing emphasis on consumer attitudes and motivations. "Organic food" also grew from 1 occurrence in 2014 to 52 in 2023, indicating heightened scholarly attention. "Consumer" and

"sustainable development" showed steady growth, with "consumer" reaching 48 occurrences by 2024 and "sustainable development" growing to 38, highlighting the rising interest in consumer behavior and sustainability. "Consumption behavior" consistently increased, reaching 37 in 2024. Keywords such as "human experiment" and "commerce" peaked in 2019, showing temporary spikes in experimental and commercial research. "Marketing" and "purchasing" gradually increased, reaching 30 and 26 occurrences by 2024, indicating greater attention to sales strategies and consumer purchasing patterns. Overall, the keyword frequency analysis reflects a shift toward a deeper exploration of consumer behavior, human factors, and marketing in organic food research over the decade.

The trend topics analysis from 2014 to 2024 (**Table 13**, **Figure 14**) highlights the evolving focus in organic food consumption research. In the mid-2010s, keywords such as "market", "sustainable consumption," and "shopping" were prominent, reflecting early research on market dynamics, consumer habits, and sustainability. From 2017 onwards, "consumer behavior" and "willingness to pay" were the key themes, focusing on consumer motivations and economic factors. The period also saw increased attention to "agriculture," linking organic food production with sustainability.

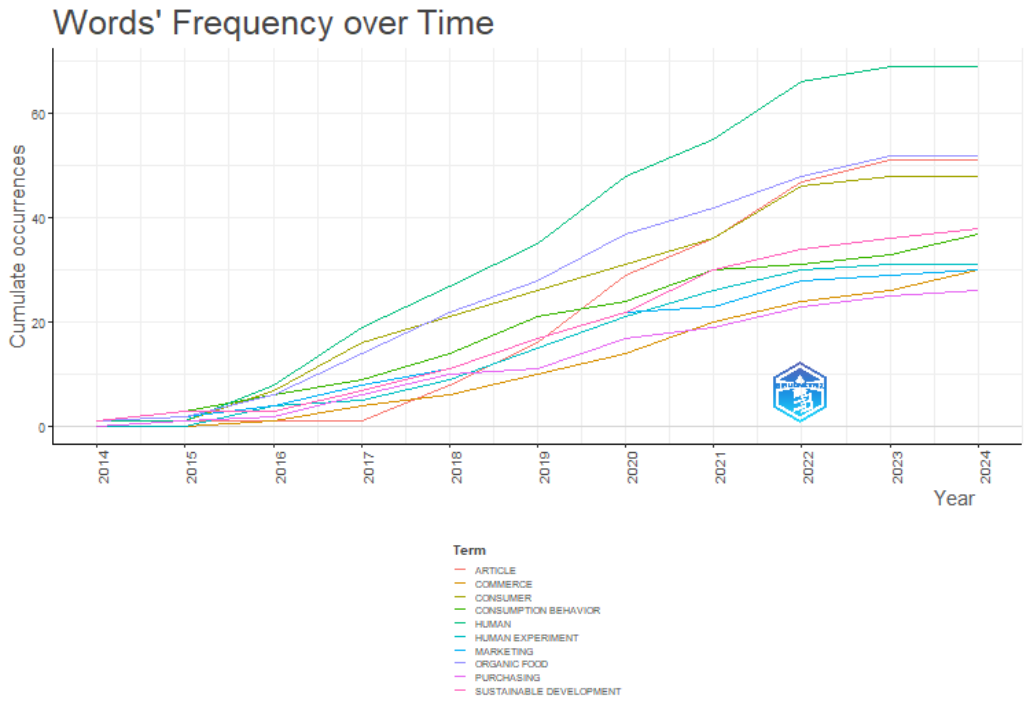

Figure 14. Words's Frequency Over Time.

Source: Author Compilation from Scopus database as of November 2024.

Table 13. Word's Frequency Over Time.

Year	Human	Organic Food	Article	Consumer	Sustainable Development	Consumption Behavior	Human Experiment	Commerce	Marketing	Purchasing
2014	1	1	0	0	1	1	0	0	1	0
2015	1	2	1	1	3	3	0	0	2	1
2016	8	6	1	7	3	6	4	1	4	2
2017	19	14	1	16	7	9	5	4	8	6
2018	27	22	8	21	11	14	9	6	11	10
2019	35	28	16	26	17	21	15	10	17	11
2020	48	37	29	31	22	24	21	14	22	17
2021	55	42	36	36	30	30	26	20	23	19
2022	66	48	47	46	34	31	30	24	28	23
2023	69	52	51	48	36	33	31	26	29	25
2024	69	52	51	48	38	37	31	30	30	26

Source: Author Compilation from Scopus database as of November 2024.

From 2017 to 2021, some of the key themes included "human," "organic food," and "consumer," showing a shift in direction toward more human-centered research on behavior and experiences. From 2018 to 2021, words such as "sustainable development" and "human experiment" emerged, showing that interest in sustainability and experimentation was increasing.

In the late 2010s and early 2020s, "food consumption" and "decision making" appeared more frequently as key terms for studies on eating behaviors and consumer choice. The theoretical study has been dominant since 2020. These recent years have observed greater attention on "organics" from 2021-2023, "price" in 2022, and "farms" in 2023. These indicate an increasing focus on price strategies and agriculture with respect to organically consumed food.

Overall, the study indicates how the research has grown from the studies on the foundational market behavior and consumer attitude to more sophisticated research regarding sustainability, pricing, and production. The keyword co-occurrence analysis (**Table 12**) identifies key clusters in organic food consumption research:

- **Cluster 1: Sustainable Development** This cluster includes words such as "sustainable development", "commerce," and "purchasing", which indicates how sustainability relates to what consumers do. The strong importance of "sustainable development" shows how it connects different ideas. It has words such as "sustainable development", "commerce", and "purchasing", which indicates how sustainability relates to what consumers do. The strong importance of "sustainable development" shows how it connects different ideas.
- **Cluster 2: Human-Centered Research** Human-centered, organic food, consumer, and human experiments reflect studies on attitudes and motivations toward consumer behavior. Marketing is paramount as it applies the use of consumers' behavior toward organic foods.
- **Cluster 3: Consumption Behavior** This cluster centers on "consumption behavior," exploring factors influencing consumer choices, with moderate centrality.

Overall, the analysis shows a strong focus on sustainability and human-centered research, with interconnected themes of consumer behavior, marketing, and sustainability.

The keyword co-occurrence analysis (**Table 12**, **Figure 12**) highlights several influential studies in organic food consumption research, revealing key themes and their evolving focus. Rana and Paul's 2017 study, with 668 citations and an average citation rate of 83.5 per year, is the most cited, emphasizing consumer behavior and purchase intention for organic food. Konuk's 2019 research, with 303 citations, examines factors influencing consumer loyalty towards organic food, while Singh and Verma's 2017 paper, which has 330 citations, explores the environmental and societal drivers behind organic food purchases. The study by Tandon et al. in 2020, focusing on how environmental concerns and trust impact organic food consumption, has 235 citations. That paper by Nuttavuthisit and Thogersen in 2017, focusing on consuming aspects of consumer trust in the organic food market, is a rigorous example of what constitutes the core work for 496 citations in sustainable consumer behavior research. A study by Moser in 2015 references 432 citations on pro-environmental ing behavior while that by Al-Swidi et al.[28], which had 376 citations, defined subjective norms toward organic food consumption. Finally, the work by Rana and Paul in 2020[31] was a meta-analytic review of health motives for organic food purchase, incorporating 233 references and applicable to themes of sustainable development and consumer behavior. These parallels highlight three key commonalities—consumer behavior, sustainable development, and health—as they relate to organic food research, with notable significance in advancing knowledge.

The factor analysis in **Table 14**, together with **Figure 9**, defines these dimensions in organic food consumption because it clusters the documents according to their similarities in contributions and citation impact. Influential papers focusing on consumer behavior and purchasing intentions concerning organic food belong to Cluster 1. It includes Rana and Paul's 2017[26] study that formed a basis for examining consumer behavior and purchase intention, moderate contribution to both

dimensions and also highly cited with 668 citations. Consumer decision-making in organic food purchases is captured in Singh's[29] paper on the buying behavior of Indian consumers with 330 citations. The studies of Konuk in 2018[8] and 2019[31] investigated the perception of food quality and purchase intentions with moderate contributions to consumer behavior research. Other critical papers, such as Tandon's 2020[32] study on environmental concerns and trust, and Moser's research on pro-environmental purchasing behavior, also belong to this cluster and help to enhance an understanding of the attitudes of consumers. Contributions to the cluster vary, indicating that some of the works concentrate on consumer motivations and decision-making, whereas others look at environmental and economic determinisms of organic food purchases. In summary, compared to the other clusters, all studies in Cluster 1 have a special interest in consumer behavior and the larger context in which the consumption of organic foods takes place[10, 28].

Table 14. Factor Analysis.

Documents	dim1	dim2	contrib	TC	Cluster
Rana and Paul 2017, *J Retail Consum Serv* [26]	0.19	0.19	0	668	1
Singh A, 2017, *J Clean Prod* [29]	0.39	0.39	0.01	330	1
Konuk Fa, 2019, *J Retail Consum Serv* [31]	0.16	0.16	0	303	1
Konuk Fa, 2018, *J Retail Consum Serv* [8]	0.17	0.17	0	247	1
Tandon A, 2020, *J Retail Consum Serv* [32]	0.27	0.27	0.01	235	1
Kushwah S, 2019, *J Clean Prod*[33]	0.35	0.35	0	188	1
Moser Ak, 2016, *J Retail Consum Serv*[28]	0.2	0.2	0	183	1
Zhang B, 2018, *J Clean Prod*[34]	0.31	0.31	0.01	177	1
D'amico M, 2016, *J Clean Prod*[35]	0.26	0.26	0	171	1
Roh T, 2022, *J Retail Consum Serv*[36]	0.17	0.17	0	168	1

Source: Author Compilation from Scopus database as of November 2024.

6. Trends in Topic Evolution

Some key emerging topics that shape the organic food consumption field from **Table 15** are found through the analysis of the most cited papers in organic food consumption research. The most cited paper, authored by Rana et al. in 2017[26], has accumulated 668 total citations with an average of 83.5 citations per year. This highly cited work explores consumer behavior and purchase intentions in organic food. This high normalized citation count of 8.91 underlines its influence over time. With 496 citations and a normalized count of 6.61, Nuttavuthisit et al.[10] put special attention on consumer trust—a factor most essential for the development of organic food markets. Moser[27] examines environmentally conscious consumer behavior with 432 citations and a normalized count of 5.75. Al-Swidi et al.[28] elaborate on social influences as well in the consumption of organic foods with 376 citations and a high normalized count of 7.15. Singh et al.[31], with 330 citations, discuss consumer motivation in emerging markets. Konuk[30], with 303 citations, deals with consumer satisfaction in organic food restaurants, while Teng et al.[3], with 269 citations, focus on the factors affecting the decision to buy organic food. Other significant studies are those by Konuk[8] and Tandon et al.[32], which discuss consumer trust, perceived quality, and environmental concerns in organic food decisions. Rana et al.[31] contribute to the ever-increasing list of research regarding health motivations for buying organic food with 233 citations[26–34]. Altogether, these studies point to recurring themes including consumer behavior, trust, environmental concerns, and pro-environmental purchasing as a testament to the maturity of the field and the significance of understanding organic food consumption.

Table 15. Most Global Cited Documents.

Paper	DOI	Total Citations	TC per Year	Normalized TC
Rana J, et al., 2017, *J Retail Consum Serv*[26]	10.1016/J.Jretconser.2017.06.004	668	83.5	8.906666667
Nuttavuthisit K, et al., 2017, *J Bus Ethics*[29]	10.1007/S10551-015-2690-5	496	62	6.613333333
Moser Ak, 2016, *J Consum Mark*[28]	10.1108/Jcm-10-2014-1179	432	43.2	5.747639485
Al-Swidi A, et al., 2014, *Br Food J*[28]	10.1108/Bfj-05-2013-0105	376	34.18181818	7.152173913
Singh A, et al., 2017, *J Clean Prod*[29]	10.1016/J.Jclepro.2017.08.106	330	41.25	4.4
Konuk Fa, 2019, *J Retail Consum Serv*[31]	10.1016/J.Jretconser.2019.05.005	303	50.5	7.378246753
Teng Cc, et al., 2015, *Br Food J*[37]	10.1108/Bfj-12-2013-0361	269	26.9	3.578969957
Konuk Fa, 2018, *J Retail Consum Serv*[8]	10.1016/J.Jretconser.2018.04.011	247	35.28571429	4.881422925
Tandon A, et al., 2020, *J Retail Consum Serv*[32]	10.1016/J.Jretconser.2020.102247	235	47	5.500403551
Rana J, et al., 2020, *Int J Consum Stud*[31]	10.1111/Ijcs.12556	233	46.6	5.453591606

Source: Author Compilation from Scopus database.

The collaboration network analysis reveals strong international partnerships in organic food research from **Table 8** and **Figure 15**. The USA and China have significant ties (7 collaborations), indicating shared interests in consumer behavior and sustainability. India collaborates with South Africa, Australia, Finland, and New Zealand, reflecting global research on emerging markets and sustainability. Finland is active in global research, partnering with South Africa, India, and Norway, while Germany collaborates with several European and non-European countries. Spain, Italy, the UK, and other countries also have notable cross-border collaborations, emphasizing the global nature of organic food research focused on consumer behavior and sustainability.

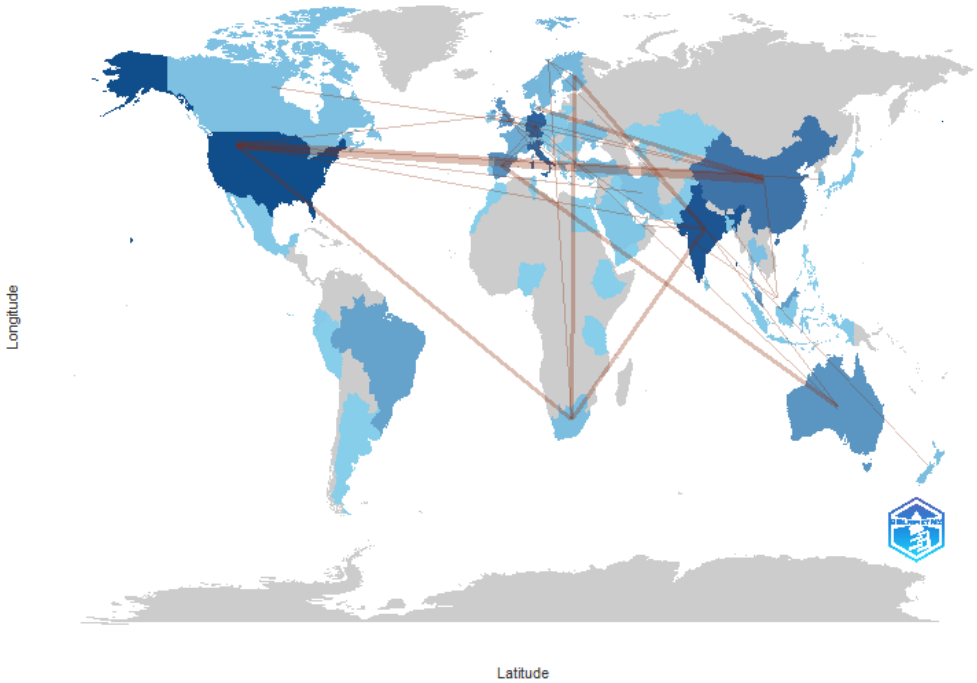

Figure 15. Collab World Map.

Source: Author Compilation from Scopus database.

7. Discussion

Findings indicate the transition from the early days of research in consumer behavior and market studies toward more complex research into sustainability, consumer trust, and global market dynamics. The studies still center on consumer behavior; for example, research such as that conducted by Nuttavuthisit et al.[29] and Moser[27] still emphasizes the significance of trust and

environmental motivations in organic food choices. This is in accordance with global trends where consumers become more conscious of environmentally friendly and health-conscious products. The collaboration analysis shows a global push in organic food research by significant partnerships, especially between the USA and China, which reflects the international scope of sustainability issues. The different methodologies ranging from empirical research, theoretical models, and meta-analyses show a trend that shifts towards understanding how consumer behavior can be influenced through intervention and policy.

8. Conclusion

The present study provides a comprehensive bibliometric analysis of global research trends in organic food consumption from 2014 to 2024, highlighting significant advancements in understanding consumer behavior, sustainability, and market dynamics. The findings are consistent with prior studies, such as those by Rana and Paul [26], which emphasize consumer motivations and purchase intentions, and by Nuttavuthisit and Thogersen [10], who identified trust as a pivotal factor in organic food adoption. However, the present study extends this knowledge by uncovering underrepresented research regions, including Africa and South America, echoing the recommendations of Schleenbecker and Hamm [2] for geographically diverse studies [2]. While earlier works, such as those by Moser and Singh [27, 30], focused on consumer willingness to pay and environmental motivations, this study underscores the growing relevance of digital platforms and social media, a domain that has received limited attention in existing literature. Additionally, it reinforces the findings of Konuk [30] on the importance of perceived quality and trust, highlighting these as central themes across the field. The economic barriers posed by price sensitivity, previously noted by Yiridoe et al., are corroborated by this analysis, which also emphasizes the necessity of policy-driven solutions to enhance accessibility [9]. The interdisciplinary contributions of leading journals, such as the *British Food Journal* and the *Journal of Cleaner Production*, are evident in fostering advancements across sustainability, consumer behavior, and marketing strategies. By analyzing regional and temporal trends, the present study demonstrates the critical need for research in emerging markets and calls for a stronger focus on longitudinal studies to capture evolving consumer behavior. In identifying gaps related to digital transformations, economic accessibility, and policy frameworks, the study provides actionable insights and underscores the importance of international collaboration to address these challenges. The findings highlight the need for a sustainable and inclusive global organic food system, aligning with broader environmental and economic goals.

While organic food consumption research has had a strong presence in regions such as Europe and North America, focused research is required in Africa and South America to understand consumer behaviors and sustainability practices in emerging markets. Future research must involve longitudinal data that will capture the dynamics of shifts in consumer attitudes and behaviors as affected by environmental policies, economic changes, and social movements. Further studies in digital platforms and social media on consumers' decision-making through online shopping and influence marketing are also necessary. Additionally, research on price policies or subsidies and other forms of economic incentives may also bridge the price sensitivity barrier toward a more accessible organic food product. The intersection of demographic factors with consumer preferences can guide targeted marketing strategies, while examining the environmental impact of organic food through its carbon footprint and supply chain practices will provide a more comprehensive view of its role in sustainability.

Author Contributions

Conceptualization, K.A.T. and K.P.J.M.; methodology, K.A.T.; software, G.S.; validation, K.A.T., G.S., and M.S.M.A.-A.; formal analysis, K.A.T.; investigation, K.A.T.; resources, K.A.T.; data curation, K.A.T.; writing—original draft preparation, K.A.T.; writing—review and editing, K.P.J.M. and M.S.M.A.-A.; visualization, G.S.; supervision, K.P.J.M.; project administration, K.P.J.M.; funding acquisition, M.S.M.A.-A. All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

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Informed Consent Statement

Not applicable.

Data Availability Statement

The data utilized in this study were obtained from the Scopus database. Access to the data is subject to subscription and licensing restrictions. Researchers seeking to replicate or extend the study can access the data directly through the Scopus platform.

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Conflicts of Interest

The authors declare no conflict of interest.

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