A BIBLIOMETRIC EXAMINATION OF THE ORGANIC FOOD CONSUMPTION: TWENTY-FIVE YEARS OF MAPPING.

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Abstract –

Future sustainability depends on the use of organic goods. Lack of knowledge about consumer intentions towards organic goods makes it difficult to translate the accessibility of organic goods into actual customer and commercial adoption. Employing bibliometric analysis, this study examines the body of literature that exists on customers and organic goods. To internationalise our subject mapping, we utilised VosViewer. Thus, the objective of this study is to summarise and trace the development of organic food-related research during a 25-year period. A bibliographic evaluation of publications issued during 1998 and 2023 is done in this research. 415 publications were found after the data was obtained via Web of Science (WoS) & Scopus. The writers carried out a thorough bibliometric study that included evaluation of performance and scientific mapping using the VOSviewer tool and the Biblioshiny tool. The research advances both theorists' and professionals' knowledge about present patterns and upcoming changes by diving further into the "whose," the "location," "why," "the thing," and "at what point" of the use of organic foods. The choice of documentation, still, is limited to peer-reviewed articles found in WoS & Scopus.

Keywords – Organic Food Consumption, Biblioshiny, VOSviewer

1. Introduction

India has a great deal of potential to produce all types of organic products, due to its diverse agro-climatic conditions. India continues to have the most producers of organic food in the world followed by Tanzania and Ethiopia. The demand for organic food is increasing and is expanding quickly, ensuring significant profitability in the future. The consumption of organic food and drinks has increased in the past few years as a result of economic growth, higher purchasing power, and growing interest in the potential health and wellness benefits of organic food products. As a result, the market size of organic food is estimated to be 64 billion Indian rupees in 2025.

As markets and industries have grown and established, global consumption has risen significantly (Sun et al., 2021). There is a substantial worry surrounding this phenomenon's adverse impacts on ecosystems (Perez-Castillo & Vera-Martinez, 2021).

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In an endeavour to mitigate the detrimental effects of consumerism while contributing to a more sustainable world, numerous research studies on green products have been conducted in recent years (Majhi, 2020; Lakatos et al., 2021). Consumers are becoming progressively mindful about conventional products that have substantial adverse impacts on human well-being and ecosystem throughout their entire lifecycles, from the time they are manufactured to the time they are discarded ((Sdrolia & Zarotiadis, 2018).

A green product has a lesser effect on the environment throughout its entire lifecycle versus a standard reference good with comparable market characteristics (Zink, T., & Geyer, R, 2016). Recent research has explored and created eco-friendly goods. The ecological impact of organic goods is minimal hence their importance is evident (Michaud & Llerena, 2010).

However, concern and importance surrounding the adoption of organic goods has increased in the business sector (Laheri, 2020). The marketplace for organic items has substantial potential for expansion, which may bring revenue, build new employment, and contribute to the building of sustainable economies (Witek & Kuźniar, 2020).

This paper aims to do an in-depth examination of the published research on ecological product consumption as a whole. Among several available methods for analyzing developments, bibliometrics analysis is considered as most appropriate as bibliometrics does not necessitate identical empirical findings with identical units. A greater number of studies can be analyzed jointly. This paper focuses on quantitative assessments of document attributes (i.e., publications, citations, keywords, etc.).

This paper looks at the historical development of consumption of organic foods using published data and thematic maps. It also identifies the researchers who have significantly contributed to this domain. This bibliometric approach offers a comprehensive study of the field's evolution and meaningful insights for policymakers and scholars.

Three research tries to seek answers to three research questions (RQ):

RQ1: How did organic food consumption-related investigation evolve historically?

RQ2: Who were the most prominent scholars with the most pertinent sources?

RQ3: What are the suggested future topics of research relating to consumption of organic foods?

Researchers gathered more than 762 papers for analysis from the reputed databases, Scopus and Web of Science. The papers considered for analysis emphasized broad issues over narrow subtopics.

2. Conceptual background-

In the quest for sustainable development, sustainable consumption refers to achieving prosperity as a policy purpose. The emergence of advances in clean manufacturing and product sustainability has fuelled sustainable consumerism. The trend for organic products, clothing, and food is indicative of a shift toward sustainable consumerism (Singh & Alok, 2021).

Organically grown food intake and demand have significantly increased recently not only in developed nations but also in developing countries. Due to its prominence in Asia's organic food industry, India is especially significant to this issue (APEDA, 2018). India has been among Asia's top exporters of organic goods, but the country's domestic market for such foods is also expanding quickly. India offers an intriguing instance for research as a result of the development of various local market aspects in the organic food industry. The rising popularity

of organic food is proof that the contemporary, well-educated, and, proficient in technology Indian customer is aware of these facts (Nandi, Bolelmann, Vishwanath Gowdru, & Dias, 2016). As per Yadav et al., 2019 India is witnessing a positive movement in consumption patterns towards organic food categories.

The size of the global organic food industry has expanded due to rising consumer demand, from 0.36 billion USD in 2014 to 1.36 billion USD in 2020 (Statista, 2021). By 2027, it is projected to amount to about 679.81 billion USD (Statista, 2022). Even while the value it brings to the Indian marketplace is projected to total 2091 million USD by 2024, it's crucial to note that most of the industry's fervor may be ascribed to the massive export of organic foods (ASSOCHAM & E&Y, 2018). As a consequence, Willer and Lernoud (2018) noted that the average Indian's consumption of organic produce was 0.1 Euro, indicating that the country's organic food business is still in its early stages. However, given the extent and scope of the Indian domestic market, there is undoubtedly a lot of room for manufacturers to develop effective tactics and approach this overlooked population.

Organic food consumption –

Consuming organic products is part of sustainable consumption, and doing so is thought to support the growth of consumption in a sustainable way (Feil et al., 2020). Organic produce is also categorized as ethical consuming since it demonstrates concern for the natural world (organic foods having less of a negative impact on the ecosystem) and is also advantageous to the well-being of individuals.

Organic food market used to be considered a niche market for health-conscious individuals. Due to growing health consciousness and ecological conditions, there is a considerable rise in demand (Sadiq et al., 2021). Customer food preferences have undergone a major change as a result of the recent COVID-19 pandemic. According to Poinski (2020), the Pandemic has compelled people to re-evaluate the food choices that they make.

3. Method

Identifying relevant research is a crucial yet difficult stage in the process of bibliometric evaluation, as it involves setting up sufficient search parameters and picking a suitable source. A variety of research papers serve as the foundation for this bibliometric study. The inclusion and exclusion criteria for searching relevant research papers are given in (Figure 1).

As illustrated in Figure 1, researchers followed the recognized protocols utilized in a usual bibliometric study (Donthu et al., 2021). First, a search query was created that considered the most recent relevant review articles (Hallez et al., 2020). Databases of Web of Science (WoS) and Scopus (Donthu et al., 2021) were considered. Search of papers between 1998 and 2023 was done using the Title, Abstract, and Keywords (TITLEABS- KEY) columns. The search was carried out in June 2023, yielding 762 records from the two databases Scopus (380 papers) and WoS (382 papers).

The first inquiry yielded multiple record categories written in a variety of languages. This consisted of journal review papers, conference writings, book chapters, and additional material (including notes, letters, and editorials). From 762 documents, only 643 peer-reviewed papers were considered. Only English-language articles, a total of 627, were considered narrowing the source category to Journals.

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The information was subsequently retrieved from Scopus in BibTex format and obtained from WOS in plain text format. The two files were then integrated, and 209 duplicates were removed using the Bibliometrix software and leaving 418 distinctive pieces for further analysis.

418 publications comprised the final dataset, which was analyzed bibliometrically using the Biblioshiny application. Then, the resulting graphs and tables by Biblioshiny were reviewed.
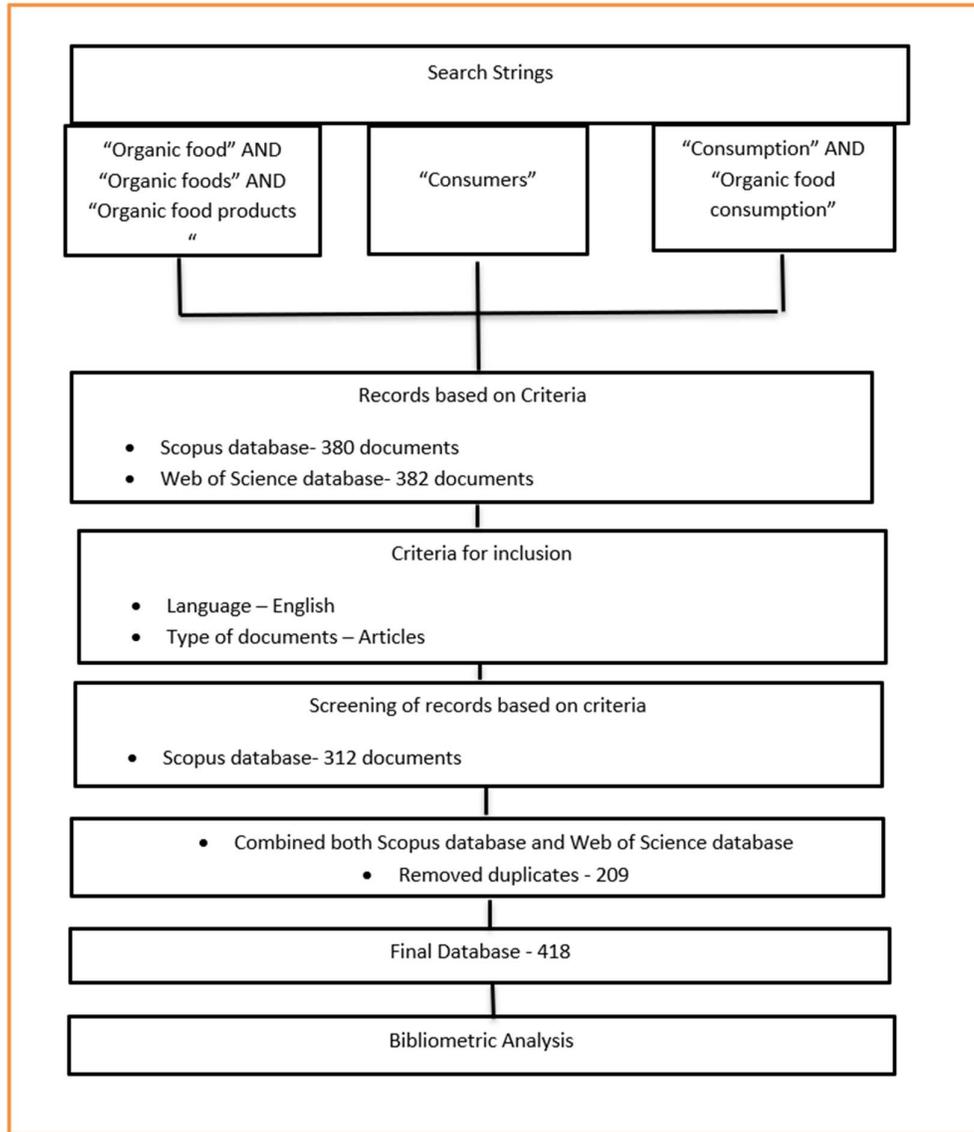

Figure No 1 - Flow Chart of Screening Criteria

most significant writers, and connections about the partnership between writers and nations.

For RQ1, the historical evolution of organic food consumption, the researchers analyzed the annual scholarly output and average annual citations. Furthermore, the theoretical configuration of the information was studied to identify the period's utmost prominent themes. In "Most Relevant Authors" part, you will find the most significant scholars (RQ2) and their nations of origin. Along with this, insight about the corresponding author and the nation's scientific output was brought up to figure out the researchers from which nations had the greatest concern about the consumption of organic foods. Lastly, within the context of the

second question of the study, the ultimate appropriate sources were analyzed. The authors also offered suggestions for prospective further study approaches and constraints in relation to RQ3.

4. Findings and Discussion

We used the R software's Biblioshiny package and VOS viewer to examine the bibliographic records to identify broad patterns regarding "Organic food consumption" research. In the following section, we give a summary of the research, and then a thorough explanation of our results.

4.1 Detailed descriptions of articles/Publications-

Table no 1 – Description of Articles

Description: MAIN INFORMATION ABOUT THE DATA	Results
Timespan	1998:2023
Sources (Journals, Books, etc)	198
Documents	415
Annual Growth Rate %	15.01
Document Average Age	5.02
Average citations per doc	29.55
DOCUMENT CONTENTS	
Keywords Plus (ID)	1101
Author's Keywords (DE)	1144
AUTHORS	
Authors	1204
Authors of single-authored docs	41
AUTHORS COLLABORATION	
Single-authored docs	48
Co-Authors per Doc	4.28
International co-authorships %	18.55
DOCUMENT TYPES	
article	399

The statistical descriptions provide a summary of the information, as seen in Table 1.

According to the data description, 415 publications were published between January 1998 and January 2023. The articles had an average age of 5.02 years, a median number of citations per publication of 29.5, and a yearly increase of 15.01 percent. Merely 41 articles were written by a single author, out of a total of 1204 writers. 48 of the total number of articles were authored by a single individual. Each paper had an average number of 4.28 co-authors, and 18.55 percent of the overall co- authorship came from outside of the country.

4.2 Publication trend –

Figure 2 illustrates the research output from 1998 to 2023 and the publication trend for the research domain. Figure 2 shows a consistent increase in research output. Here, we want to underline that the growth rate should be read carefully because, globally, research productivity has increased over the past several decades in all areas (Martnez- Lopez et al., 2018).
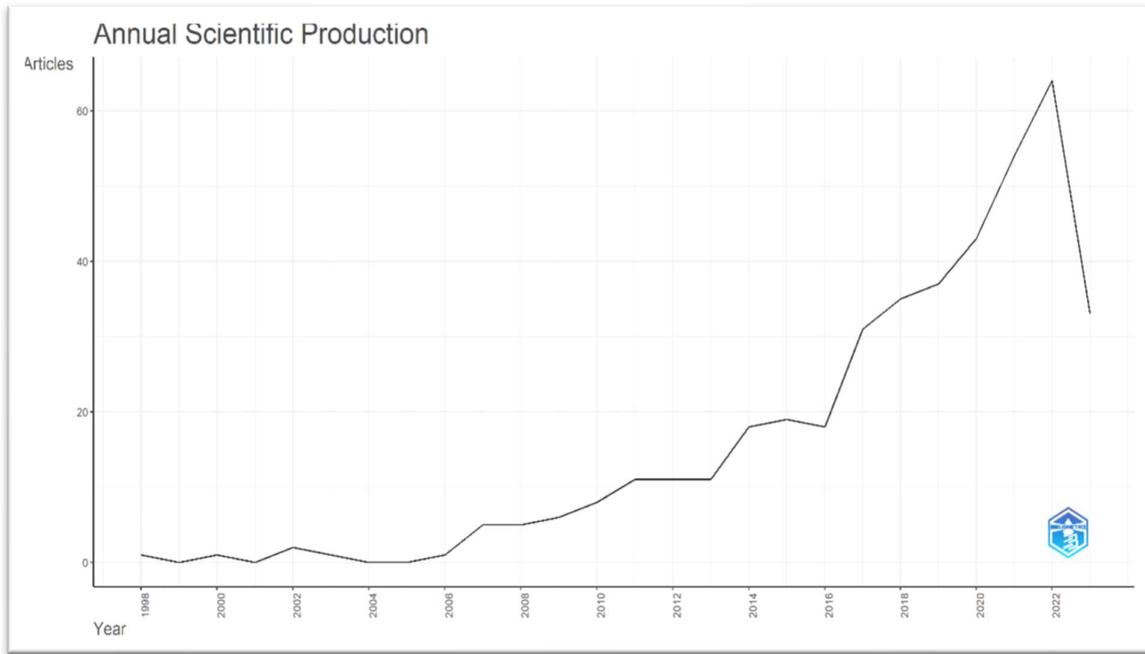
Figure 2 - Publication trend (1998-2023)

Table No – 2 Details of articles between (1998-2023)

Year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Articles	1	0	1	0	2	1	0	0	1	5	5	6	8

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Articles	11	11	11	18	19	18	31	35	37	43	54	64	33

Four historical sub-samples determined by internal growth tendencies are also visible upon closer inspection. The first sub-sample (1998–2005) has five publications and a somewhat moderate increase. A noticeable rise in scientific output to 36 during the second subsample (2006–2011) indicates rising scholarly curiosity in the research topic. Following this are the third (2012–2017) and fourth (2018–2023) subsamples, which are referred to as high-growth (108 articles) and sustained-growth (366) intervals, respectively.

4.3 General Citations Structure –

The variation in average citations per year is seen in Figure 3. Average citation count varied greatly during the course of the investigation and for publications made between 1998 and 2023.
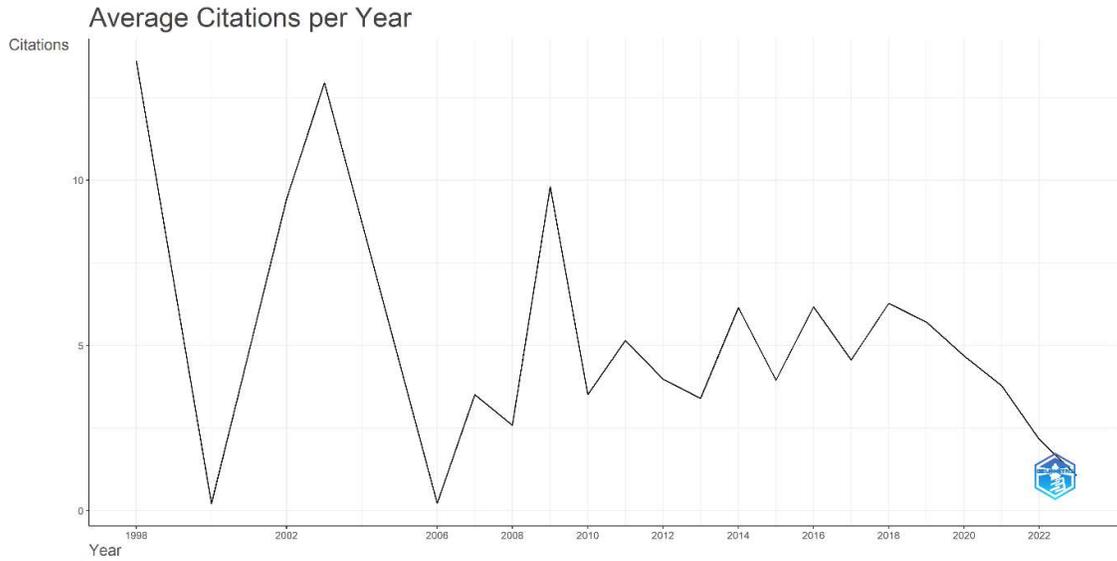
Figure 3- Average Citations Per Year

Table no 3 - Average Citations Per Year

Year	Mean TC per Year
1998	13.62
2000	0.21
2002	9.43
2003	12.95
2006	0.22
2007	3.51
2008	2.58
2009	9.81
2010	3.51
2011	5.15
2012	3.98
2013	3.40
2014	6.14
2015	3.95
2016	6.17
2017	4.56
2018	6.27
2019	5.70
2020	4.68
2021	3.78
2022	2.15
2023	1.06

4.4 Productivity of authors -

The authors who frequently appear about "organic food consumption" are covered in this section. The following Table 3 lists the top 10 authors. The most productive author is Kesegoyut E, who has numerous articles (37), followed by Baudry J (35), Hercberg S., and Lairon D (34). The top 10 authors' research output ranged from 8 to 37 papers.

Table No 4 – Most relevant Authors

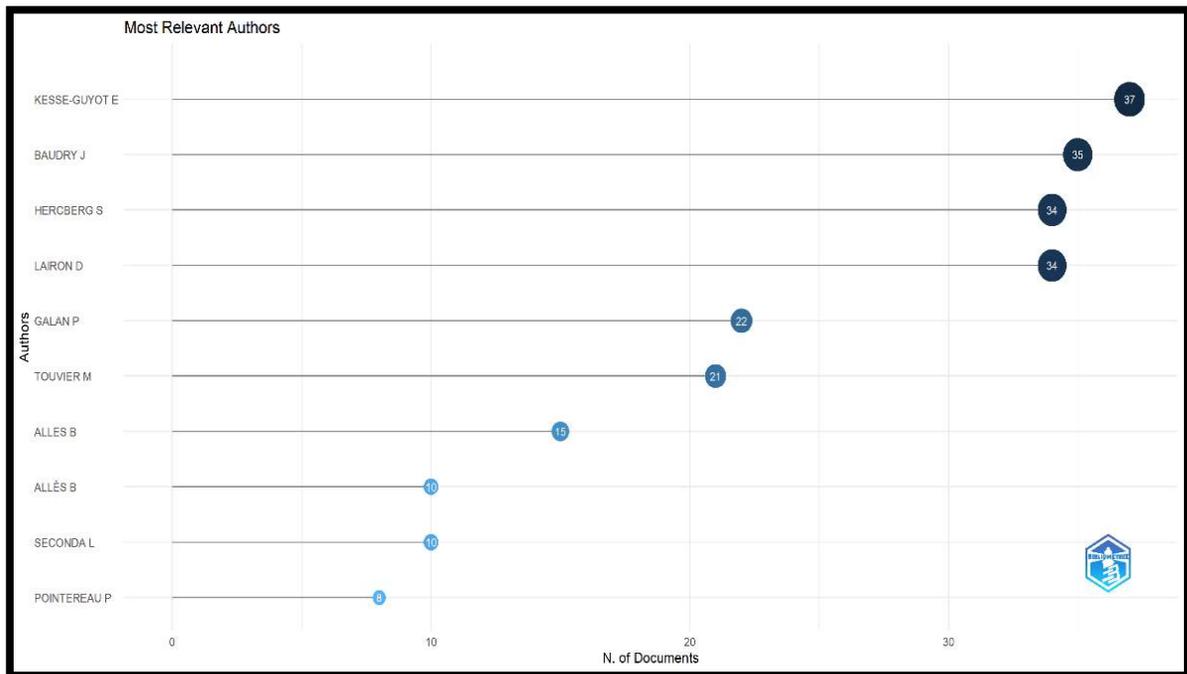| Authors	Articles
KESSE-GUYOT E	37
BAUDRY J	35
HERCBERG S	34
LAIRON D	34
GALAN P	22
TOUVIER M	21
ALLES B	15
ALLÈS B	10
SECONDA L	10
POINTEREAU P	8

Figure no 4- Most Relevant Authors

4.5 The Highly Valuable Sources -

Scholars who utilize the utmost appropriate sources can use statistics relating to those sources. Scholars who want to discover pertinent resources associated with the Organic food consumption topic or who are interested in publishing their studies on the organic food

consumption topic can use analysis pertaining to the most relevant. Figure 5 shows the scientific articles with the greatest academic citations and previously published studies on the usage of organic foods. The British food journal, Sustainability and Food Quality and Preference journals are the top three journals in organic food consumption-related research.

Table No 5- Most Relevant Sources

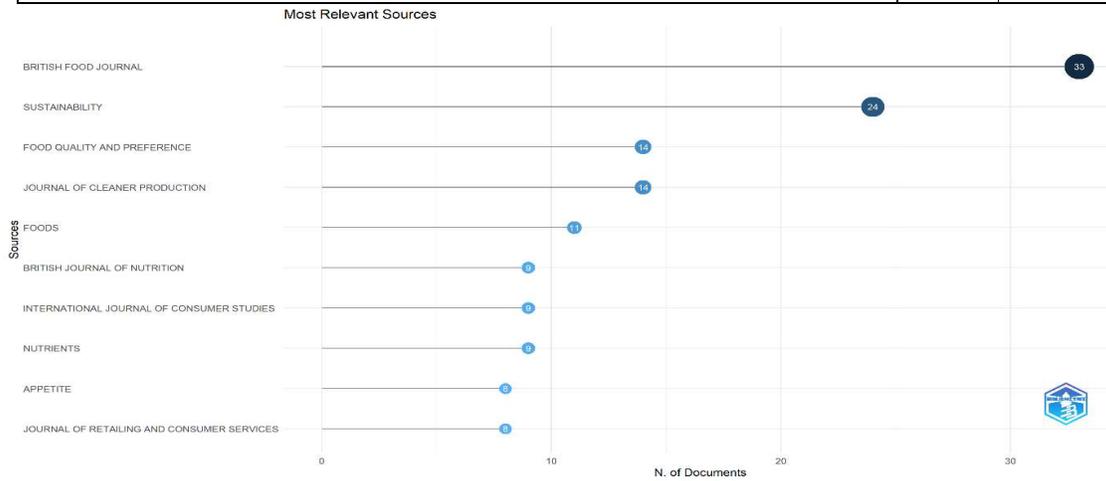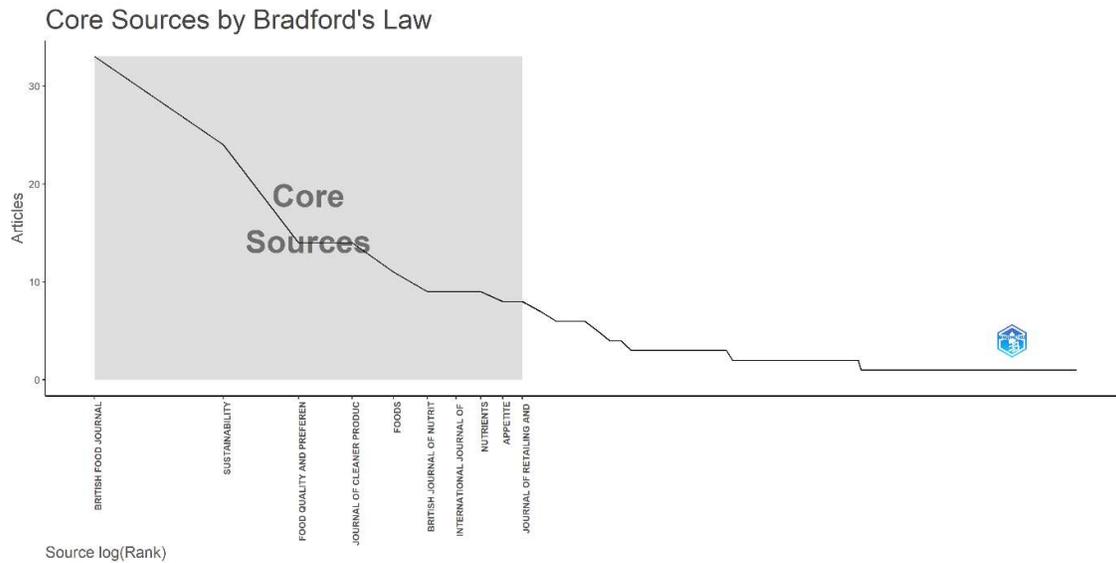| Sources	Rank	Frequency
BRITISH FOOD JOURNAL	1	33
SUSTAINABILITY	2	24
FOOD QUALITY AND PREFERENCE	3	14
JOURNAL OF CLEANER PRODUCTION	4	14
FOODS	5	11
BRITISH JOURNAL OF NUTRITION	6	9
INTERNATIONAL JOURNAL OF CONSUMER STUDIES	7	9
NUTRIENTS	8	9
APPETITE	9	8
JOURNAL OF RETAILING AND CONSUMER SERVICES	10	8

Figure No 5- Most Relevant Sources

Figure No 6- Core sources

Bradford's Law Scattering explains the quantitative relationship that exists between publications and the articles they publish. It demonstrates that just a handful of core journals will have the majority of research papers on a particular subject, which makes up for a significant proportion (1/3) of the documents, followed by a second larger category of scientific journals that contributes to another third, and an even greater number of scientific journals that selected up the final third (Sudhier,2010). These journals are the British Food Journal, Sustainability, Food Quality and Preference, Journal of Cleaner Production, Foods, British Journal of Nutrition, International Journal of Consumer Studies, Nutrients, Appetite, and Journal of Retailing and Consumer Services.

4.6 Author Keywords-

The keywords used in the articles that focus on "organic food consumption" are listed in this section. It was discovered that scholars used several keywords in their publications. The top 10 keywords used by researchers most frequently are listed in Table 6

Table no 6- Authors' keywords

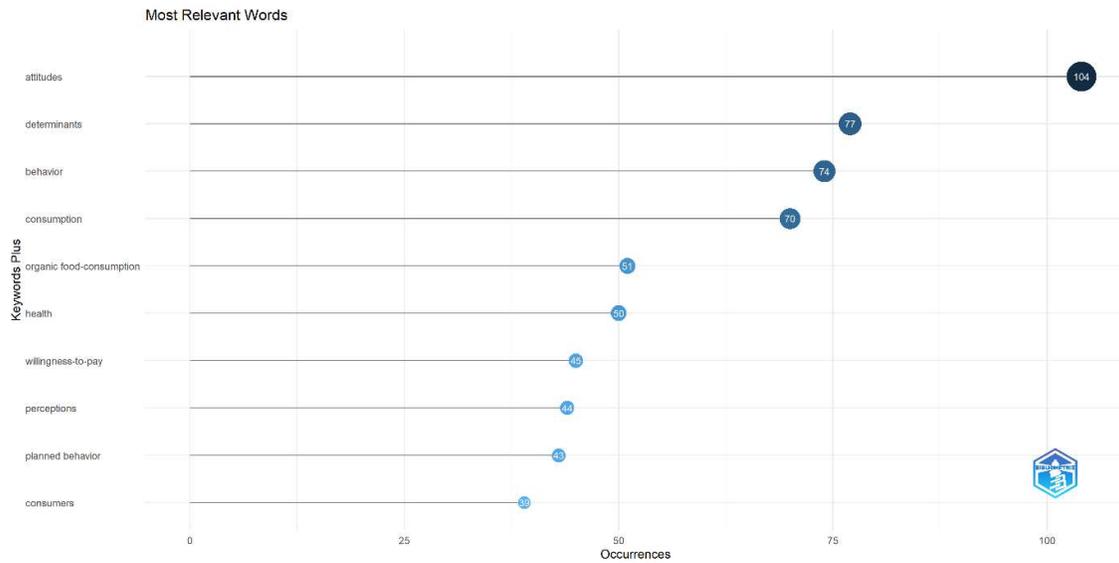| Words	Occurrences
attitudes	104
determinants	77
behavior	74
consumption	70
organic food-consumption	51
health	50
willingness-to-pay	45
perceptions	44
planned behavior	43
consumers	39

Figure No 7 – Most Relevant Words

 The next few words could not be predicted. Nevertheless, these keywords emphasize the salient aspects or elements of research on the consumption of organic foods. For instance, customers' words and attitudes can influence their organic food intake, readiness to pay views, and anticipated behavior. As a component of the keyword analysis, we identified "attitudes" (104 occurrences), "determinants" (77 occurrences), "behavior" (74 occurrences), and "consumption" (70 occurrences) as some of the most prevalent terms, which illustrates the widespread adoption of organic foods among consumers.

And the phrase "Structural equation modelling" may show that this is the approach that is most frequently utilized in this research.

4.7 Author Productivity through Lotka's Law –

Table No 7- Author productivity

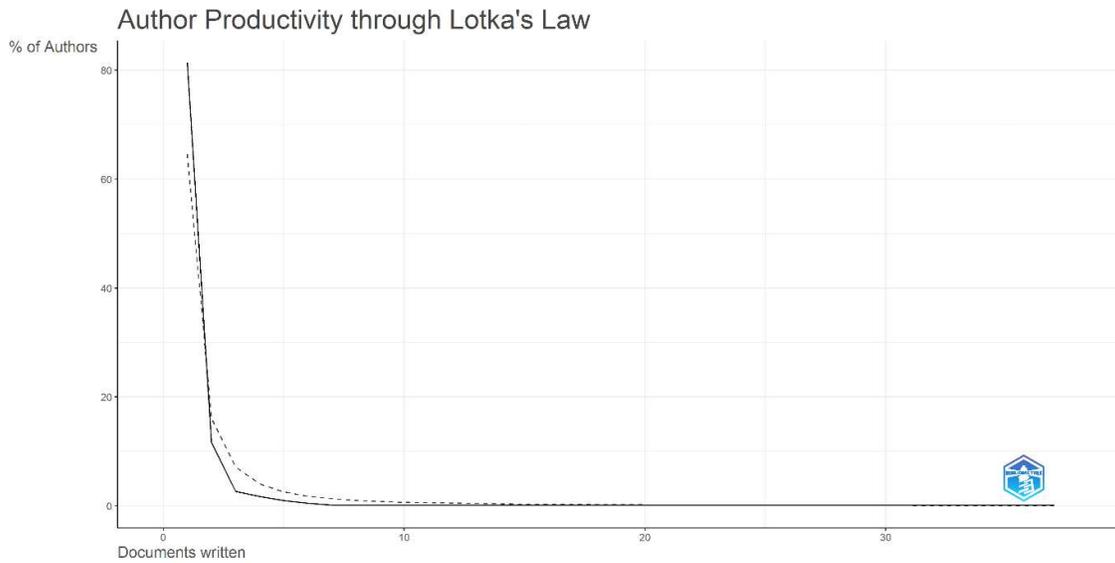| Documents written	No. of Authors
1	980
2	141
3	32
4	21
5	12
6	6
7	2
8	1
10	2
15	1

Figure no 8 – Author productivity

The relationship between authors and their research is shown by Lotka's Law. This asymmetric distribution demonstrates the concentration of articles authored by a small number of authors. 141 authors have written two articles whereas only 32 authors have written three articles and the number of authors goes on decreasing with increasing numbers of publications, as shown in Table no 7.

4.8 Corresponding Authors' Country and Collaboration Network-

Table no 8 - Collaboration and authors' country

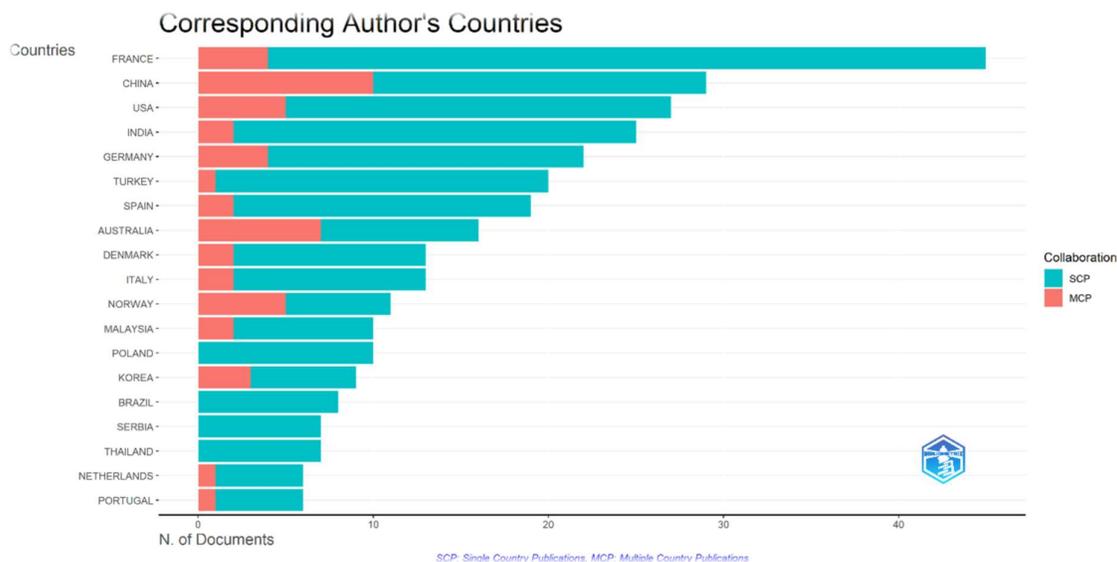| Country	Articles	SCP (Single country publication)	MCP (Multi-country Publication)
FRANCE	45	41	4
CHINA	29	19	10
USA	27	22	5
INDIA	25	23	2
GERMANY	22	18	4
TURKEY	20	19	1
SPAIN	19	17	2
AUSTRALIA	16	9	7
DENMARK	13	11	2

Figure No 9- Corresponding Authors' countries

The Associated Authors' Country section provides the provenance of the corresponding author. The top ten nations on the authors' list act as the worldwide target destinations for the marketing of organic goods, and for the manufacturing of organic foods.

France, had the greatest number of corresponding authors. Italy produced 41 single-country publications between 1998 and 2023, but only 4 were the result of international collaborations. Second place is occupied by China, which has the third biggest market segment for organic items globally and is the main trader of organic items to European nations.

The United States has the world's largest retail market for organic products, accounting for forty percent of all retail sales worldwide (Willer, H, et al 2022). It ranked third in the classification of the countries of the authors' affiliations.

4.9 Country Scientific Production –
Table No 9- Country Production

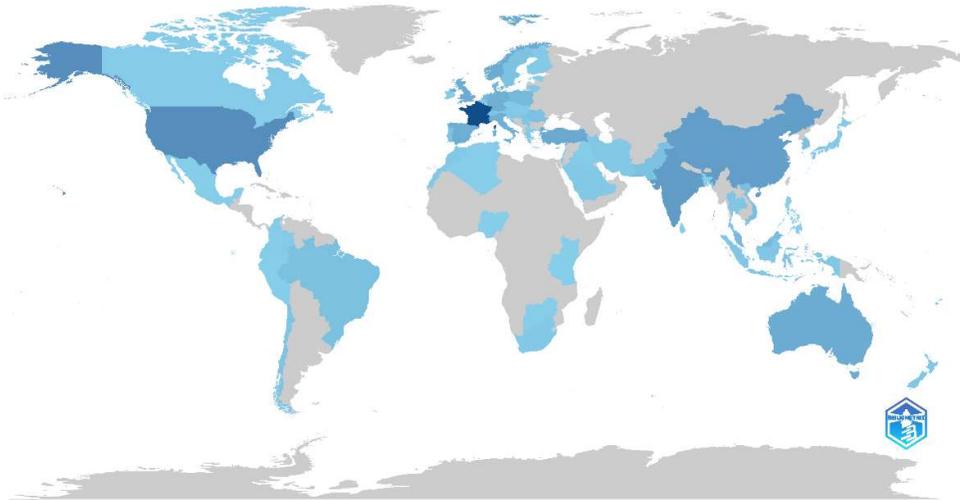| Region	Frequency
FRANCE	155
USA	73
INDIA	57
CHINA	55
TURKEY	43
NORWAY	39
AUSTRALIA	38
UK	38
SPAIN	36
GERMANY	35

Country Scientific Production

Figure No 10- Country Production

In addition to examining the country of the corresponding author, it is necessary to evaluate the scientific output of each country, specifically the number of publications produced on a related topic during the study period, as depicted in Figure 9. The listing of the countries with the highest production was remarkably comparable to the top 10 rankings for the author's country. Over the research time frame, France rated first among the most productive countries generating 155 articles. The United States and India produced 73 and 57 documents respectively, between 1998 and the beginning of 2023. With 55 articles on organic food consumption, China ranked fourth.

4.10 Country wise Citations-
This section examined the citations obtained by each nation. Table 10 depicts the top 10 nations with the highest number of citations. France, Australia and Belgium are the top three performers for citations.

Table No 10- Country wise citations

Country	TC	Average Article Citations
FRANCE	1346	29.90
AUSTRALIA	1013	63.30
BELGIUM	928	464.00
GERMANY	870	39.50
NETHERLANDS	768	128.00
USA	768	28.40
CHINA	635	21.90
DENMARK	614	47.20
NORWAY	543	49.40
ITALY	437	33.60

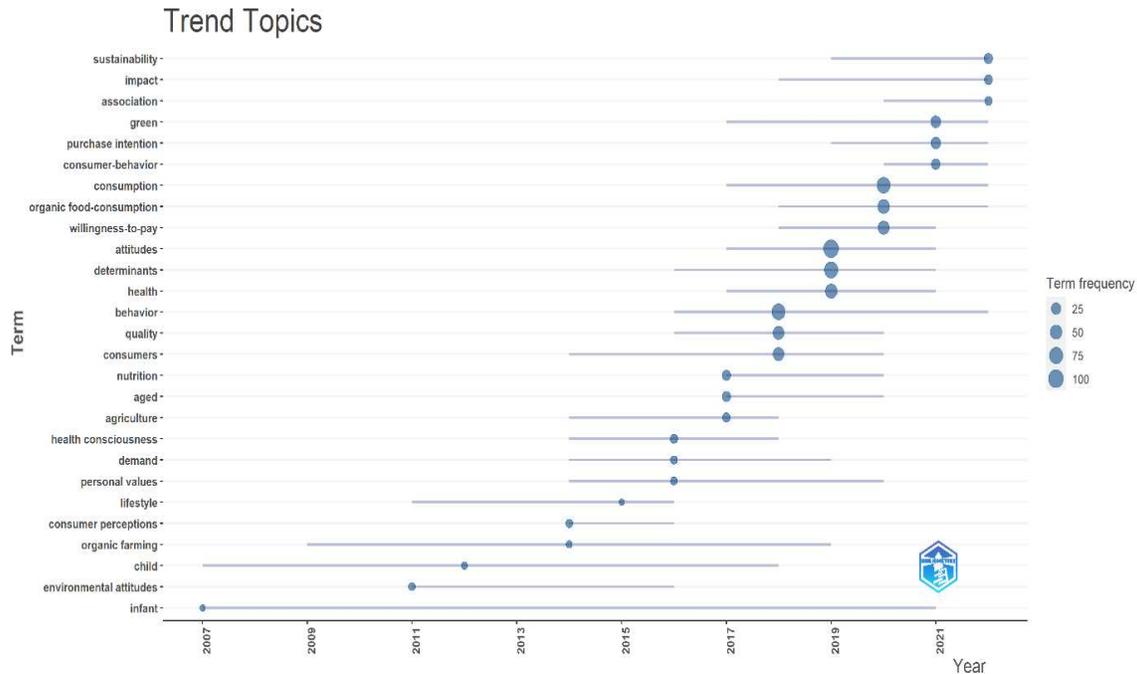## 4.11 Trend Topics- The Most Frequent Terms Concerning Time.

Figure no 11-   The Most Frequent Terms Concerning Time.

Figure 11 shows spheres and lines that indicate the trending phrases or keywords that have been thoroughly investigated between 1998 and 2023. The more significant the bubble size, the greater the frequency with which the term surfaced in articles during the particular time frame. Furthermore, the length of each line denoted the amount of time into addressing the subject.

Among all terms, "attitudes" had the greatest bubble size and gained prominence in 2019, appearing in 104 documents. The word "determinants" was utilized in 77 publications in 2019. Most prevalent themes over the past couple of years are "organic food consumption" and "behavior". According to a study that analyzed consumer behavior based on purchase intention, organic food consumption was predominantly associated with "Green" in 2021. In 2022, "sustainability", "impact", and the term "association" were the most popular topics.

4.12 Topic recommendations for future research –

To identify the suggestions for further study areas, it is necessary to examine the placement of subtopics on the thematic map. Apart from being referred to as strategic maps, thematic maps depict the location of the authors' keywords and arrange them into multiple study clusters (Schöggl et al., 2020, Zhidebekkyzy et al., 2022). The X-axis shows the importance or centrality of the subject of the research. The Y-axis indicates density, which assesses the theme's progression (Cobo et al., 2011). During the entire study time frame, three primary clusters persisted.
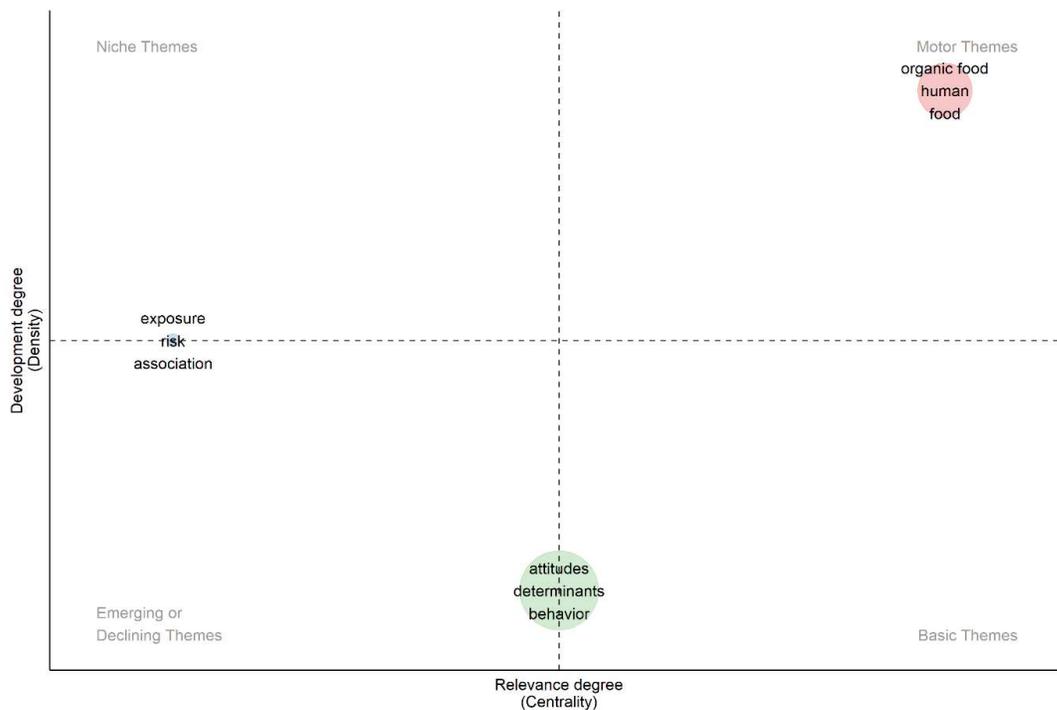
Thematic maps –

Figure No 12 – Thematic Maps

The first and upper right quadrant includes motor themes with a high level of significance and growth, signifying that research concepts in this quadrant are established and essential for the field of knowledge. These motor themes are "organic food", "Human" and "food". This indicates that organic food buying behavior and consumption have been studied very well.

The next quadrant is the upper leftward quadrant, also recognized for niche themes shows a significant level of concentration but with a small amount of supremacy or minimal importance for the field (Della Corte et al., 2019).

The inferior left quadrant, includes research subjects with low supremacy and concentration, suggesting minimal growth. The theme of "exposure" lies between second and third quadrants. The last quadrant on the inferior right is the fundamental theme quadrant, which consists of studies with a prominent degree of significance but a small degree of growth, suggesting that these themes have significance for an investigation discipline and encompass broad topics throughout multiple examination domains. Themes like "attitudes" lie between the third and fourth quadrants.

5. Conclusion

Organic food's public profile surged in the early 2000s as consumers began to see the connection between diet, health, and the environment. To offer a thorough review of the whole body of academic research on the consumption of organic foods, researchers have employed bibliometric analysis in the present study. This strategy was employed as it was found to be the most suitable one.

The most significant writers in the area of organic food were determined based on articles and citations. France, China, the United States, and India are emerging as the most significant nations studying organic food consumption.

The results of this study will be useful to academicians, and scholars in the field of the consumption of organic food since they shed light on how the field has evolved historically.

On the basis of the examination of the thematic map, suggestions for further study may be made. Research is required to understand the factors that influence and the methods for consuming sustainable foods other than organic foods, particularly in nations where the market share of organic products is minimal.

6. Limitations

There are a few limitations of the study. The first is a result of the bibliometric data sources. We limited our research to the WoS and Scopus databases, omitting other databases (such as EBSCO, PUBMED, etc.). Additionally, bibliometrics has several intrinsic flaws, such as the inability to discriminate between cited and uncited papers while failing to represent the caliber of a scientific magazine.

7. Managerial Implications

Businesses that promote and comprehend sustainable growth have an edge over their rivals due to an upsurge in the market for organic food. If a business wants to preserve its brand image, customers must believe that it is doing it responsibly. Along with providing organic products, companies may capitalize on the favorable perception by highlighting their dedication to social responsibility. Businesses may be less susceptible to aggressive marketing tactics, have higher profitability, and have more opportunities for extending their brand. An intelligent company may perceive environmental concerns as a possibility for an emerging market rather than taking it as a threat. Businesses can put a high priority on growth by introducing novel concepts for green products and educating consumers about this subject.

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