

# EXPLORING THE NEXUS BETWEEN SUSTAINABLE CONSUMPTION BEHAVIOR AND ORGANIC FOOD PURCHASE: A COMPREHENSIVE REVIEW

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**Abstract:** *The growing popularity of organic food has sparked interest in understanding the role of sustainable consumption behavior in driving this trend. This study investigated the impact of sustainable consumption on organic food purchases using a qualitative synthesis of 43 articles identified through a PRISMA-guided search. Our findings reveal a positive and direct relationship between sustainable consumption behavior and organic food purchases. Consumers motivated by health, environmental concerns, perceived quality, trust, and food safety are more likely to choose organic options. However, price remains a significant obstacle for some, and limited knowledge about organic food can hinder purchase decisions. These findings offer valuable insights for producers, retailers, and policymakers. Producers can emphasize diverse value propositions beyond environmental benefits, while retailers can implement clear labeling strategies. Policymakers can promote educational initiatives and facilitate access to affordable organic options. Future research can explore moderating and mediating factors, the impact of external influences, and variations in consumer behavior across different demographic groups. Ultimately, this research contributes to advancing sustainable and healthy food consumption patterns.*

**Keywords:** *Sustainable consumer behavior, sustainable consumption, sustainable consumption behavior, food consumption, organic food, and PRISMA.*  
(JEL code: Q01, Q13, Q56)

## INTRODUCTION

Growing concerns about the environmental impact of food production and consumption have fueled the rise of sustainability-focused product categories, particularly organic food. However, understanding the complex relationship between consumer behavior and sustainable choices, like purchasing organic food, remains crucial. While technological advancements in agriculture have boosted production, their long-

term impact on rural communities and ecosystems demands reevaluation. Current consumption patterns, especially in developed nations, push planetary boundaries, prompting calls for sustainable consumption (Steffen et al., 2015). Sustainable Development Goal 12 emphasizes responsible consumption and production, acknowledging the role of consumer choices in driving change (United Nations, 2020). Many consumers associate organic food with sustainability, health benefits, and superior quality (Govender & Govender, 2016). While re-

search on sustainable consumer behavior spans multiple disciplines, including psychology, marketing, and environmental science, its depth varies across different areas (Kumar & Polonsky, 2017). Notably, understanding the factors influencing consumers' willingness to purchase organic food remains an active research area. Organic farming demonstrably reduces the environmental impact of food production compared to conventional methods (Müller et al., 2017). Furthermore, studies suggest potential health benefits associated with lower pesticide and antibiotic use in organic agriculture (Mie et al., 2017). However, research indicates that consumers' primary motivation for purchasing organic food stems from perceived health benefits, rather than solely environmental concerns (Federal Office for Agriculture and Food, 2020; Rana & Paul, 2020). Building on this foundation, this study aims to critically examine the relationship between sustainable consumption behavior and organic food purchase behavior. Recent studies highlight the need for further research in this area. To address this gap, we used a systematic literature review using the PRISMA framework to analyze recent and representative research on this topic. Our central research question is: To what extent does sustainable consumption behavior influence consumer decisions to purchase organic food? By investigating this question through a qualitative synthesis of the literature, we aim to unravel the intricate interplay between consumers' environmental consciousness, their broader buying habits, and their specific choices regarding organic food purchase. This analysis will be based on a selection of 43 academic journal articles retrieved from the Scopus database. Additionally, we will develop a framework (Figure 1) that visually represents the key factors influencing this relationship, informed by the reviewed literature. This investigation seeks to shed light on the complex motivations and decision-making processes behind consumer choice in the context of organic food and sustainable consumption. Ultimately, our findings aim to contribute to developing strategies that encourage more sustainable purchasing behaviors and support a resilient food system for the future.

## RESEARCH PROCESS AND METHOD

This article adopts a qualitative research synthesis by (Page et al., 2020). The researcher uses a three-step procedure to gather the research that is most related to our research goals.

### *Identification:*

To ensure we captured relevant existing reviews, we initially searched across multiple databases, including Scopus, Web of Science, and Google Scholar, using our key terms (Sustainability, sustainable consumption behavior, consumer decision-making buying behavior, and organic food). This comprehensive approach helped us gain a deeper understanding of the research landscape and avoid duplicating existing efforts. According to (Page et al., 2020), authors can spend less time getting acquainted with literature by using this method. It also enables the writers to understand the justifica-

tion for conducting the literature review, such as whether the subject needs updating, whether a fresh theory may be established, or whether the prior literature study contained methodological problems. The stage of the data collection process was carried out from the online library of the University of Debrecen from the Scopus database. First, the query TITLE-ABS-KEY (sustainab\* AND consumption AND behavior OR purchasing AND organic), has been used to address the study question. This step aimed to gather a huge descriptive group of original research that might make it possible for this study to get an important conclusion since hundreds of article results were pulled from the Scopus database based on the Advanced Document Search. A total of 499 articles were found during the initial phase of the search to have pertinent data on the area of sustainable consumption behavior and purchasing organic goods. Due to the substantial quantity of prior research that may be reviewed and the depth of their literature, the already-identified inclusion criteria were applied. There were several articles that have been excluded, which was 94 articles because the search was made by choosing the year 2015-2023, and the sample of publications that were chosen was reduced to 405 articles. This period has been selected because the concept of sustainable consumption behavior has been around for countries, but it has gained more attention in recent years. There are lots of articles about it but mostly are updated once.

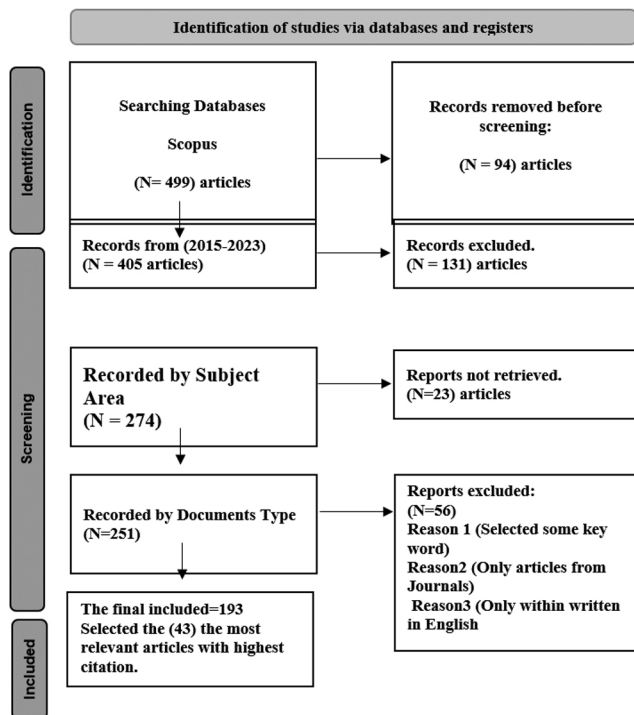
### *Screening*

Following the initial search, we concentrated on the Scopus database due to its comprehensive coverage of our chosen subject areas, including Environmental Science, Business Management and Accounting, Economics, and relevant sub-fields of Social Sciences like Psychology and Marketing. By focusing on these disciplines, we aimed to capture research directly addressing our research question regarding the relationship between sustainable consumption behavior and organic food purchase decisions. Additionally, most of the papers published in these publications are original studies with quantitative or qualitative research methods. The researcher identified the keyword searches for the various sub-areas of sustainable consumption behavior in relation to organic goods. The keywords linked with sustainable consumption behavior and purchasing organic foods are particular to that region. They are crucial in ensuring that all relevant elements are investigated, and the analysis's main issues are thoroughly covered. Nevertheless, after the first stage, which is (Identification,) the search was sorted by subject area (Environmental Science, Business Management and Accounting, Economics, Econometrics and Finance, Art and Humanities, Health Professions) has been chosen because there are more relative to the research topic. The total number of documents found based on the subject area that has been mentioned above was 274. The number of research was reduced to 251 articles because the search was done based on the Documents type, which both Article and Review Articles were chosen because they already existing knowledge can be nicely recognized.

Included

Finally, to ensure the selected articles directly addressed our research question and offered high-quality insights, we used multiple criteria beyond citation count for example thematic relevance we carefully assessed the article content to ensure alignment with our specific research focus on sustainable consumption behavior. In this stage, the search was based on the keyword's selection, there are some important keywords that are related to the research topic have been selected, which are (Sustainability, Consumption Behavior, Organic Food, Sustainable Development, Sustainable Consumption, Consumer Behavior, and Article) 195 articles were chosen based on those keywords. Only journals from the source type were selected, and 195 articles were published in journals. Finally, written papers in English were chosen, and the number of articles was 193, then they were exported to RefWorks database manager, it makes researcher to make bibliographic references easily and saving time. The last inclusion criterion was the highest number of citation papers with the most relevant to the research topic, which reduced the sample to 43 articles. Figure 1, a (PRISMA) flow diagram below, shows the sampling procedure and how the number of articles was reduced from 499 to 43 articles.

Figure 1 The Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) by Page et al., (2020).



RESULTS AND DISCUSSIONS

The analysis of the chosen paper conceded a result based on the article, author, and the year of publication; methods and results are shown in Table 1 in the appendix. This research finds the following Findings:

*Environmental cognitions have a significant impact on purchasing organic food.*

Consumers who exhibit biospheric values that show concern for the environment and animal well-being are more likely to purchase organic food. This is supported by the findings of (Van Doorn and Verhoef, 2015) and (Laureti & Benedetti, 2019), who found that those who care about deforestation, soil contamination, and animal welfare are more likely to purchase organic products regularly. The study by (Rahnama & Rajabpour, 2017) also highlights that environmental value and epistemic value are the primary determinants of customer decision behavior for green products. Food suppliers have recognized the importance of addressing climate change and have included environmental goals in their policy statements; retailers also urge customers to buy seasonal, local, and organic foods and reduce food waste, (Tjärnemo & Södahl, 2015).

(Moser, 2016) emphasized that the advantages of buying organic goods must be appreciated and understood by consumers. Self-interest and environmental concerns are both potent motivators that present marketing opportunities. (Chu et al., 2018) found that consumers' intentions to purchase organic goods will be further reinforced by a more positive attitude toward them. However, they also found that there was no discernible effect of marketing pricing or communication on customers' attitudes toward organic foods. (Maaya et al., 2018) reported that environmental and charitable sentiments have a considerable impact on willingness to pay for both organic and fair-trade coffee labels. Overall, understanding the motivations and values of consumers can help companies to target their marketing strategies more effectively to keep their customers and attract new ones to buy their organic food.

*Health, quality, and food safety have a significant impact on purchasing organic food.*

According to several studies, quality and health concerns are the primary drivers of organic product purchasing. (Nguyen et al., 2019) found that customers' attitudes toward buying organic beef were greatly influenced by their concerns about their health, the safety of their food, and their understanding of organic food. (Oroian et al., 2017) identified weight issues, sensory appeal, sustainable consumption, and health concerns as the primary justifications for consuming organic food products. (Tobi et al., 2019) reported that organic labeling was the most desired quality, and many consumers view food labeling programs that emphasize environmental and social responsibility favorably. (Liu et al., 2019) also found that consumers' willingness to pay for organic products is highest for those with traceability, organic, graded, ecologically friendly, and fair-trade certificates. Consumers' purchasing decisions are influenced by various factors, including functional and emotional values. According to (Von Meyer-Höfer et al., 2015) sustainable consumers, who are more likely to be women, are particularly interested in food quality and exhibit a higher willingness to promote sustainability through their consumption patterns. (Mauracher et al., 2019) believe that individual purchasing choices have an impact on the sustainability of society as a whole; younger customers have

a more favorable perception of wine with sustainable qualities and are willing to pay a higher price for it. Eating sustainably produced food is not only good for the environment but also for our health, according to (Petrescu et al., 2017). Quality plays a crucial role in establishing and upholding trust among producers and retailers, which in turn influences consumer trust. The use of emotional appeals, such as the health argument made by an expert or the authenticity argument delivered by a producers' union, can foster trust among consumers. In terms of environmental concerns, social value has the most significant impact on consumer attitudes toward green products, according to (Mohd Suki, 2015). Therefore, it is essential for producers and retailers to consider these factors when marketing sustainable and environmentally friendly food products.

### *Financial Values have an impact on purchasing organic food.*

Research has shown that cost can be a significant obstacle for consumers interested in purchasing organic products. (Nguyen et al., 2019) found that high prices for organic meat were a barrier for many consumers. However, (Rahnama & Rajabpour, 2017) discovered that the functional value-price of green products had a positive impact on consumer choice. Consumers who care about environmental and quality issues are often willing to pay more for high-quality food, as seen in the findings of (D'Amico et al., 2016). While price and convenience have a significant impact on customers' purchase intentions, this determinant has a negative impact on those planning to buy organic goods (Basha & Lal, 2019). Financial incentivization has been found to be an effective way of encouraging sustainable consumption, according to (Lavelle et al., 2015). Furthermore, research by (Gerini et al., 2016) found that the market segment that purchases the most organic food is willing to pay significantly more for organic eggs, while most consumers who rarely buy organic items aren't willing to pay more for organic eggs than for eggs with improved animal welfare. The analysis by (Olson et al., 2017) found that the high price of organic food was a concern for some consumers, who believed that it offered little to no health benefits. (Migliore et al., 2020) found that the number of sulfites, income, and attitudes toward healthy food could also influence consumer preferences. Nevertheless, customers have shown a willingness to pay a premium price for sustainable and organic products, such as sustainable fish and organic extra virgin olive oil, according to (Maesano et al., 2020) and (Rizzo et al., 2020), respectively. (Moser, 2015) found that willingness to pay was a significant predictor of environmentally conscious shopping behavior, followed by personal norms. (Moser, 2016) also discovered that customers' purchase decisions often reflect their environmentally conscious attitudes. Finally, (Kamenidou et al., 2020) found that while consumers across all demographic cohorts have favorable attitudes toward organic food, the economic crisis has had an impact on their purchasing behavior. Additionally, (Mauracher et al., 2019) found that consumers who prioritize cost when choosing wine are less likely to pay for organic wine, and that those with a lower consumption frequency are more likely to be willing to pay a premium price for it.

### *Knowledge has an impact on purchasing organic food.*

Several studies have identified key predictors of organic food consumption and purchase intentions. According to (Mann et al., 2020), recent consumption changes, health-related attitudes, and social norms, perceived behavioral control, environmental values, income, and education level are among the most significant predictors of organic food consumption. Financial and environmental arguments also play a role in non-organic food purchases. Access to knowledge, information, and money, as well as time to prepare meals, are important factors for achieving healthier and more ecologically friendly food consumption. Trust in organic certification, recognition of differences between organic and conventional foods, and perceived obstacles to purchasing organic food may hinder the adoption of organic food consumption (Torres-Ruiz et al., 2018). (Roh et al., 2022) found that consumer attitudes and subjective norms have a positive impact on purchase intentions, while trust in the product decreases purchase intention. Knowledge about organics also positively influences attitudes and trust. (Testa & Sarti, 2018) noted that subjective norms have a detrimental impact on actual purchase behavior, while purchase intentions are positively influenced by customer knowledge about organics. (Nosi et al., 2020) discovered that political values have a negative impact on consumer attitudes toward purchasing organic quinoa-based meals, while ecological welfare and retailer CSR reputation have a positive impact. Consumer attitudes are a key indicator of behavioral intention.

## CONCLUSION

In conclusion, the present research investigated the relationship between sustainable consumption behavior and the act of buying organic food. By implementing the PRISMA standards to analyze 43 papers, we found a clear and beneficial relationship between the two variables. Important factors which affect the decisions regarding purchasing organic products are environmental values, concerns for animal welfare, emotional and functional value propositions, and successful labeling strategies. Younger consumers and women demonstrate a stronger desire for purchasing organic products. Although cost might be a barrier to some individuals, factors such as perceived value, quality, and financial incentives can serve as drivers for promoting sustainable consumption. Furthermore, knowledge plays an essential part, highlighting the importance of educational activities and easily available information. Producers and retailers could achieve advantages by promoting several value propositions besides just environmental benefits, using specific labeling, and focusing on certain customer segments, considering these findings. Policymakers can contribute by encouraging educational initiatives, maintaining cheap access to organic alternatives, campaigning for responsible advertising, and considering financial incentives. In addition, future studies may examine additional moderating and mediating variables, the impact of external factors, the influence of specific value propositions, continuous patterns, and global disparities in consumer behavior. Ultimately, by combining these findings, we can promote healthier and beneficial dietary habits for everyone.



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**Table 1 Characteristics of the Sampled Studies**

No	Article	Author and the year of publication	Methods	Results
1	Thinking green, buying green? Drivers of pro - Environmental purchasing behavior.	Moser (2015)	The data (n = 12,113) from the household panel survey that was conducted in 2012 by the German market research firm GfK were provided.	Willingness to pay (WTP) was the most accurate predictor of environmentally conscious shopping behavior, followed by personal norms.
2	Drivers of and Barriers to Organic Purchase Behavior.	Van Doorn & Verhoef (2015)	For 1,246 of the more than 4,000 homes in the GfK household panel, researchers got these survey data.	Organic food is more likely to be purchased when consumers have biospheric values that show their care for the environment and the well-being of animals. Moreover, quality and health concerns the primary drivers of organic product purchasing. Egotism and a focus on cost might be hurdles to purchasing organic products.
3	Exploring environmental consciousness and consumer preferences for organic wines without sulfites.	D'Amico et al (2016)	An investigation of survey data using an ordered logit model. A survey of 201 Sicilian organic customers was conducted between May and September 2012 on a random sample.	Consumers who care about environmental and quality issues are prepared to pay more for high-quality food, and that effective price differentiation requires more information about wine without added sulfites.
4	Consumers' purchasing decisions regarding environmentally friendly products: An empirical analysis of German consumers.	Moser (2016).	Data for seven different product categories in the industry of products for daily necessities were collected from a national panel of respondents (n=1760), and they included survey data and retail scanner data.	Customers are environmentally conscious and that their purchase decisions reflect these attitudes (self-reported). Strong determinants of SRB are norms and willingness to pay in particular.
5	Organic food purchases in an emerging market: The influence of consumers' personal factors and green marketing practices of food stores.	Nguyen et al (2019)	Data were gathered from a sample of 609 consumers of organic beef at four food establishments in Hanoi using a designed and validated survey tool.	Customers' attitudes toward buying organic beef were greatly influenced by their concerns about the environment, their health, the safety of their food, and their understanding of organic food. On the other hand, the high cost of organic meat was undoubtedly a barrier to genuine organic meat purchases.
6	The role of consumers in transitions towards sustainable food consumption. the case of organic food in Norway.	Vittersø & Tangeland (2015)	Based on the findings of two consumer surveys conducted in 2000 and 2013, the article explores the observed changes in Norwegian consumers' perceptions of the barriers to purchasing organic food.	The perceptions, had shifted to a more unfavorable position for other elements like consumer confidence in the labeling system and the caliber of organic foods. Most significantly, More customers in 2013 did not see any advantages to purchasing organic food.
7	Indian consumers' attitudes towards purchasing organically produced foods: An empirical study.	Basha & Lal (2019)	1300 questionnaires, mostly with closed-ended questions, were randomly handed to shoppers in these cities' main supermarkets.	The price and convenience, these had a significant impact on customers' purchase intentions, while this determinant had a negative impact on those of consumers who planned to buy organic goods.
8	Consumers' willingness-to-pay for sustainable food products: The case of organically and locally grown almonds in Spain.	De-Magistris & Gracia (2016)	In the fall of 2011, the RCE experiment was carried out in the Spanish region of Aragon's capital. 171 consumers made up the entire sample size.	Customers were willing to pay more for almonds that were grown locally and organically, as these cause less greenhouse gas emissions.
9	Are green consumers really green? Exploring the factors behind the actual consumption of organic food products.	Testa & Sarti (2019)	This study is based on a sample of 79 Italian customers' self-reported information combined with data from actual purchases.	Subjective norms have a detrimental impact on actual purchase behavior while purchasing intentions have a favorable impact. It is discovered that customer knowledge about organics influences purchase intentions.

10	Exploring pro-environmental food purchasing behaviour: An empirical analysis of Italian consumers.	Laureti & Benedetti . (2018)	Using the Italian National Statistical Institute's 2014 Aspect of Daily Life Survey	People who care about deforestation, soil contamination, and animal welfare are more likely to regularly purchase organic goods.
11	Profiles of sustainable food consumption: Consumer behavior toward organic food in southern region of Brazil.	Feil et al. (2020)	A quantitative technique and surveyed organic food consumers in the Rio Grande do Sul state of southern Brazil in 1997.	Despite particular socioeconomic and demographic characteristics, the consumer profile is interrelated with a collection of intentional and attitudinal behavioral aspects. Theoretical implications underline the significance of evaluating more sustainable consumption forms in accordance with consumer profile particularities when looking at organic food as a method to achieve a more sustainable food production and consumption system.
12	Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers.	Watanabe et al. (2020)	274 Brazilian consumers of organic food participated in a survey.	Both functional and emotional values have a beneficial impact on consumer trust, but only emotional value influences consumers' desire to make a purchase.
13	Towards sustainable consumption: Keys to communication for improving trust in organic foods.	Vega-Zamora et al. (2019)	800 people were enrolled in an experiment to test 36 different therapies.	Three variables under consideration have strong interactions, and they point to the following combinations as being the most successful in fostering trust: the health argument made by an expert, the authenticity argument delivered by a producers' union, the elitist argument made by an expert, and finally, the social argument delivered by a public authority, all of which use an emotional form of appeal.
14	How stable is the value basis for organic food consumption in China?	Thøgersen et al. (2016)	In Guangzhou, China, outside supermarkets selling organic food, two surveys of common Chinese consumers were conducted in 2009 (n = 529) and 2012 (n = 478).	The value Schwarz refers to as "universalism" is associated with the attitude toward purchasing organic veggies, and that when universalism is controlled, no other values increase explained variation. For organic veggies, the associations between value and attitude and between attitude and behavior are both significant and do not alter significantly between the two time points. The observed behavior (purchasing organic veggies) is significantly associated to fundamental values.
15	Consumers' attitudes towards organic products and sustainable development: A case study of Romania.	Oroian et al. (2017)	Data from 568 respondents were gathered, and descriptive and inferential statistics were used to analyze the results.	The primary justifications for consuming organic food products are weight issues, sensory appeal, sustainable consumption, and health concerns. The "gourmand," "environmentally concerned," and "health worried" categories were found to be the three main customer groups of organic food.



16	Consumption values and consumer environmental concern regarding green products.	Mohd Suki. (2015)	the use of a questionnaire that is self-administered. 200 respondents who committed to living sustainably and making at least one green purchase per week, such as organic veggies, filled out this survey.	The PLS technique, social value had the biggest impact on consumer environmental concerns about green products. This result demonstrated the importance of peer opinion in shaping people's perceptions of green products and their willingness to buy them. The epistemic value of buying eco-friendly products is the previous crucial element.
17	Different shades of green? Unpacking habitual and occasional pro-environmental behavior.	Lavelle et al.(2015)	Investigating household consumption using data from a survey of 1500 families in the Republic of Ireland and Northern Ireland that created behavioral and attitudinal indicators	Families reporting habitual pro-environmental conduct differ considerably from those reporting occasional pro-environmental behavior in terms of sociodemographic and attitudinal features. The financial incentivization of sustainable consumption is one area where this has a clear impact on environmental and sustainability policies. Significant social sustainability difficulties also occur, with rewards for one-time actions favoring better-off households more than others while those who participate in regular pro-environmental conduct typically incur higher expenses.
18	The defining role of environmental self-identity among consumption values and behavioral intention to consume organic food.	Qasim et al. (2019)	Through the use of a standardized questionnaire, the information was gathered from 406 organic food buyers in Lahore (Pakistan)	Consumers' behavioral intention to consume organic food is significantly positively influenced by conditional value, emotional value, epistemic value, and functional value quality. The researcher also demonstrate that the structural relationship between consumption values and the behavioral intention to eat organic food is significantly mediated by environmental self-identity.
19	Increasing organic food consumption: An integrating model of drivers and barriers.	Hansmann et al. (2020)	620 Swiss households were polled in the survey.	The most significant predictors were recent consumption changes, health-related attitudes and social norms, perceived behavioral control, environmental values, income, and education level. These were followed by financial and environmental arguments for purchasing non-organic food. The participants believed that in order to achieve more ecologically friendly and healthier food consumption, it was crucial to have access to more knowledge, information, and money. Additionally, they believed that having more time to make meals on one's own was crucial for achieving healthy food consumption.
20	Organic food consumption: The relevance of the health attribute.	Rizzo et al. (2020)	in order to ascertain customers' Willingness to Pay (WTP) for organic extra virgin olive oil, a multiple price list (MPL) methodology is used (EVOO).	Findings reveal that the average premium price for organic EVOO is determined in part by the health characteristic, which accounts for 78.9% of the premium price overall.

21	Identifying effective factors on consumers' choice behavior toward green products: the case of Tehran, the capital of Iran.	Rahnama & Rajabpour. (2017)	the survey questionnaires	The choice of green items was highly influenced by the functional value-price, functional value-quality, social value, epistemic value, and environmental value; conditional value and emotional value had little bearing on this decision. It was determined that environmental value and epistemic value were the primary determinants of customer decision behavior for green products.
22	Sustainable consumption in organic food buying behavior: the case of quinoa.	Nosi et al. (2020)	Data from an intercept survey of 158 people in Italy that was done at specialist organic retailers was analyzed using structural equation modeling (SEM).	Political values have a negative impact on consumer attitudes toward purchasing organic quinoa-based meals, notwithstanding the favorable effects of ecological welfare and a retailer's CSR reputation. Additionally, it is discovered that consumer attitudes are a key indicator of behavioral intention.
23	Swedish food retailers promoting climate smarter food choices-Trapped between visions and reality?	Tjärmemo & Södahl. (2015)	Interviews with 17 Swedish food store representatives served as the foundation for the empirical data.	Food suppliers address climate change in their environmental policy statements and have environmental goals for their retail operations, including trash recycling and energy and transportation efficiency. Additionally, retailers urge customers to buy seasonal, local, and organic foods and to reduce food waste.
24	Organic- and Animal Welfare-labelled Eggs: Competing for the Same Consumers?	Gerini et al. (2016)	We run a choice experiment with 900 consumers from Norway and undertake behavioral segmentation depending on how frequently they buy organic food.	As would be predicted, the market segment that buys the most organic food is willing to pay significantly more for organic eggs than eggs that just exhibit improved animal welfare. The majority of consumers, who rarely buy organic items, aren't willing to pay more for organic eggs than for eggs with improved animal welfare.
25	The rationalization and persistence of organic food beliefs in the face of contrary evidence.	Olson et al. (2017)	Using content analysis, 710 reader comments on stories about the Stanford study results are divided into "organic-skeptic" and "pro-organic" reader comments.	The most frequently cited benefit of eating organic food, particularly when it comes from small, local farms, continues to be health benefits. The analysis also reveals that the Stanford findings support the beliefs of organic skeptics that food produced organically offers little to no health benefit to justify its high price.
26	Sustainable diet dimensions. Comparing consumer preference for nutrition, environmental and social responsibility food labelling: A systematic review.	Tobi et al. (2019)	PRISMA	Organic labeling was the most desired quality, and it is likely that this has health implications. The majority of consumers view food labeling programs that emphasize environmental and social responsibility favorably. Combination labeling has potential because a variety of sustainable diet characteristics seem to be well-liked.

27	Mediating influences of attitude on internal and external factors influencing consumers' intention to purchase organic foods in China.	Chu et al. (2018)	This empirical study is based on a sample of 1421 Chinese customers who answered an online questionnaire.	Consumers' intents to purchase organic goods will be further reinforced by a more positive attitude toward them, although there was no discernible effect of marketing pricing or communication on customers' attitudes about organic foods. The findings also indicate that the three exogenous dimensions of environment awareness, health consciousness, and subjective standards were fully or completely mediated by intention.
28	Trading off nutrition and education? A panel data analysis of the dissimilar welfare effects of Organic and Fairtrade standards.	Meemken et al. (2017)	We address these issues by comparing the results of two of the most widely used sustainability standards, namely Organic and Fairtrade, using panel data from small-scale coffee producers in Uganda.	Both organic and fair trade have a favorable impact on overall consumption spending. In contrast, significant variations are seen in the other results. Although organic farming improves nutrition, it has no impact on schooling. For Fairtrade, the situation is completely reversed.
29	Traditions, health and environment as bread purchase drivers: A choice experiment on high-quality artisanal Italian bread.	De Boni et al. (2019)	The objectives of this study were to examine through two direct surveys, namely, i) opinions of experts and stakeholders on bread qualities to define its sustainability performances and ii) opinions of consumers on bread attributes.	Consumers and professionals alike preferred the customary Altamura bread, gave a deeper understanding of how consumer traits and bread qualities affect demand, and proposed ways to encourage the consumption of sustainably produced foods.
30	Measuring consumer preferences and willingness to pay for coffee certification labels in Taiwan.	Liu et al. (2019)	650 questionnaires were filled out by people who regularly bought coffee beans in Taiwan.	The respondents' WTP features that are listed best to lowest include traceability, organic, graded, ecologically friendly, and fair-trade certificates.
31	Sustainability through food and conversation: the role of an entrepreneurial restaurateur in fostering engagement with sustainable development issues.	Moskwa et al. (2015)	an exploratory case study	The findings show the need of deep local embedding as a means of achieving lasting sustainability.
32	Factors affecting consumer preferences for "natural wine": An exploratory study in the Italian market.	Migliore et al. (2020)	The experimental study examined the purchasing intentions of 613 consumers of Italian wine.	A higher WTP for natural wine is positively correlated with consumption frequency and occasion, organic production method, the amount of sulfites, income, and attitudes toward healthy food and the environment.
33	Effect of environmental and altruistic attitudes on willingness-to-pay for organic and fair trade coffee in flanders.	Maaya et al. (2018)	A discrete choice experiment (DCE) was used	Environmental and charitable sentiments have a considerable impact on WTP for both organic and fair trade coffee labels.
34	Sustainable Consumption: Proposal of a Multistage Model to Analyse Consumer Behaviour for Organic Foods.	Torres-Ruiz et al. (2018)	Using a personal digital assistant, or PDA, 800 in-person interviews were used to gather information. Six different regions—Madrid, Barcelona, Seville, Salamanca, Oviedo, and Valencia—were used for the interviews. ..	The findings show that the model suggested can be adopted, and that the issues preventing adoption include a lack of trust in organic certification, a failure to recognize the differences between organic and conventional foods, and the impression of obstacles to their purchase.
35	Generational differences toward organic food behavior: Insights from five generational cohorts.	Kamenidou et al. (2020)	A qualitative and quantitative research methodology is used, and during a nine-month period, the field research produced 1562 valid surveys.	Consumers across all demographic cohorts have favorable attitudes toward organic food, and they point to the economic crisis as a cause of consumers' less frequent purchases.

36	Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust.	Roh et al. (2022)	To analyze our study model with 251 samples, a partial least square structural equation method (PLS-SEM) was used.	Purchase intention is highly positively impacted by consumer attitudes and subjective norms. As an extended TRA, GPV dramatically increases trust, and trust substantially decreases purchase intention. Perceived knowledge also effects attitude and trust favorably.
37	Characterising convinced sustainable food consumers.	von Meyer-Höfer et al. (2015)	Based on information gathered through an online consumer survey, this study.	Sustainable consumers are more likely to be women than males, and they believe that their individual purchasing choices have an impact on the sustainability of society as a whole. Through their consumption patterns, they exhibit a higher willingness to promote sustainability. In contrast to persuaded typical consumers, they are particularly interested in great food quality and are less influenced by commercials and offers while making buying decisions.
38	The role of environmentally conscious purchase behaviour and green scepticism in organic food consumption.	Golob et al. (2018)	Data on a sample of 462 Slovenian consumers were gathered using an online poll. The relationships that had been hypothesized were examined using structural equation modeling.	Consumption of organic foods is positively impacted by ECPB and negatively impacted by green skepticism. Additionally, ECPB is influenced favorably by consumer sustainability orientation, perceived availability, and personal and social norms. It's interesting to note that societal standards have the biggest indirect impact on consuming organic food.
39	How product attributes and consumer characteristics influence the WTP, resulting in a higher price premium for organic wine.	Mauracher et al.( 2019)	An online survey of Italian wine drinkers (N = 317) was conducted, and an ordinal logistic regression model was generated using the cumulative probability distribution.	Younger customers have a more favorable perception of wine with sustainable qualities, and the research shows that consumers under 50 have higher WTP. Another element that influences preferences for organic wine is price: people who say that cost is very important in choosing a bottle are less likely to pay for it. The WTP for organic wine is higher among consumers who are known for having a low consumption frequency.
40	The role of trust in the relationship between consumers, producers and retailers of organic food: A sector-based approach.	Ladwein & Sánchez Romero (2021)	316 French consumers of organic food participated in an online questionnaire survey that we conducted.	The crucial position of quality as a tactic for establishing and upholding trust among producers and retailers. They demonstrate for the first time the beneficial effect of producer trust on retailer trust.
41	Perception of organic food consumption in Romania.	Petrescu et al (2017)	This empirical study is based on a survey with a sample of 672 customers and analyzes their intentions toward sustainable food products using a questionnaire.	Customers' purchasing intents will be further strengthened by a more positive attitude toward organic food products, but the level of organic consumers' consumption will have no bearing on those consumers' propensity to buy organic food goods. According to statistics, eating sustainably produced food is good for your health, and doing business in Romania can be lucrative.



42	The role of credence attributes in consumer choices of sustainable fish products: A review.	Maesano et al (2020)	Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA).	Customers, on the whole, have favorable opinions of sustainable fish products and are willing to pay a premium price for the sustainability trait.
43	Buying organic – decision-making heuristics and empirical evidence from Germany.	Moser (2016)	The use of structural equations is made. A countrywide panel of data (n = 1,760) was used to collect survey and scanner data for five different food categories.	The advantages of buying organic goods must be appreciated and understood by consumers. Self-interest and environmental concerns are both potent motivators that present marketing opportunities.