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Factors Affecting Consumers' Sustainable Food Consumption Behavior: A Systematic Literature Review And Future Research Agenda

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Abstract

In the current scenario, determining the components of sustainable food consumption is crucial for directing effective policies and individual actions. This research study aims to investigate the antecedents of sustainable food consumption. The PRISMA framework has been used to conduct a systematic literature review. The initial data collection resulted in a total of 1421 articles retrieved from the Scopus database between 2013 to 2024 (June). After screening these articles, we analyzed 54 articles that are more related to the study. This article examines the elements that influence customers' intentions and behaviors while making green purchases. This study investigated the combined influence of four antecedents on intentions to choose sustainable food: attitudes, environmental concern, health consciousness, and demographic characteristics. Overall, our findings imply that managers can utilize our study to develop marketing plans and Gain a better grasp of the consumer behavior that will promote their company's expansion. Additionally, it supports society's ability to make sustainable decisions with rationality.

Keywords: Health consciousness, Environmental concern, Attitude, Sustainable food, Consumption

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Introduction

In order to achieve sustainable development, all social actors must minimize the impacts of their consumption patterns (UNCED, 1992). There is no doubt that individual consumers have a collective impact. First and foremost, consumers spending patterns have a direct influence on environmental sustainability. Second, their purchasing decisions have an indirect impact on the surroundings because they influence the manufacturing and marketing of products and services (Han and Hansen, 2012). Sustainable development (SD) is viewed as a "no alternative" approach to preserve human existence following decades of economic success (Loch and Seiffert, 2005). Countries worldwide embraced the United Nations 2030 Agenda and its 17 Sustainable Development Goals (SDGs) to address this challenge. Among these 17 Sustainable Development Goals, the "Responsible Consumption and Production" (12^{th} SDGs) emphasizes sustainable consumption because eating healthy and sustainable nutrition is essential. Ensuring an environmentally conscious consumption pattern is one of the most crucial goals of Agenda 2030, which stands for sustainable development (Alola et al. 2019; Azzurra et al. 2019; Pakravan-Charvadeh et al. 2021a).

Undoubtedly, policy agendas throughout the world have frequently tackled the connection between sustainability and food consumption habits. A number of important factors, such as the carbon and water footprint associated with healthy production and consumption, make this link even more crucial, its effect on the climate and environment, the social and economic aspects of consumption, and the growing worries about consumer and public health as a result of population growth and shifting consumption patterns (Reisch et al., 2017). Food consumption has a significant influence on sustainability because of its complex relationships with a variety of factors, such as the demand for supply chains for food and the overall framework of the food system (Azzurra et al., 2019). Additionally, instead of the moment of consumption, pressures in this system arise along very lengthy supply chains. We need to start working on this massive sustainability problem right now.

Recent research on sustainable food consumption provides a wide range of definitions and recommendations for policy. According to the UK Sustainable Development Commission's broad definition (2005, 2009), “sustainable food consumption should

satisfy safety, health, and environmental standards, including universal access to safe, wholesome, and nutritious food; a sustainable means of subsistence for farmers, processors, animal welfare; and retailers' preservation of the environment; protection of biodiversity; energy efficiency; and minimal waste".

This concept states that many policy domains and sectors of intervention should be included in initiatives aiming at encouraging sustainable food consumption. They should also undertake systemic reforms in the current socio-technical, economic, cultural, and political institutions in addition to addressing the whole spectrum of factors that contribute to unsustainable food production and consumption (Reisch et al. 2013; Wolff and Schonherr, 2011).

It is important to determine the elements that influence people's food consumption behavior to create applicable policies and to gain knowledge of the paths to sustainable consumption. There exist many possibilities for consumers to embrace more sustainable patterns of consumption, such as recognising the influence of food production on their food preferences or the quantity of food they eat (Verain et al., 2015). According to Verbeke and Vermeir (2006), sustainable consuming behaviors are often examined in terms of individual attitudes, social or personal habits, convenience, health-related concerns, and affordability, all of which are hard to modify. Therefore, determining and comprehending the elements that influence consumer behavior concerning sustainable food consumption is a key goal of this research project.

Objectives for the research

- To determine the elements impacting the adoption of sustainable food.
- To explain the most common factors influencing consumer adoption of sustainable food.
- To find out future research opportunities for stakeholders.

Research questions

The project aims to investigate the following research questions:

- Which elements determine the adoption of sustainable food?
- Which are the most common factors?
- What are the future research opportunities for stakeholders in the respective field?

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Research Methodology

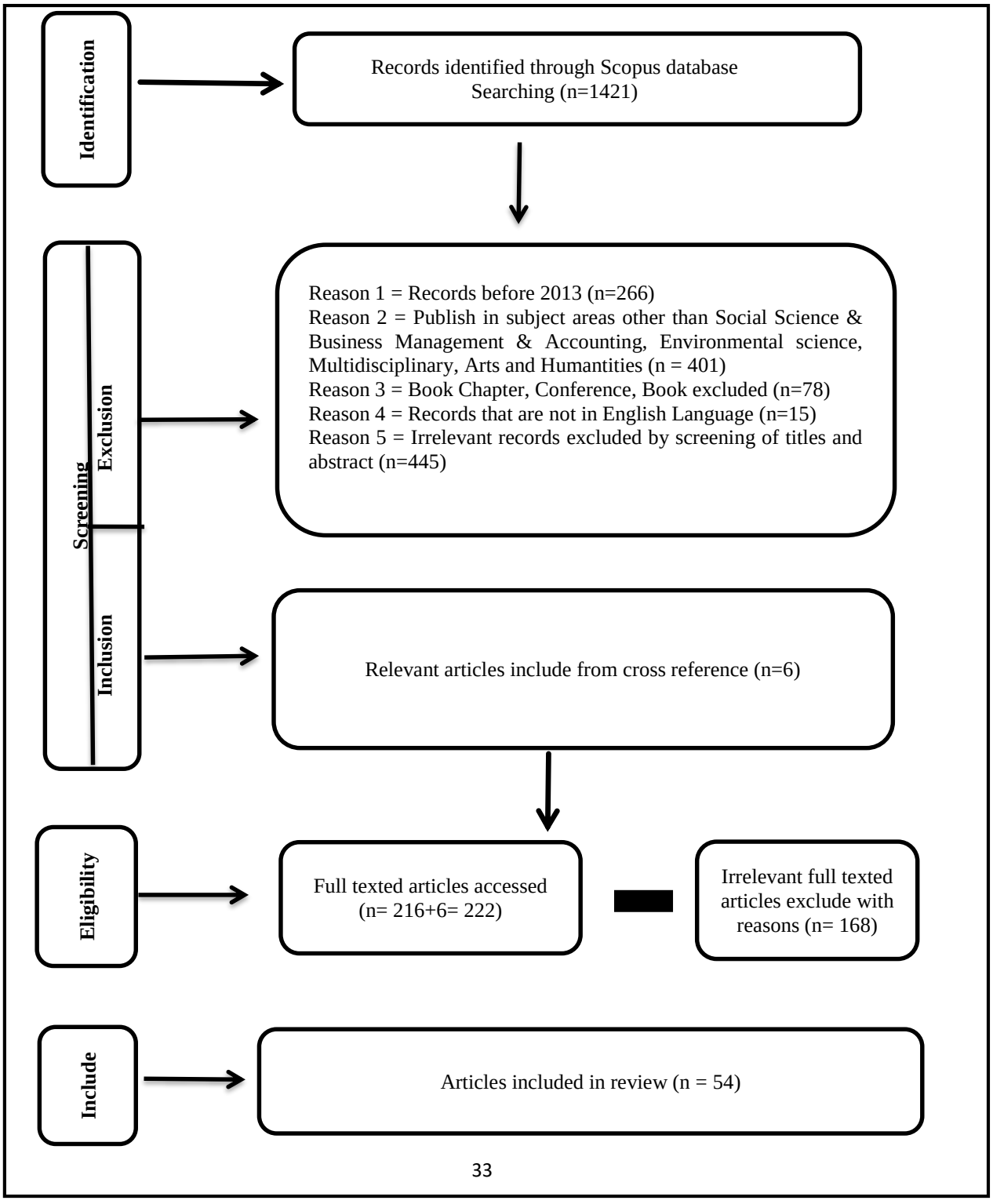
The search was carried out with the preferred reporting items for the Systematic Review and Meta-analysis (PRISMA) research approach. "PRISMA is used for reporting of review, evaluating randomized trails, but it can also be used as a basis for reporting systematic review" (Moher et al., 2015). Its goal is to make reporting transparent and clear so that readers may more easily evaluate the reliability and accuracy of the data and findings reported in these types of studies (Shahzad et al.,2023). PRISMA involves four different processes: identification, screening, eligibility, and inclusion. In order to conduct an extensive literature study, a four-phase diagram is additionally shown. To improve reproducibility and transparency, the diagram graphically depicts the complete review process. By utilizing a rigorous and standardized approach, this tool aids researchers in effectively tracking the progression of studies from identification to inclusion (Shahzad et al.,2024). The goals are stated clearly in the studies that use the SLR methodology. An extensive and methodical search is conducted to find all of the literature that is currently available on the subject. Strict selection criteria are used to identify specific relevant core studies.

Table 1: Method Checklist for PRISMA

Methods	**Item**	**Checklist Item**
Eligibility Criteria	**1**	From 2013 to 2024(June) from Scopus database including only articles
Information Sources	**2**	Scopus database
Search strategy	**3**	"Factors" OR "Antecedents" OR "Variables" OR "Determinants" AND "Sustainable" OR "Organic" OR "Green" AND "food consumption"
Selection Process	**4**	Selected data by using eligibility criteria and subject areas included "Environmental Science", "Business, Management and Accounting", "Multidisciplinary", "Arts and Humanities" and "Social Sciences".

Data Collection process	**5**	Searched data from the Scopus database and exported the results in a CVS file for further review.
Synthesis Method	**6**	This research was conducted to gain insights into the search work done in the area of influencing factors towards sustainable food consumption.

Figure:1 Flow chart for selection of relevant studies (PRISMA framework)



Source(s): Based on the flow chart designed by Moher et. al., 2009.

Results

An outline of the proposed research

The 54 papers on sustainable food consumption that were selected for this SLR were published in various academic publications between 2013 and 2024 and listed in the Scopus database.

The outcomes are summarized in Table 1. It reveals the names of the authors, the year the research was published, the nation the authors are associated with, the kind of study, and the size of the sample. The main variables of the study are also covered.

Table: 1 List of literature (54 articles)

Sr.	Author/ Year	Country	Types of study	Variables	Sample size
1	Monticelli et al. (2013)	Curitiba, Brazil	Empirical	Adolescent nutrition, Food intake, Fruits, Greens, vegetables, Nutrition policy.	341
2	McCarthy et al.(2015)	China	Empirical	Income, Education, Age, Gender, Presence of young children, Household size, Willingness to pay, and Food safety.	402
3	Vassallo et al (2016)	Italy	Empirical	Behavior, Behavioral intention, Attitude towards a behavior, Subjective norms, Perceived behavioral Control, and Past behavior.	3000
4	Oroian et al.(2017)	Romania	Empirical	Natural and Sustainable Consumption, Weight concern, Extrinsic attributes, Health, Social statute, and Sensory appeal.	568
5	Singh and Verma(2017)	India	Empirical	Health consciousness, Knowledge, Subjective norms, and Price.	611
6	Arsil et al.(2018)	Indonesia	Empirical	Behavioral control, Affective attitude, and Personal norms.	300

7	Azzurra et al.(2018)	Italy	Case study	Organic consumption, Food Sustainability Concerns, and Sustainability consumer lifestyle.	395
8	Ayyub et al.(2018)	China	Empirical	Revealed information, Food Neophobia, Food involvement, Trust, Retailer trust, and Food manufacturer trust, Perceived knowledge,.	420
9	Farias et al.(2019)	Brazil	Empirical	Environmental awareness, Healthy consumption, and Consumer.	241
10	Atalay et al.(2019)	Turkey	Empirical	Age, Gender, Occupation, Education level, Income and Marital, Environmental consciousness, and Health concern.	97
11	Gunden et al.(2019)	Turkey	Empirical	Consumer perception, Consumer segmentation, Environmentally friendly consumption, and Green values.	385
12	Yadav et al. (2019)	India	Empirical	Health consciousness, Environmental consciousness, Social identity, Consumer ethnocentrism, and Concern for farmers.	34
13	Nguyen et al. (2019)	Vietnam	Empirical	Environmental concern, Health consciousness, Traditional self, Organic-label trust, Attitude, Perceived behavioral control, Modern self, and Purchase intention toward organic food.	572
14	Anh and To (2020)	Vietnam	Empirical	Awareness of organic food, Perceived value, Environmental concern, Perceived barriers, Attitude towards organic food, and Information and Purchase intention on organic food.	150

15	Qi et al.(2020)	China	Empirical	Health consciousness, Perceived attributes, Environmental consciousness, Social influence, Family composition, and Enjoyable shopping experience.	28
16	Richter and Hunecke (2020)		Empirical	Goal intention, Behavior intention, Implementation intention, Organic food consumption, Social norm, Personal norm, and Attitude.	560
17	Li and Jaharuddin (2020)	China	Empirical	Purchase behavior, Knowledge, Purchase attitude, Subjective norms, Food therapy culture, Organic food.	310
18	Hansmann et al. (2020)	Swiss	Empirical	Sustainable food consumption, Organic food, Healthy nutrition, Environmental awareness, and Behavioral decision-making.	620
19	Alam et al.(2020)	Malaysians	Empirical	Social norm, Perceived consumer effectiveness, Perceived value, Perceived availability, Attitude, Perceived consumer effectiveness, and Intention.	220
20	Cho et al.(2020)	South Korea	Empirical	Consumers' preferences, Time-use for food purchase/Transport, and Risk perceptions.	2010 (n = 609) and 2019 (n = 605)
21	Penedo et al.(2021)	Spain	Empirical	Beliefs, Importance, and Behavior.	403
22	Teixeira et al.(2021)	Portugali n	Empirical	Perceived Quality, Product Availability, Attitude, Environmental Concerns, and Health Concerns.	206
23	Boca	Romania	Empirical	Consumer needs, Consumer	1230

	(2021)	.		culture, Consumer loyalty, and Consumer knowledge.	
24	Bhattacharjee et al.(2021)	Delhi NCR, India	Quantitative cross-sectional research	Environmental concerns, Price, Nutritional value, Natural values, Sensory appeal, Hedonic Attitude, and Utilitarian attitude.	386
25	Scacchi et al.(2021)	Italy	Empirical	Physical activity, Socio-demographic assessment, Mental well-being Evaluation of Food Purchase habits, Food consumption behaviors, and emotional overeating.	1923
26	Han and Lee (2022)	South Korea	Empirical	Frequency of purchase of organic foods, Social class, Income, and Education level.	3300
27	Brata et al. (2022)	Romania	Empirical	Gender, Education, Age, Residence, Monthly income.	190
28	Brunin et al.(2022)	France	Empirical	Dietary changes, Food purchase motives, Dietary transition, Plant-based food, Organic food, Food sustainability.	13,292
29	Baur et al.(2022)	Switzerland	Empirical	Perceived Behavioral Control, Attitude, Subjective Norm, and Intention.	620
30	Régnier et al.(2022)	France	quantitative analyses	Social status, Place of residence, Trajectories, and Paths.	73
31	Zayed et al.(2022)	Egypt	Empirical	Subjective Norms, Perceived behavioral control, Health consciousness, Purchase intention, Environmental Concern, and Attitude.	363
32	Scarpato et	Spanish	Empirical	Food safety, Price, Brand, Environmentally friendly, Organic	

	al.(2022)	and Italy		products, Ecological certifications, Fairtrade, Local food.	
33	Khan et al.(2022)	Pakistan	Empirical	Gain motivations, Hedonic motivations, Normative motivations, Knowledge, Perceived price, and Purchase intention.	488
34	Kis et al. (2023)	Hungary	Empirical	Frequency of organic food purchases, Organic logo awareness, Product groups, Sales channels, Decision preferences, and Factors contributing to consumption growth.	555
35	Wang et al. (2023)	China	Empirical	Perceived social value, Warm glow, Green self-efficacy, Consumer experience satisfaction, Green food repurchase Intention, Consumer Inertia, and Subjective norms.	303
36	Prakash et al., (2023)	India	Empirical	Attitude, Subjective norms, Perceived Behavioural Control, Environmental concern, Convenience, Purchase intention towards organic food products, Trust.	234
37	Kayani et al. (2023)	Bangladesh	Empirical	Green consumption values, Attitude, Pro-Environmental behavior, and Pro-Social behavior	208 families
38	Chen et al. (2023)	China	Empirical	Attitude, Perceived behavioural, control, Subjective norms, Health consciousness, Past eating behaviuor, and Environmental concerns.	402

39	Dawkins et al. (2023)	Sweden	Case studies	Sustainable consumption, Policy, Food, and Local government.	NA
40	Bigerna et al. (2023)	Italy	Empirical	Willingness to pay, Economic development, Personal health, and Climate change.	280 Couples
41	Taufik et al. (2023)	Dutch (Netherlands)	Empirical	True price food products, Green trust, Green value, Purchase intention, Social status, and Remediation beliefs.	136 and 750
42	Chekima et al. (2023)	Malaysia	Empirical	Product-Specific attitude, Subjective norm, Availability, Organic label, Future orientation, and Consumption.	138
43	Skawinska et al. (2023)	Poland	Empirical	Deconsumption, High knowledge, Permanent learning, Innovation, Purchasing decisions, Awareness of environmental, Image, Values toward resource conservation, Healthy lifestyles, Saving food, and Digitalization.	176
44	Sadiq et al. (2023)	Turk	Empirical	Perceived health risk, Environmental attitude, Health attitude, and Organic food consumption.	461
45	Mai et al. (2023)	Vietnam	Empirical	Attitude, Subjective norm, Trust, Information transparency, Knowledge of organic food, and Purchase intention.	420
46	Funde and Shrivasta	India	Empirical	Product attributes, Purchase intent, Brand image and Quality image, and Product communication.	221

	va (2023)				
47	Biresseli oglu et al. (2023)	Türkiye	Empirical	Consumption behaviour, Dietary habits, Food waste behaviour, Food shopping behaviour, Food purchasing, Age, Gender, Income level, Education level.	515
48	Can (2023)	Türkiye	Empirical	Education level, Age, Income level, Willingness to pay, Brand for organic milk, Place of purchase.	384
49	Yang et al. (2023)	China	Empirical	Health consciousness, Healthy eating beliefs, Health values, Awareness of consequences, Ascription of responsibility, Trust in organic food, Personal norms.	571
50	Sampa . et al. (2024)	Japan	Empirical	Perception of unaffordability and inconvenienc, Attitude towards the actual purchase, Social norm, and Perceived effectiveness.	275
51	Panatsa and kis (2024)	Greece	Empirical	Environment, Society, Economy, and Less moral motives.	587
52	Moises (2024)	Portugal	Empirical	Knowledge of ecological issues, Interest in ecological knowledge, Ecological purchasing habits, and Conscious purchasing planning.	686
53	Chae (2024)	China	Empirical	Green consumption value, Functional value, Social value, Emotional value, Conditional value, Epistemic value, Problem awareness, Ascribed responsibility , Attitude, Personal norms, Social norms, and Behavioural intention.	212
54	Genova and Allegretti	Italy	qualitativ e research	Sustainability dimensions, Food chain phases, Drivers of sustainable consumption, and	NA

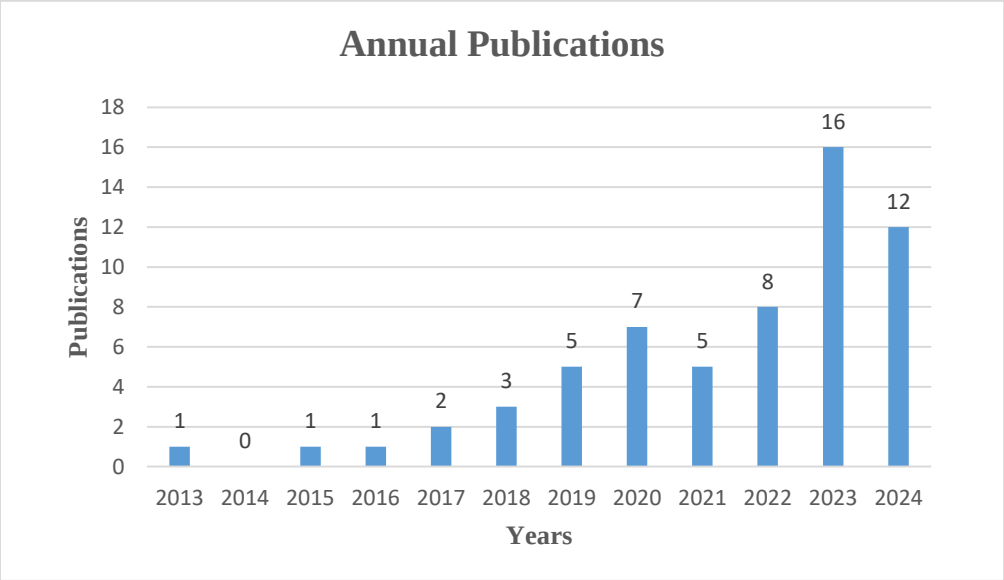
	(2024)			Obstacles to sustainable consumption.	

Sources: Author's own work

Publication Year

We analyzed research articles published between 2013 and 2024 (June) to identify publication trends. Figure 2 shows that the number of papers published on sustainable food consumption increased year by year between 2013 and 2024 (June). Among them, 2023 had the most publications, with a total number of 16. Thus, by analyzing the year and number of publications, a person or an institution can identify significant information on research productivity, establishing the level of influence, and outlining the advancement plan to make sensible and rational decisions.

Figure: 2 Annual Publications



Sources: Using Excel

Country wise Publications

Figure 3 shows list of countries with specific numerical values such as China as the most frequent at 10 publications, followed by Italy at 7, and India at 5. Romania and Vietnam have moderate counts of 4, and 3, respectively. The information displays the frequency to which different nations are involved or present in a particular context. This data is insightful for understanding global participation and conducting comparative analyses.

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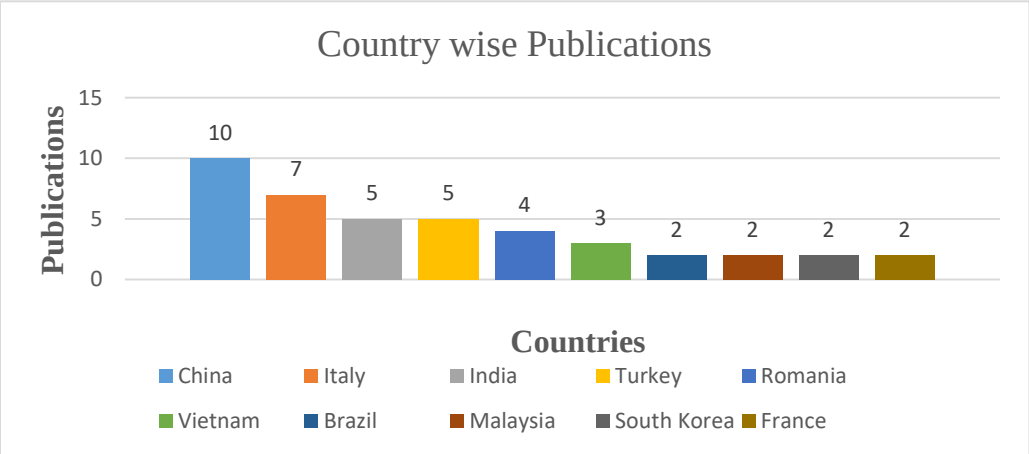
Figure: 3 Country wise Publications



Sources: Using Excel

Table: 2 List of publisher, journals and findings

Sr.	**Author/ Year**	**Publisher**	**Sources**	**Findings**
1	Monticelli et al.(2013)	Elsevier	*"Journal of Human Growth and Development"*	Consuming fruit or juice did not correlate with any of the studied characteristics under investigation. Only for the 14–19 age group was observed a correlation with insufficient consumption of greens/vegetables, and this link persisted even after multiple regression.
2	McCarthy et al.(2015)	Taylor & Francis	*"International Food Marketing Research Symposium"*	The findings indicate that several demographic factors, including household size, foreign experience, income, age, gender, and education, as well as the presence of small children in the home, influence the purchasing of green foods. Green food is likely to be purchased by wealthy, young men who live in small households with young children.
3	Vassallo et al. (2016)	Wiley	*"International Journal of Consumer Studies"*	The macro-regions of the South and Insular showed the largest perceived purchase barriers, whilst the strongest intention to purchase these items was identified in Northern and Central Italy.
4	Oroian et al.(2017)	Multidisciplinary	*"Sustainability"*	The results showed that the primary motivations for eating organic food items are

		Digital Publishing Institute		sustainability, sensory appeal, health concerns, and weight concerns. There are three primary categories of consumers of organic food: those who are "gourmand," "environmentally concerned," and "health concerned."
5	Singh and Verma(2017)	Elsevier	*"Journal of Cleaner Production"*	The results validate the four factors that affect customers' perceptions of organic food products: cost, personal preferences, awareness of health benefits, and education. The results show that these five attributes also influence actual purchase behaviour, even though attitude and buy intention function as moderators in the relationship.
6	Arsil et al.(2018)	Researchgate	*"International Journal of Engineering and Technology"*	Behavioural control, affective attitude, and personal norms all have an impact on consumers' behavioural intentions towards local food at traditional markets. Furthermore, consumer attitude is influenced by behavioural control and personal conventions.
7	Azzurra et al.(2018)	Elsevier	*"Sustainable Production and Consumption"*	Food concerns and food safety are powerful indicators of the intensity of organic consumption. Ultimately, there is a greater intensity of sustainable food intake among women and young individuals.
8	Ayyub et al.(2018)	Multidisciplinary Digital Publishing Institute	*"Sustainability"*	The findings showed that information on the label was the most important factor in fostering consumer trust in organic food goods, behind consumer trust in merchants. Customers' perceived understanding of organic food items was shown to have a modest contribution towards creating trust, however consumers' turst in food manufacturers was revealed to be a significant predictor.
9	Farias et al.(2019)	Taylor &	*"Journal of Food Products*	The key finding is that environmental consciousness has a favourable and substantial impact on sustainable

		Francis	*Marketing"*	consumption. Additionally, in the context of consuming organic food, consumer attitude is favourably influenced by environmental awareness, substantially by healthy consumption, and favourably by attitude and subjective standards when it comes to repurchase intention.
10	Atalay et al.(2019)	Researchgate	*"Journal of Environmental Protection and Ecology"·*	The Chi-square test results show that consumers prioritise their health over environmental factors.
11	Gunden et al.(2019)	Wiley	*"International Journal of Consumer Studies"*	The findings showed that compared to negative perceivers, positive perceivers preferred to consume food in a healthier and more eco-friendly manner. Smoking, body mass index, age, education, marital status, gender, and regular exercise were important factors in separating the groups.
12	Yadav et al.(2019)	Wiley	*"International Journal of Nonprofit and Voluntary Sector Marketing"*	According to this study, the major reasons individuals buy organic food are consumer ethnocentrism, social identification, health consciousness, environmental consciousness, and farmer support.
13	Nguyen et al.(2019)	MDPI	*"Sustainability"*	Environmental concern was not significantly related to attitude, but current health consciousness, organic-label trust, traditional self, and subjective norm were significant predictors of attitude towards purchasing organic food. Furthermore, it was observed that purchase intention was positively connected with attitude, perceived behavioural control, and subjective norm, while purchasing organic food.
14	Anh and To (2020)	Wiley	*"International Journal of consumer studies"*	The findings reveal that attitudes towards organic food and perceived value substantially affect purchasing intention.

15	Qi et al.(2020)	MDPI	*"International Journal of Environmental Research and Public Health"*	This research found that consumers' intentions to purchase green foods were significantly influenced by social influence, family structure, environmental consciousness, perceived attributes, health consciousness, and enjoyable shopping experiences.
16	Richter and Hunecke(2020)	Springer	*"Mindfulness"*	The analysis revealed that the mindfulness component of viewing was a highly significant predictor of parameters associated to the intake of organic food. Understanding more about the witnessing component of the study might be beneficial linked processes and beginning points for promoting pro-environmental behaviour through mindfulness.
17	Li and Jaharuddi n (2020)	Springer	*"Frontiers of Business Research in China"*	The results indicate that buy attitude has a positive relationship with knowledge and subjective norms, whereas buy intention has a positive relationship with perceived behavioral control, purchase attitude, and the culture of food therapy. Furthermore, the associations between perceived behavior control and purchase attitude, food therapy culture, and purchase choice can all be significantly moderated by buy intention.
18	Hansmann et al. (2020)	Elsevier	*"Journal of Cleaner Production"*	The participants said that having more knowledge and information, as well as more money, were significant conditions for achieving more healthier food consumption.
19	Alam et al.(2020)	MDPI	*"Sustainability"*	Regression analysis results indicate that intentions to eat sustainable food are significantly influenced by perceived value, attitude, society norms and perceived consumer effectiveness. Real conduct is significantly influenced by purpose, perceived efficacy of the customer, and perceived availability.

20	Cho et al.(2020)	MDPI	*"International Journal of Environmental Research and Public Health"*	The findings highlighted purchase/transport time and purchase order as growing and unchanging risk factors, respectively.
21	Penedo et al.(2021)	MDPI	*"Sustainability"*	The study revealed that customers are unaware of the broader features covered in the sustainability concept.
22	Teixeira et al.(2021)	MDPI	*"Sustainability"*	It shows that perceived quality and health concerns have a major influence on attitudes towards organic food. This study did not confirm the influence of environmental concerns on attitudes.
23	Boca (2021)	MDPI	*"Sustainability"*	As per this study, age, gender, and education have little impact on customer behaviour. The correlation study revealed a favourable relationship between the customer preference, attitude, and behaviour variables.
24	Bhattacharjee et al.(2021)	Research gate	*"Indian Journal of Ecology"*	Consumer utilitarian and hedonistic tastes are significantly and favourably impacted by the nutritional composition, sensory appeal, environmental concern, price, and natural content of organic food items. Customers' propensities to buy organic food products are positively impacted by views that are both utilitarian and hedonistic.
25	Scacchi et al.(2021)	MDPI	*"Foods"*	The Italian lockdown had a significant impact on food consumption practices, resulting in beneficial and durable habits around food purchasing and consumption.
26	Han and Lee (2022)	Elsevier	*"Heliyon"*	This survey-based study analyses the influence of social class and lifestyle factors on organic food intake. According to this study, social class traits impact organic food intake. Individual lifestyle, on the other hand, has a greater influence on purchase behaviour.
27	Anca	MDPI	*"International*	Regardless of their socio-demographic

	Monica Brata et al. (2022)		*Journal of Environmental Research and Public Health"*	background, 190 respondents chose the most pertinent cues in the same order. Those who had been regular users of organic products before the pandemic continued to do so or increased their intake, whereas consumers who were less interested in organic products continued to eat less organic food or cut down on it.
28	Brunin et al.(2022)	Elsevier	*"Cleaner and Responsible Consumption"*	The results indicate that a certain group of individuals shown a willingness to buy sustainably produced food and quickly improved the sustainability of their diet. Some people with specific socio-demographic traits had no idea that their diet was sustainable.
29	Baur et al.(2022)	Frontiers	*"Frontiers in Sustainable Food Systems"*	The results demonstrate that intentions for ecologically sustainable eating are less than those for healthy eating, and that objectives for healthy eating are more likely to be translated into behavior.
30	Régnier et al.(2022)	MDPI	*"Sustainability"*	An analysis of motivations found a difference between the older generation, who believed that seasonal products were more affordable, and those who were aware of seasonal food cycles and wished to support the local economy.
31	Zayed et al.(2022)	MDPI	*"Sustainability"*	The research indicates that consumer perceptions and environmental concerns influence their propensity to purchase organic food. The perception of behavioural control, health consciousness, and subjective standards, however, had no effect on the purchase intentions of the customers.
32	Scarpato et al.(2022)	MDPI	*"Foods"*	Both Spanish and Italian customers are concerned with food safety qualities and environmental certification, and consumers in both countries are increasingly interested in environmental certification of food items.

33	Khan et al.(2022)	Taylor & Francis	*"Cogent Business & Management"*	The data suggest that gain and hedonic incentives have a considerable impact on purchase intentions; however, normative plays an indirect contribution. Furthermore, knowledge and perceived price have a key role in regulating motivating elements.
34	Kis et al. (2023)	Sciendo	*"European Countryside"*	In 2020 and 2021, sales of organic products increased. The majority of regular customers are middle-aged, well-educated women who make more money and purchase fruits and vegetables at discount stores. Even still, using short supply chains might significantly reduce prices.
35	Wang et al. (2023)	MDPI	*"Foods"*	The findings indicate a favourable correlation between customer experience satisfaction and consumers' inclination to buy green foods. Customer satisfaction can also increase the likelihood that customers will buy green foods. Additionally, consumer perceived social value is influenced by the degree of consumer subjective norms and the degree of consumer inertia, as well as the degree of green self-efficacy and warm glow.
36	Prakash et al. (2023)	Emerald Publishing	*"Spanish Journal of Marketing - ESIC"*	The current study's results indicate that young consumers' intentions to buy organic food are influenced by their level of confidence in organic food goods. It seems that consumers think eating organic food is healthy. In addition, compared to subjective standards, the study found that behavioural intention was strongly correlated with consumers' attitudes and perceived behavioural control.
37	Kayani et al. (2023)	MDPI	*"Sustainability"*	According to the research, families that place a higher value on environmentally responsible conduct are more likely to select organic food than families that place a higher value on pro-social activity.

38	Chen et al. (2023)	Frontiers Media SA	*"Frontiers in Sustainable Food Systems"*	The results showed that consumers' intentions to adopt SHDP were positively and significantly influenced by attitude, perceived behavioural control, past eating behaviour, and health consciousness; however, adoption intention was indirectly impacted by perceived value through attitude. Concerns about the environment and subjective standards did not significantly affect adoption intentions.
39	Dawkins et al. (2023)	Frontiers Media SA	*"Frontiers in Sustainability"*	According to the report, sustainable food consumption policies were largely put into practice, such as prohibiting vegetarian or vegan food purchases at public events. A number of policies have been put in place by municipalities to encourage food waste and sustainable methods for school lunches.
40	Bigerna et al. (2023)	MDPI	*"Sustainability "*	Since the epidemic, there has been an improvement in the respondents' mean willingness to pay. Even if lifestyle and label-related information demands are important variables, socioeconomic features are the most crucial in influencing willingness to pay; nonetheless, behavioural variables yield a wider range of results.
41	Taufik et al. (2023)	Elsevier	*"Journal of Cleaner Production"*	The results offer an initial glimpse at the strategies that practitioners might employ to encourage consumer acceptance of true-price food products: appealing to customers' social standing and emphasising the "green value" that true pricing can offer can potentially boost their trust.
42	Chekima et al. (2023)	MDPI	*"Sustainability "*	This study shows that subjective standards have no positive effect on the consumption of organic food, but attitudes particular to a product and perceived availability do. The information also implies that when future orientation is high, sentiments related to a product are stronger.

43	Skawi ´nska et al. (2023)	MDPI	*"Sustainability "*	Taking into account everything said above, it will require outside assistance from institutions and groups to close the factor gap and hasten the transition in consumer behaviour towards sustainable growth. The intangible elements needed for food management should have more organisation, resources, and high quality thanks to this intervention.
44	Sadiq et al. (2023)	Wiley	*"Business Strategy and the Environment"*	The results show that the existence of an attitude-behavior gap since the consumption of organic food appears to be somewhat influenced by both health and environmental beliefs. The relationship between organic food intake, perceived health risk, and attitude is modified by perceived efficacy; nonetheless, the attitude-behavior gap remains unclosed by green trust.
45	Mai et al. (2023)	Frontiers	*"Frontiers in Sustainable Food Systems"*	The results show a favourable relationship between attitudes and trust and the intention to purchase organic food. Studies also show that trust mediates the relationship between information, knowledge, and willingness to buy organic food, coming before attitudes.
46	Funde and Shrivastava (2023)	SCMS Group of Educational Institutions	*"SCMS Journal of Indian Management"*	The multivariate SEM analysis found that convenience is the primary motivator for purchasing frozen foods. The Indian customer is already accustomed to eating fast food, so a minor change with health advantages can benefit marketers and other important players.
47	Biresselioglu et al. (2023)	MDPI	*"Sustainability "*	The results demonstrate the significant influence of sociodemographic factors, including family size, gender, age, education level, and income level, on sustainable food consumption behaviours. The study's findings also indicate that respondents don't think about their carbon footprint.

48	Can (2023)	MDPI	*"Sustainability"*	The study found that 78.91% of people consumed organic milk. Furthermore, customers said that organic milk was pricey, pleasant, and not generally accessible. Furthermore, the most popular organic dairy products were yoghurt, butter, and cheese. Price, availability, and awareness were the factors that influenced consumers' usage of organic milk.
49	Yang et al. (2023)	Elsevier	*"Heliyon"*	It has been demonstrated that health values and health consciousness have a major impact on healthy eating beliefs. These factors also positively affect personal norms and consequence awareness. Additionally, the assignment of responsibility and comprehension of the consequences had a big influence on personal norms.
50	Sampa et al. (2024)	MDPI	*"Sustainability"*	According to this study, the main factor influencing actual purchase in terms of psychological factors influencing the consumption of organic food based on environmental awareness is the behaviour execution process rather than the attitude developing process.
51	Panatsa and Malandrakis (2024)	Elsevier Ltd	*"Cleaner and Responsible Consumption"*	The results indicate that non-moral considerations are more prevalent than moral ones when it comes to the reasons people consume food, and they are related to all three aspects of sustainability. Based on statistical testing, it was shown that some components of students' moral reasoning were significantly impacted by their grade level, place of residence, gender, and participation in school programs related to health, nutrition, or the environment.
52	Moises (2024)	Elsevier	*"IBIMA Business Review"*	The statistically significant variations between Generations Z, Y, and X in terms of ecological consciousness, purchasing habits, and exhibiting sustainable attitudes and behaviors when making food purchases

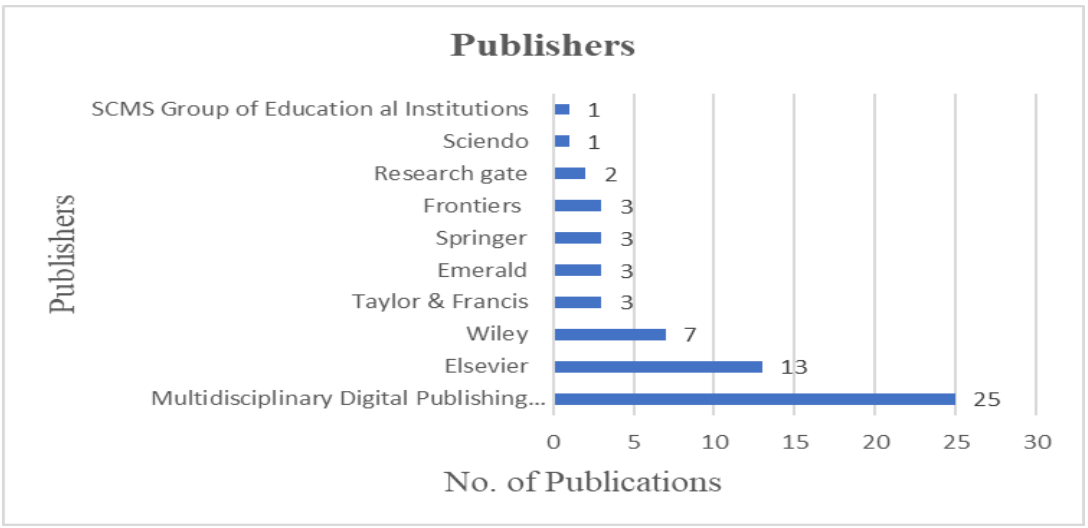
				provide compelling evidence for this claim.
53	Chae (2024)	Elsevier	*"Journal of Retailing and Consumer Services"*	This work adds to the literature by presenting a more comprehensive model that takes into consideration people' internal and external exposure during organic food intake by incorporating NAT, TCV, and TRA, as well as suggesting individual and societal preferences as moderators.
54	Genova and Allegretti (2024)	Elsevier	*"Sustainability"*	The scientific literature highlights six key drivers of sustainable food consumption: human rights, taste/quality, culture, relationships, environment and health; four main potential barriers are availability and cost, competences, and culinary habits/traditions.

Sources: Author's Own Work

Publisher wise Analysis

Figure 4 shows the number of publications by various publishers. The "Multidisciplinary Digital Publishing Institute (MDPI)" is in the lead with 25 publications, followed by Elsevier with 13 and Wiley with 7. Each of the other publishers, including Emerald, Taylor & Francis, Springer, and Frontiers has three publications. The data shows which publishers are most active, with MDPI leading, indicating its high influence.

Figure:4 Type of publisher



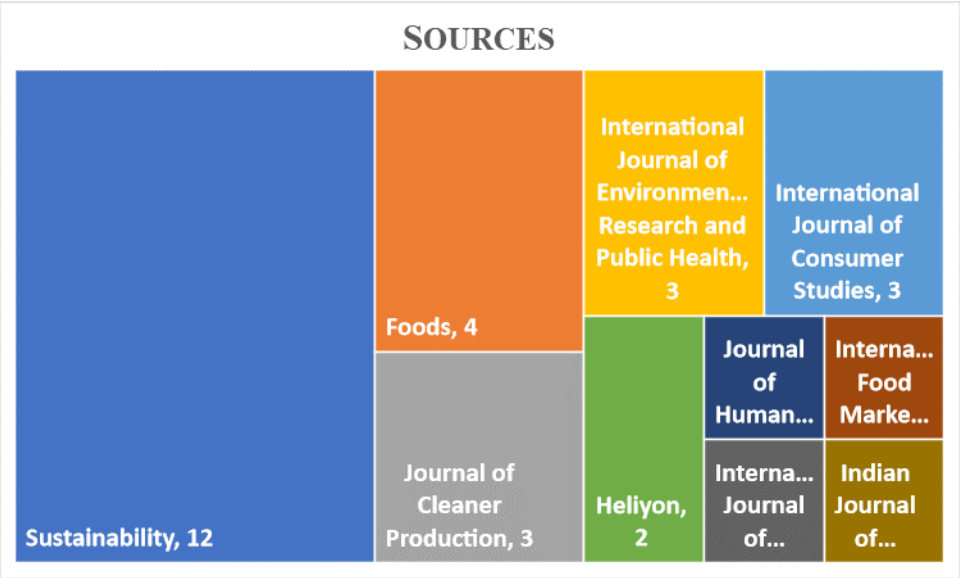
Sources: Using excel

This helps researchers choose where to publish for maximum impact and visibility. It also guides institutions in resource allocation and strategic decisions, ensuring access to significant research outputs.

Names of Journal Publications

Figure 5 shows a TreeMap of sources related to sustainable food consumption. It can be observed that "Sustainability" is the journal that publishes the most papers (n=12) followed by "Foods" with 4 publications.

Figure:5 Names of Journal Publications



Sources: Using excel

"The International Journal of Environmental Research and Public Health" and "the International Journal of Consumer Studies" each provided three references, but for such journals as "Journal of Cleaner Production" had three too. Figure 5 shows the most prominent journals, and these are helpful for future researchers.

Table:3 Common factors from literature review related sustainable food

Factors	**Authors**
Health Consciousness	Singh and Verma., (2017), Farias et al., (2019), Atatay et al., (2019), Yadav et al., (2019), Nguyen et al., (2019), Qi et al., (2020), Hansman et al., (2021), Teixeira et al., (2021), Zayed et al., (2022), Chen et al., (2023), Bigerna et al., (2023), Skawinska et al., (2023), Sadiq et al.,

	(2023), Yang et al., (2023), Zhang et al., (2024), Schulze et al., (2024), Dua and Li (2024)
Environmental Consciousness	Farias et al., (2019), Atatay et al., (2019), Gunden et al., (2019), Yadav et al., (2019), Nguyen et al., (2019), Qi et al., (2020), Anh and To (2020), Hansman et al., (2021), Teixeira et al., (2021), Zayed et al., (2022), Scarpato et al.,(2022), Chen et al., (2023), Prakash et al.,(2023), Skawinska et al., (2023), Sadiq et al., (2023), Dua and Li (2024), Dangelico et al.,(2024).
Attitude	Arsil et al.,(2018), Nguyen et al., (2019), Anh and To (2020), Richter and Hunecke (2020), Li and Jaharuddin (2020), Alam et al., (2020), Teixeira et al., (2021), Baur et al., (2022), Zayed et al., (2022), Prakash et al.,(2023), Chen et al., (2023), Kayani et al.,(2023), Chekima et al.,(2023), Mai et al.,(2023), Sampa et al.,(2024), Chae (2024), Rasool et al.,(2024), Doua and Li (2024).
Purchase Intention	Nguyen et al., (2019), Anh and To (2020), Zayed et al., (2022), Khan et al., (2022), Prakash et al., (2023), Taufik et al., (2023), Mai et al., (2023), Dangelico et al., (2024).
Demography	Mc-carthy et al., (2015), Atalay et al., (2019), Han and Lee (2022), Brata et al., (2022), Glu et al., (2023), Can (2023), Khanal (2024).

Health Consciousness

Previous research indicates that customer's primary motivation for buying sustainable foods is the health benefits. Singh and Verma, (2017) showed that health consciousness positively affects consumers' perceptions towards organic food products. Another research also found that consuming organic food has a big impact

on health (Atalay et al., 2019). Nguyen et al.(2019) also found that consumer attitudes toward buying organic food are favorably correlated with health consciousness. The results demonstrated that consumers' intentions to make purchases were unaffected by health consciousness (Zayed et al., 2022). One more study demonstrated that over 35-year-old educated individuals who are conscious of the impact of their food choices on their health are the main organic product buyers (Oroian et al.,2017). After conducting a literature analysis, the research discovered that there are both positive and negative effects of health consciousness on the intentions to buy organic food. The majority of research, indicates that there is a favorable relationship between the intention and health consciousness to buy organic food.

Environmental Consciousness

The findings showed that consumers' purchase intentions were significantly influenced by environmental concerns (Zayed et al., 2022)**.** According to a 2017 study, consumers believe that organic products use fewer artificial colors, fertilizers, and pesticides; they also have a lower environmental impact and a higher concentration of natural nutrients, vitamins, and minerals (Oroian et al.,2017). Farias et al. (2019) found that the attitude of consumers toward the consumption of organic food is favorably and considerably influenced by their environmental consciousness. It can be concluded from a 2019 study that when consumers' environmental consciousness and other consumption choices are taken into consideration, nutrition and health factors—rather than environmental factors—are the primary influences (Atalay et al.,2019). Numerous research indicates that, there is a favorable relationship between the intention and environmental consciousness to buy organic food.

Attitude and Purchase Intention

The customer's intention to behave is also influenced by their affective attitude. As a consequence, it is discovered that behavior intentions about the consumption of local food are significantly influenced by attitude (Arsil et al.,2018). Nguyen et al. (2019) this study also found that the intention to buy organic food is positively correlated with the consumer's attitude. Similarly, Anh and To (2020) discovered that attitude had a beneficial impact on intentions to purchase organic food. Another study found that attitudes had a beneficial impact on intentions to purchase organic food (Richter

and Hunecke 2020). The majority of research, indicates that there is a favorable relationship between attitude and the intention to buy organic food.

Demographic

Mc-carthy et al. (2015) indicates that Chinese males who are well-educated and have a little child are more interested in green foods. Chinese research also indicates that a person's desire to pay for healthy food is influenced by a number of demographic factors, including family size, income, education, and gender—being a woman. As per another study, customers also mentioned that they buy organic products because they are fashionable, inquisitive, and lead active lifestyles, as well as because of their high income levels (Atalay et al., 2019). Han and Lee (2022), the probit model in this study showed that education and income were significant at the 1% and 5% levels, respectively. It means that the consumption of organic food is positively influenced by education and income. Additionally, this study discovered that decision-making processes regarding extrinsic product attributes like price, brand, and labels are influenced by education and income levels (Brata et al.,2022). According to most studies, people who earn more income tend to buy more organic food.

Conclusion

In the current scenario, determining the components of sustainable food consumption is essential for directing effective policies and individual actions. There are a number of factors which influence consumer behaviour towards sustainable food consumption. These include health consciousness, environmental awareness, societal pressures, money matters, awareness, laws and regulations, personal beliefs, and technological innovations. This study investigated the combined influence of four antecedents on intentions to choose sustainable food: attitudes, environmental concern, health consciousness, and demographic characteristics. Furthermore, the research investigated the variations according to each customer's level of motivational imbalance. We must address these problems in order to promote sustainable food choices. The solutions include educating the public, implementing awareness campaigns, rewarding participants, gaining the support of decision-makers, facilitating the purchase and availability of sustainable food, utilizing cutting-edge food technology, and advocating for social norms and values that prioritize sustainability. We can contribute to creating a food system that is more robust, equitable, and earth-friendly by adopting a broad perspective.

Implications

A systematic literature study can be used to determine the factors that are most supportive of the adoption of more sustainable food. Researcher believe that this research will be beneficial for managers and decision-makers. Overall, our findings imply that managers can utilize our study to develop marketing plans and gain a deeper understanding of the consumer behavior that will promote their company's expansion.

Furthermore, our research will help policymakers behave sustainably by helping them understand the antecedents of sustainable food. This study provides a list of common antecedents of sustainable food consumption with the goal of encouraging consumers to adopt sustainable consumption behaviors. The results of our study will help consumers to use resources more wisely and raise their awareness of what they should and shouldn't buy. They will learn the value of the item they plan to purchase, as well as become aware of and receive benefits that will support their sustainable behaviour. Additionally, it will support society in making logical decisions that lead to sustainability. Ultimately, this article presents an crucial information by offering summary that will assist readers in understanding multiple elements influencing how consumers behave when it comes to eating sustainably.

Limitations and future research

- Using the Scopus database, the research team sought and examined the literature in order to conduct a systematic review of the literature and determine the variables influencing the adoption of sustainable food consumption.
- We did not use scholarly publications, blog entries, Lib guidelines, institutional repositories, instructional webpages, etc. To provide a more comprehensive perspective, future scholars might also conduct literature searches using these information sources.
- In this study the researchers used 54 research paper that were published in peer-reviewed journals. There were no other information resources included, such as book chapters, books, dissertations, conference proceedings, etc. In the future, researchers may think about incorporating these kinds of information resources

into their investigations for analysis the consumer behaviour towards sustainable food.

- This study included only those studies that are published in the English language. The future researcher includes research papers that were published in another language.
- In the future, researchers can determine the impact of antecedents on sustainable food consumption by experimental, qualitative, and as well as hybrid approaches.

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