IS ORGANIC FOOD LEADING TO ITS PURCHASE ORGANICALLY? INSIGHTS FROM BIBLIOMETRIC ANALYSIS

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ABSTRACT

The theme of organic food has evolved gradually. Recent developments in the field of organic food heightened the need for analysing how this theme has evolved, what academic efforts have been made to advance and develop this field, who are the major contributing authors and much more. The aim of this paper is to apply bibliometric analysis tools to evaluate the studies conducted on "Organic food" and "Purchase intention". Diverse characteristics have been discussed by researchers in previous studies to explain why consumers purchase and consume organic food. A Review of research papers published on "Organic food" and "Purchase intention" within the timeframe from the year 2002 to 2022. The bibliometric analysis revealed the top contributing authors, journals, citation analysis, country's scientific production and trending topics. The results of the study revealed top five contributing authors having most publications and most active journals that published on "Organic food" and "Purchase intention" includes British food journal with highest publications followed by sustainability, food quality, consumer studies and marketing. Further, largest number of articles were published in China with 85 studies followed by India, USA, Malaysia and Brazil. It can be seen that the higher number of studies are conducted in developing countries in comparison to developed one.

Keywords: Purchase Intention; Bibliometric Study; Organic Food.

INTRODUCTION

The concern for negative effect of environmental degradation on health of human beings is the major area, which is being focussed by researchers presently Tewary et al. (2021); Yadav & Pathak (2016). Industrialization emanates from overconsumption. Consumers are becoming aware of the consequences on their health and environment due to the activities of industries Qasim et al. (2019). As a result, their eating habits have changed. They are becoming more conscious about their health. Due to this increasing concern, organic food consumption is increasing. Production of organic food focusses on low greenhouse gas effect, conservation of natural resources and aims at reduced pollution Asif et al. (2018). Willer & Lernoud (2017) reports nearly 10% increase in organic agro products sale in 2018 when compared to 2017 in US market. This result was further supported by Paul & Rana (2012) by presenting demand from consumer side as the driver of this increased sales. Demand for organic food is rapidly increasing in all markets including India. Sikkim, an Indian state is actively engaged in promoting production of organic food (1). Indian

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government is also providing support by curbing restrictions and lowering the sales tax on export of organic food. As a result, India exports to developed countries such as U.S.A and Europe Sekhar et al. (2021); Kushwah et al. (2019). Purchase intention reflects attitude of consumers to purchase and their willingness to pay for it. In simple terms, it is a signal of purchase behaviour Howard & Sheth (1969). Large number of studies on purchase intention of organic food are conducted by scholars and researchers in western countries. For instance, individual cognition and trust, health concerns and awareness, environmental concerns, food safety and quality, moral attitude, price and lifestyle are the individual indicators which affects the purchase intentions of organic food consumers Asif et al. (2018); Lauretti & Benedetti, 2018; Janssen (2018); Singh & Verma (2017); Du et al., 2017; Brya, 2016; Ueasangkomsate & Santieerakul (2016); Lee & Yun (2015); Basha et al. (2015); Cho & Krasser (2011). In addition to this, Szolnoki & Hauck (2020) discussed some geographical factors which affects the organic food purchase intention.

The theme of organic food has evolved gradually. Recent developments in the field of organic food heightened the need for analysing how this theme has evolved, what academic efforts have been made to advance and develop this field, who are the major contributing authors and much more. So, this study will focus on addressing the contributing researchers as well as overall momentum of the publications. Recent developments highlight the numerous aspects of organic food purchase intention. Diverse characteristics have been discussed by researchers in previous studies to explain why consumers purchase and consume organic food. For instance, lower effect on environment, health benefits, food safety and quality, its nutritional value, availability, taste and premium price have been discussed in previous researchers. Theory of planned behaviour is widely theory by most of the studies as underlying theory. In spite of availability of comprehensive review available on current topic, lack of evidence available on evolution, trends and themes in this topic. As per authors' knowledge, no previous study exists on this topic which have used Biblioshiny by R Package in order to get the deeper understanding of the field organic food and purchase intention and country wise scientific production or Sankey's diagram to explain a deeper viewpoint of this topic. So, the current study aims at assessing the overall impact and productivity of available studies in the literature.

The main contribution of this paper lies in the fact that findings from 215 articles published on organic food and purchase intention are discussed by using bibliometrics which is extending its reach in different disciplines. Bibliometric analysis is a powerful tool used to quantitatively investigate the findings available in the literature of various disciplines in order to reveal recent trends and thematic evolution (Ahmi & Mohammad, 2019). Bibliographical information needs to be collected to conduct bibliometric analysis. Bibliographical information includes information related to author, affiliations, year, country, publisher, keywords, citations count, document type etc. This complete information is readily available on academic databases i.e., Scopus, Web of Science, CrossRef, PubMed etc. It is a five-step process. Authors used R Package "*Bibliometrix*" to conduct the analysis. Biblioshiny is a software which provide interface for conducting bibliometric analysis. Research question framed for the current study are:

Q1: What are the global trends in scientific production in the area of "*Organic food*" and "*Purchase intention*"?
Q2: What information is not considered or explored yet in this trend?
Q3: In what area future research can be conducted or developed?

The main objectives of this bibliometric analysis are:

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1. To Provide bibliometric information on 215 articles extracted from Scopus database;
2. To use Biblioshiny software in R package to obtain scientific information on articles in the database;
3. To understand the leading authors, leading countries and leading journals through citation analysis, country scientific production and several other techniques.

This article is structured as follows. Methodological aspect is defined in section 2. Technical phases are presented in section 3. Results containing main bibliometric information are presented in section 4. The last section discussed about discussion and research implications for future.

METHODOLOGY

Largest abstract indexing, the Scopus database that would help in collecting all the relevant studies for a particular topic, is used for data collection purpose. This database provides an advanced search options so as to enable researchers to collect accurate results, mainly, in broad areas. Keywords used for extraction of data includes "*Organic food*" and "*Purchase intention*" within the timeframe of 20 years from 2002 to 2022.

Technical Phases in Bibliometric Study

Zupic & Cater (2015) recommended five stages of a standard workflow for science mapping:

1. Study Design – Three research question are framed initially. These research questions were transformed into objectives later. The most important keywords in Scopus database found were "*Organic food*" and "*Purchase intention*". Criteria used for choosing keywords was to look in for high level publication keywords. Chen & Xiao (2016) highlighted the two methods for choosing keywords. First one, high level publication keywords can be used for searching keywords. The other one is to select the keywords that represent relatively a large field of study. The time span chosen for the study is 20 years from 2002 to 2022.
2. Data collection – Second stage consist of selecting the database that contains bibliometric information. This study extracted data from Scopus database in "*bib*" file format. This format is accepted by Biblioshiny software in R Package.
3. Data analysis – Bibliometrix codes were used in R Package to produce results in descriptive form. Biblioshiny, a web-based interface of Bibliometrix, is used to construct different charts, networks and conceptual maps.
4. Data visualization – After the analysis of results, data reduction technique is applied for visualization purpose.
5. Data Interpretation – Finally, on the data analysis and interpretation stage, main bibliometric information is described and then the results were analyzed. Top authors, journals, keywords and countries are considered. Each one of these is thoroughly analyzed providing the following details: i) Main bibliometric information; ii) Annual scientific production; iii) Important sources; iv) Author's scientific productivity using the Lotka's law; v) Author's keywords (using tree map and word cloud); vi) Conceptual structure through MCA method; vii) Dendrogram; viii) Trending topics; ix) Citation of top articles; x) Country's production; xi) Country's citations; xii) Collaboration map of the country.

RESULTS

Descriptive Bibliometric Analysis

Table 1 represents the main information on the data collected from Scopus database of 215 publications within the time span of 20 years from 2002 to 2022. These articles were from 113 sources including journals and book chapters. Keywords plus are the words or phrases that appears frequently in titles of the articles. Keywords plus is more than double the number of articles here. It helps in investigating the knowledge structure of organic food and purchase intention. So, it is as effective as the author keywords. Average citations received by one document is 34.36. Total of 215 publication documents include 197 articles, 10 conference papers,

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4 review papers and 1 book, book chapter, conference review and note each. Author keywords are those words or phrases which reflects the content of the document. Descriptive Analysis revealed that only 27 documents are single authored documents. Total number of authors who worked on organic food and purchase intention was 544. Co-authors per document are 2.98. It means each article is authored by two authors on an average of 2.98. Collaboration index is 2.76 which is calculated on the basis of authors from multi-authored articles. Total number of references in all the documents related to organic food and purchase intention are 13109. Figure 1 shows that research on Organic food and purchase intention has been increasing since 2009. However, it gained momentum from 2014 Table 1 and Figure 1.

Table 1
MAIN INFORMATION

Description	Results
Timespan	2002:2022
Sources (Journals, Books, etc)	113
Documents	215
Average years from publication	3.75
Average citations per documents	34.36
Average citations per year per doc	5.173
References	13109
Keywords Plus (ID)	453
Author's Keywords (DE)	539
Authors	544
Author Appearances	640
Authors of single-authored documents	26
Authors of multi-authored documents	518
Single-authored documents	27
Documents per Author	0.395
Authors per Document	2.53
Co-Authors per Documents	2.98
Collaboration Index	2.76

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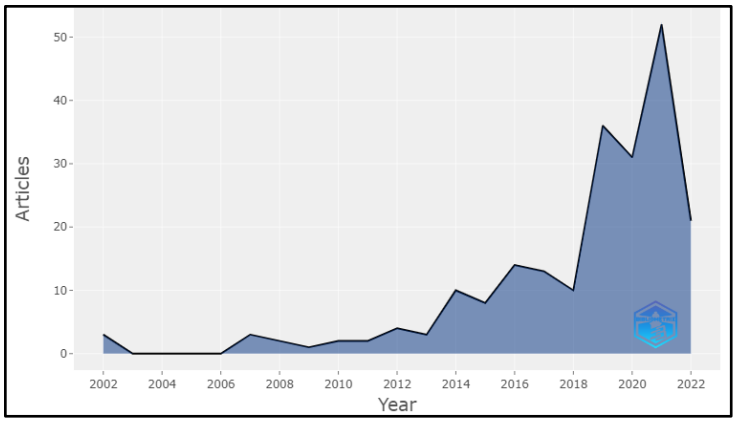

FIGURE 1
ANNUAL SCIENTIFIC PRODUCTION ON "ORGANIC FOOD" AND "PURCHASE INTENTION"

215 articles were considered in this bibliometric analysis. Top journal is British food journal which have published maximum number of articles on "*Organic food*" and "*Purchase intention*". Other journals that included topics about organic food and purchase intention are listed in table 2. Table 2 presents top 20 sources Table 2.

Table 2
SOURCES THAT INVOLVE "ORGANIC FOOD" AND "PURCHASE INTENTION"

Sources	Articles
british food journal	30
sustainability (switzerland)	12
food quality and preference	11
appetite	8
journal of retailing and consumer services	8
international journal of environmental research and public health	6
journal of cleaner production	5
foods	4
frontiers in psychology	4
international journal of consumer studies	4
journal of food products marketing	3
journal of international food and agribusiness marketing	3
management of environmental quality: an international journal	3
sage open	3
acm international conference proceeding series	2
indian journal of ecology	2
international journal of applied business and economic research	2
international journal of innovative technology and exploring engineering	2
journal of agribusiness in developing and emerging economies	2
journal of business research	2

Figure 2 presents visual representation of top 5 journals that dealt with exceptionally publish the related topics. It can be seen that tremendous increase in published articles on the said topic from 2015 to 2022 Figure 2.

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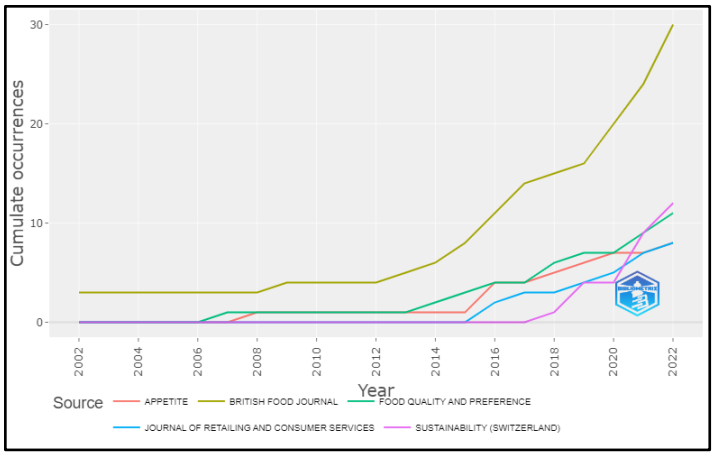

FIGURE 2
SOURCE GROWTH

Authors

This section deals with top most authors in "*organic food*" and "*purchase intention*" who are most frequently cited. Top 10 authors are listed in Table 3 below. Wang has highest publications (5) and ranked as most prolific author, followed by Alfinito and Basha with 4 and Liang, Boobalan, Chang, Chen, Hsu, Lin and Mohammad each with 3 publications. The research work publications productivity of top 10 authors varied from 3 to 5 Table 3.

Table 3
PRODUCTIVITY OF AUTHORS

Authors	Number of Articles
Wang j	5
Alfinito s	4
Basha mb	4
Liang ard	4
Boobalan k	3
Chang cc	3
Chen j	3
Hsu sy	3
Lin tt	3
Mohammad j	3

Lotka's Law presents the relation between authors and their scientific production. It is an asymmetric distribution which shows concentration of articles written by a few authors only. Figure 3 revealed that more than 75% of authors have written at least 3 articles. Figure 3 revealed the graphical distribution of documents written Figure 3.

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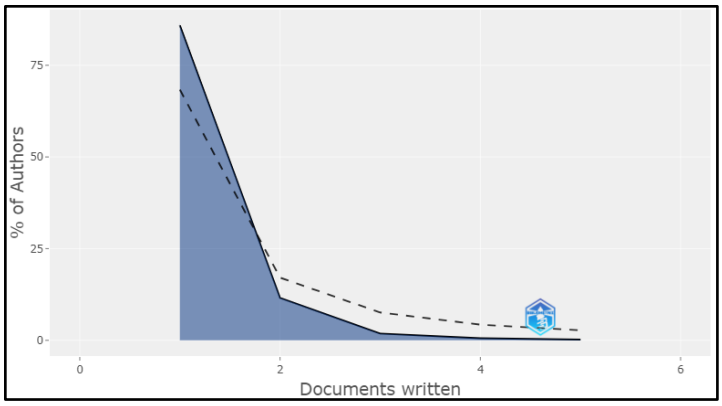

FIGURE 3
THE FREQUENCY DISTRIBUTION OF SCIENTIFIC PRODUCTIVITY

Author Keywords

This section contains information on keywords found in the articles between "*Organic food*" and "*Purchase intention*". It was found that several keywords were included by researchers in their articles. Table 4 displays top 20 keywords which are most frequently used by the authors in their articles. The following words are not predictive. However, these keywords highlight the key features or variables of organic food and purchase intention studies. For example, consumer attitude, gender, perception, food safety affects the consumer's intention to purchase and their actual purchasing of organic food or organic food related purchase behaviour. And the Structural equation modeling keyword may reveal that this is most widely used method in these studies Table 4.

Table 4
AUTHORS' KEYWORDS IN "ORGANIC FOOD" AND "PURCHASE INTENTION"

Words	Occurrences
Human	35
organic food	35
Adult	28
Article	28
Female	25
Consumer	24
Male	24
consumption behavior	21
Perception	20
Purchasing	20
questionnaire	20
consumer attitude	18
Food	17
food safety	16
Humans	16
consumer behavior	15

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human experiment	15
organic foods	15
structural equation modeling	15
Marketing	14

A tree map presents data in form of nested rectangles. Area of each rectangle is proportional to its value. Figure 4 provides a tree map of combination of words. It is slightly different from above table. It displays the overall percentage along with frequency of keywords used. More relevant insights can be drawn from the tree map. For example, it can be seen that small number of studies have been conducted in organic farming as compared to organic food. Or it can be said that most of the studies used adult consumer as their sampling unit. In addition, Figure 5 shows the word cloud to indicate the magnitude in order to present a more precise information on the keywords used by authors Figure 4 - 5.

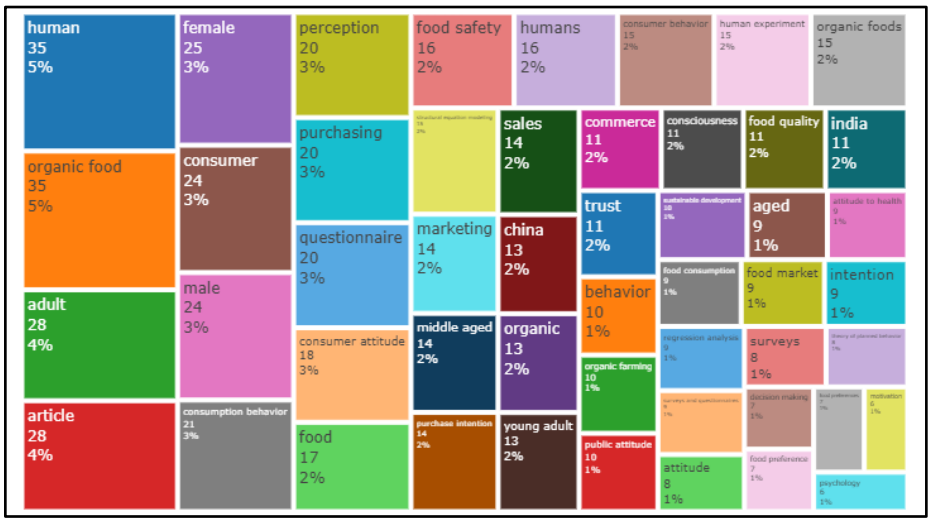

FIGURE 4
WORD TREE MAP

FIGURE 5
WORD CLOUD ON "ORGANIC FOOD" AND "PURCHASE INTENTION"

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MULTIPLE CORRESPONDENCE ANALYSIS OF HIGH-FREQUENCY KEYWORDS

Multiple Correspondence Analysis (MCA) was conducted of keywords included in the dataset. Results of MCA are presented in Figure 6. Xie et al. (2020) reported that the keywords near the central point are being highly investigated research areas in current years by the authors. Relative positions of the points along the Dim 1 and Dim 2 are used to create mapping between words. Similar words that are related to each other or having similar values are close to each other. Higher the similarity between words, more they will be closed to each other (Aria & Cuccurullo, 2017). Conceptual structure in Figure 6 represents 2 clusters. Blue colour cluster consist of 9 words including purchase intention, organic food, sustainable development and theory of planned behaviour. Red colour cluster consist of 18 words related to consumer attitude and behavior, psychology, trust, consciousness, attitude towards health and food consumption Figure 6 Du et al. (2017).

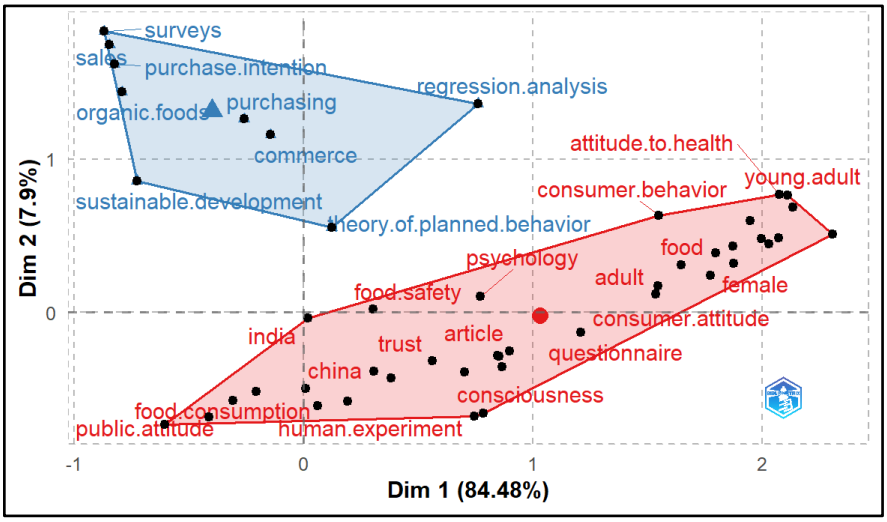

FIGURE 6
CONCEPTUAL STRUCTURE MAP FACTORIAL ANALYSIS OF CONCEPTUAL STRUCTURE MAP-METHOD: MCA OF HIGH-FREQUENCY KEYWORDS

A dendrogram displays the hierarchical relationship between objects. It is generally used for hierarchical clustering. Main aim of dendrogram is to allocate the objects into clusters. To interpret dendrogram, emphasis should be given on heights of link that join the objects Aidi Ahmi (2019).

The identified clusters were divided into two categories. The first one reveals the consequences of organic food. It also highlights the techniques used and the underlying theory. It can be seen that organic food, purchase intention, actual purchase and sales are closely related. Organic food affects the purchase intention and actual purchasing behavior of consumers which further helps in triggering sales of organic food products. The second one highlights the antecedents of organic food. It can further be sub divided into socio-demographic factors and psychology and perceptions of consumers. Socio-demographic factors consist of gender, age and Country can be used to analyse what impact they have on purchase intention of consumers. The second one is related to health concerns, food preference, food quality, trust in retailer or brand and food safety concerns Figure 7.

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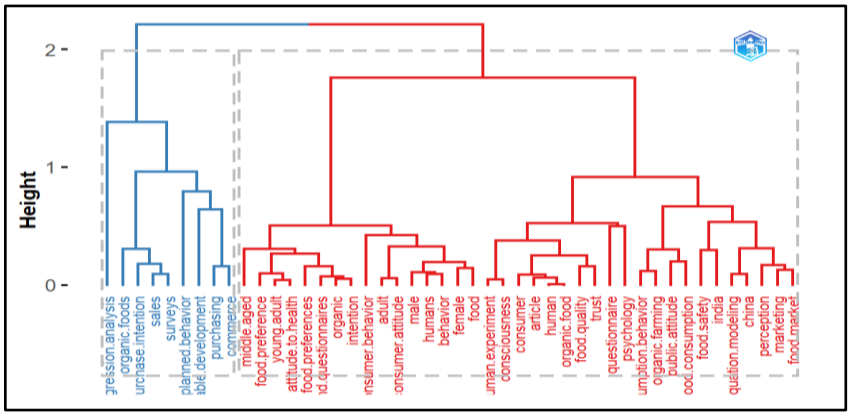

FIGURE 7
DENDROGRAM

Figure 8 provide evidence on how the theme "Organic food" and "Purchase intention" evolved over time. From 2010 to 2016, "*Organic food*" and "*Purchase intention*" were mainly related to dominant themes such as decision making, consumers' attitude and their food preferences, Age and Health concerns. Since 2016, purchase intention and food safety concerns were trending topics. An analysis from the year 2019 to present, major themes explored were consumer behaviour, organic food, perception and attitude of consumers and sustainable development. Lastly it can be said that research related to "*Organic food*" and "*Purchase intention*" has mainly been conducted in developing countries Figure 8 Hsu et al. (2016).

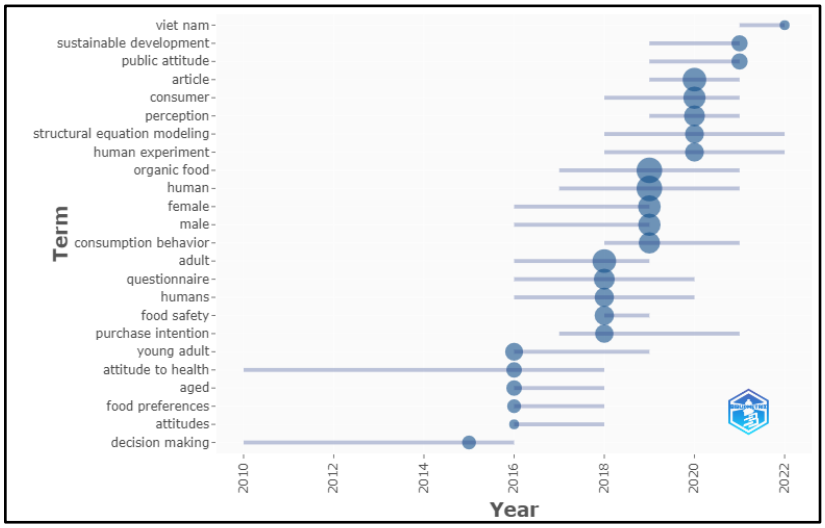

FIGURE 8
TREND TOPICS

Citations

Table 5 depicts the top 20 articles that receive high number of citations. The article that is most cited is from Arvola et al. (2018) with 501, followed by Michaelidou & Hassan (2008), Chen

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(2007) and Paul & Rana (2012) with 458, 433 and 366 respectively. The most cited journal is Appetite followed by Journal of consumer studies, Food quality and preference and Journal of retailing and consumer services Table 5 Rana & Paul (2017).

Table 5
ARTICLES RECEIVE CITATIONS

Sr. No.	Title of the paper	Author	Journal	Total Citations	TC per Year
1	Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour	Arvola et al. (2008)	Appetite	501	33.4
2	The push and pull towards organic: clarifying the roles of health consciousness, food safety concern and ethical identity.	Michaelidou & Hassan (2008)	Journal of Consumer Studies	458	30.533
3	Attitudes and purchase intentions in relation to organic foods in Taiwan: moderating effects of food-related personality traits	Chen (2007)	Food quality and preference	433	27.062
4	Consumer behavior and purchase intention for organic food: A review and research agenda	Paul & Rana (2012)	Journal of Retailing and Consumer Services	366	61
5	Consumers' perceptions of organic food attributes and cognitive and affective attitudes as determinants of their purchase intentions toward organic food	Lee & Yun (2015)	Food quality and preference	283	35.375
6	Consumer behavior and purchase intention for organic food	Paul & Rana, (2012)	Journal of Consumer Marketing	256	23.273
7	Intention to purchase organic food among young consumers: Evidences from a developing nation	Yadav & Pathak (2016)	Appetite	255	36.429
8	Eating clean and green? Investigating consumer motivations towards the purchase of organic food	Smith & Paladino (2010)	Australasian Marketing Journal	228	17.538
9	Consumers' purchase intention of organic food in China	Yin et al. (2010)	Science of Food and Agriculture	181	13.923
10	I Eat Organic for My Benefit and Yours": Egoistic and Altruistic Considerations for Purchasing Organic Food and Their Implications for Advertising Strategists	Kareklas et al. (2014)	Journal of Advertising	173	19.222
11	Decisional factors driving organic food consumption: Generation of consumer	Teng & Wang (2015)	British Food Journal	172	21.5

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	purchase intentions				
12	Purchasing motives and profile of the Greek organic consumer: a countrywide survey	Fotopoulos & Krystallis (2002a)	British Food Journal	160	7.619
13	Factors influencing Indian consumers' actual buying behaviour towards organic food products	Singh & Verma (2017)	Journal of Cleaner Production	153	25.5
14	Determinants of Regular and Occasional Consumers' Intentions to Buy Organic Food	Pino et al. (2012)	The Journal of Consumer affairs	145	13.182
15	Determinant factors influencing organic food purchase intention and the moderating role of awareness: A comparative analysis	Asif et al. (2018)	Food quality and preference	131	26.2
16	Organic product avoidance: Reasons for rejection and potential buyers' identification in a countrywide survey	Fotopoulos & Krystallis (2002b)	British Food Journal	126	6
17	An analysis of purchase intentions toward organic food on health consciousness and food safety with/under structural equation modeling	Hsu, et al., 2016	British Food Journal	109	15.571
18	The effects of organic labels on global, local, and private brands: More hype than substance?	Bauer et al. (2013)	Journal of Business Research	108	10.8
19	Importance of health and environment as quality traits in the buying decision of organic products	Mondelaers et al. (2009)	British Food Journal	107	7.643
20	Corporate social responsibility and the positioning of grocery brands: An exploratory study of retailer and manufacturer brands at point of purchase	Anselmsson & Johansson (2007)	International Journal of Retail & Distribution Management	100	6.25

Three Field Plot Relations between top 20 Affiliations, Authors, and Countries

A multi-field plot between top 20 Affiliations, Authors, and Countries is displayed in Figure 9. Figure 9 depicts that top author working on "*Organic food*" and "*Purchase intention*" are from China, Malaysia, Brazil and India. North-west university is at the top having affiliations from India, South Africa, Iran and Finland Rana & Paul (2017). Other top university are from Malaysia, Indonesia and Germany. Most work related to "*Organic food*" and "*Purchase intention*" is conducted in China Rana & Paul (2017). Sankey's diagram revealed that 9 authors are from China, 5 from Malaysia and 3 from each Brazil and India. China has affiliations from highest number of universities in various countries. Top most authors Alfinito, Watanabe and Curvelo are from Brazil Figure 9 Bryła (2016).

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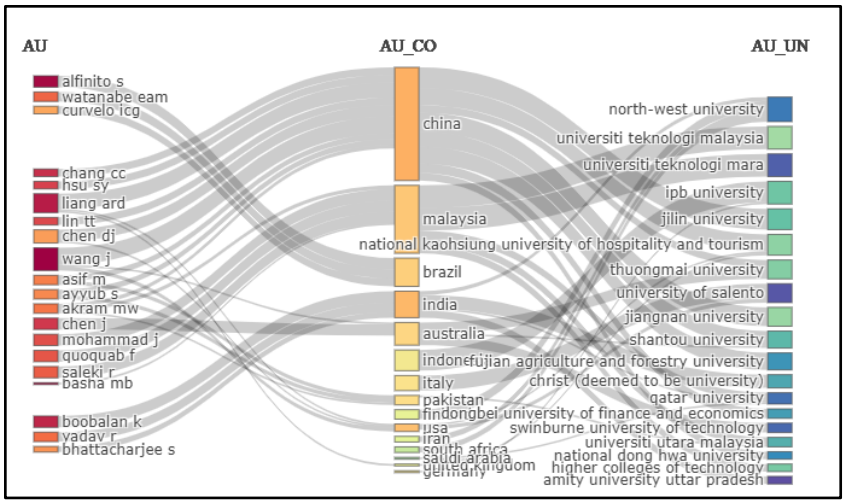

FIGURE 9
THREE FIELD PLOT

Country

This section deals with geographical distribution of articles on organic food and purchase intention. Countries whose articles were used for analysis purpose is shown in Table 6 and Figure 10. Largest number of articles were published in China with 85 studies followed by India, USA, Malaysia and Brazil. It can be seen that the higher number of studies are conducted in developing countries in comparison to developed one. It means that organic food consumption has significantly higher demand in developing countries when compared to developed. However, demand has started accelerating in developed countries. The countries ranked below are Sweden, Spain, Saudi Arabia, Bangladesh and Turkey. Figure 10 depicts the country's scientific production. Countries having dark blue colour indicates high productivity, blue one signifies the different rates of productivity and grey colour signifies no production at all Table 6 and Figure 10.

Table 6
COUNTRY WISE DISTRIBUTION OF ARTICLES

Region	Frequency
China	85
India	53
Usa	37
Malaysia	33
Brazil	21
Australia	17
Pakistan	15
Italy	12
Germany	11
Indonesia	11
Thailand	8
Uk	7
Finland	6

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Iran	6
Portugal	6
South africa	6
South korea	6
Turkey	5
Bangladesh	4
Saudi arabia	4
Spain	4
Sweden	4

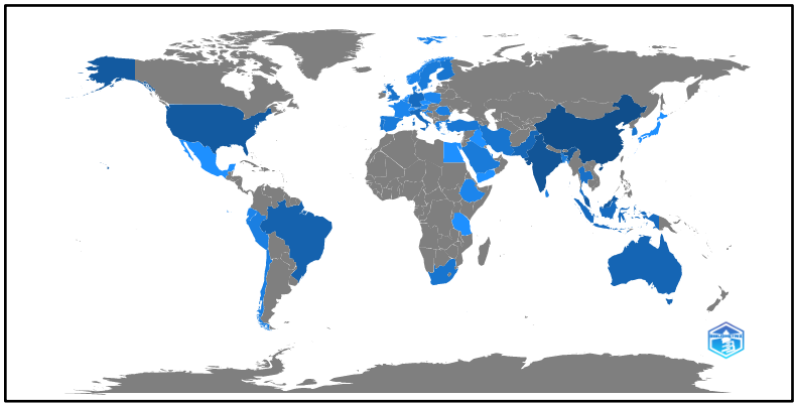

FIGURE 10
COUNTRY'S PRODUCTION

Country Production and Citations

This section discussed about citations received by each country. Top 20 countries which receive high number of citations are depicted in Table 7. It also explains the document collaborations network and mapping among researchers on the organic food and purchase intention topic in other countries. As per table, China, USA and India plays leading roles. However, Finland, Australia, United Kingdom, Italy and Germany were also having high number of citations Laureti & Benedetti (2018). Figure 11 depicts the path of global cooperation. International research networks are indicated by blue colour. Countries having high level production collaborate with each other Table 7 and Figure 11.

Table 7
COUNTRY WISE CITATIONS

Country	Total Citations	Average Article Citations
China	1674	40.83
Usa	972	88.36
India	660	33.00
Finland	553	276.50
Australia	492	70.29
United kingdom	458	458.00
Italy	228	57.00
Germany	163	27.17

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Sweden	131	65.50
Malaysia	111	7.93
Belgium	107	107.00
Spain	93	46.50
Korea	90	30.00
Brazil	72	18.00
Romania	69	69.00
Turkey	62	15.50
Austria	60	30.00
Saudi arabia	47	23.50
Pakistan	36	18.00
Qatar	27	13.50

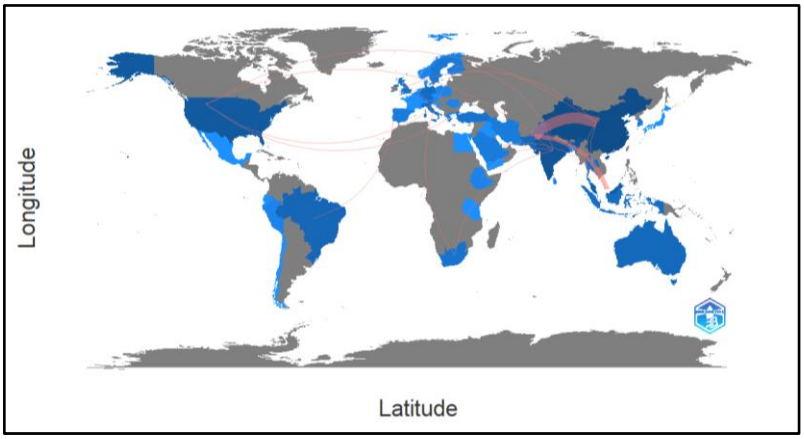

FIGURE 11
COUNTRY'S COLLABORATION MAP

DISCUSSION

The main aim of this study is to provide evidence on how does the theme of "*Organic food*" and "*Purchase intention*" evolved over a period of 20 years in terms of authors, journals, country and so on. The top five contributing authors having most publications are Arvola et al. (2008), Michaelidou & Hassan (2008), Chen (2007) and Paul & Rana (2012) and Lee & Yun (2015). Arvola et al. (2008) examined the significance of affective and moral attitudes in theory of planned behaviour in prediction of purchase intention of organic food. This study was conducted in three countries: Italy, UK and Finland to provide more generalizable results. Michaelidou & Hassan (2008) focussed on identifying role of health consciousness, concern for food safety and ethical self-identity in predicting consumers' attitude and purchase intention towards organic food. Chen (2007) aims to investigate the driving forces of Taiwan consumers' attitude towards organic food for providing support to Ajzen's theory of planned behaviour. A review study conducted by Paul & Rana (2012) explored the factors affecting change in organic food consumers' behavior. Study conducted by Lee & Yun (2015) applied S-O-R model to explain how utilitarian and hedonic attitudes affects purchase intention of organic food consumers.

Most active journals that published on "Organic food" and "Purchase intention" are British food journal with highest publications (30). The journals that explored and extended the organic

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food and purchase intention are mainly related to sustainability, food quality, consumer studies and marketing. Arvola et al. (2008) has received highest number of citations. Top contributing authors are Wang, Alfinito, Basha and Liang who have written at least 3 articles on the topic "*Organic food*" and "*Purchase intention*". Most papers come from Elsevier and MDPI followed by Emerald, Taylor and Francis, Wiley, Frontiers, Sage and Wiley. In terms of dendrogram in figure 7 depicts two phases for discussion. First one demonstrates the consequences of organic food and second cluster is related with antecedents of organic food which further categorized into Socio-demographic factors and psychology and perceptions of consumers. Figure 8 reveals that consumer behaviour, organic food, perception and attitude of consumers and sustainable developments are most trending topics currently. Most contributing countries are China, India, USA, Malaysia and Brazil.

CONCLUSION

The bibliometric analysis helps to investigate the trends, contributing authors and countries, conceptual structure and gaps in literature that needs to be filled. Findings of the current study shows an increasing trend of publications on "*Organic food*" and "*Purchase intention*" since 2009. However, a rapid increase in articles on this topic was seen from 2014. Most contributing authors who frequently deal with this topic are Wang, Alfinito, Basha and Liang. So, this theme of research is developing and continuously need to be developed to identify the major underlying antecedents and consequences. The theme is relatively new in spite of a number of studies as most studies have taken Theory of Planned behaviour and theory of reasoned action as underlying theories. Only a few consider other such as Brand Signaling theory, S-O-R (Stimulus-Organism-Response) model, Pro-social behaviour theory and construal level theory. So, future researches can incorporate the above-mentioned theories in their studies. Organic food consumption has been increasing steadily every year which results in increase in sale with 10% yearly growth rate (Food dive, 2021). China is a leading market globally with having population of 18.5% of world's population (Worldometers, 2022). As per a study conducted by Mckinsey & Company (2021), about 85% population of China have changed their food preference due to environmental and health concern. This may be the reason for major research work conducted in China. China is among the top most contributing countries having the research conducted on "*Organic food*" and "*Purchase intention*".

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