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Determinants of Green Food Purchase Intention: A Bibliometric Review of Consumer Research (2001–2026)

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ABSTRACT

Understanding why consumers intend to buy green food has become a central question for sustainable consumption research and for firms marketing environmentally friendly products. This review maps the field quantitatively through a bibliometric analysis of 50 documents published in 29 sources between 2001 and 2026, processed with the Biblioshiny interface of the bibliometrix R package. The corpus grew at 5.7% annually, with a first wave in 2021 and a pronounced peak of 15 documents in 2025; it is highly influential, averaging 170.7 citations per document. China leads production (13 corresponding-author documents; 26%), while the United Kingdom, India, and Switzerland host the most cited work, and international co-authorship reaches 34%. Keyword co-occurrence analysis identifies four clusters—consumption–green food–model, planned behaviour–attitude–young consumers, attitudes–determinants–environmental concern, and sustainable consumption–antecedents–perceived value—and the strategic thematic map places planned behaviour–intention–young consumers in the motor quadrant, with self-identity and self-esteem emerging as a nascent psychological theme. Trend topics show the vocabulary shifting from determinants and antecedents toward green food, purchase intention, and sustainable consumption, whose median years fall in 2024–2025. The review distils a research agenda on the intention–behaviour gap, greenwashing and AI-assisted verification, emotional and identity mechanisms, social media, and cross-cultural evidence.

Keywords: *Green food, Purchase intention, Theory of planned behavior, Green consumer behavior, Sustainable consumption, Bibliometric analysis*

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INTRODUCTION

Food is one of the consumption domains in which household choices most directly shape environmental outcomes, and the question of why consumers do—or do not—buy green food has therefore attracted sustained scholarly attention. The field's intellectual starting points lie in early studies of the determinants of Chinese consumers' green purchase behaviour (Chan, 2001) and of green purchases by Swiss consumers as a route to promoting sustainable consumption (Tanner & Kast, 2003), later broadened by syntheses of green consumer behaviour when purchasing products (Young *et al*., 2010) and by evidence on consumers' willingness to adopt ecological food consumption behaviours (Tobler *et al*., 2011). Much of the subsequent literature is anchored in the theory of planned behaviour (TPB), which explains intentions through attitudes, subjective norms and perceived behavioural control (Ajzen, 1991); applications and extensions of the TPB to green products and green food include studies of subjective norms in forming green food purchase intentions (Ham *et al*., 2015), of purchase intentions for green products in emerging markets (Maichum *et al*., 2016) and of green purchase behaviour in a developing nation (Yadav & Pathak, 2017).

The literature has since expanded quickly and unevenly across marketing, food science, psychology and sustainability outlets. Existing syntheses—a review and agenda for consumers' purchase behaviour and green marketing (Sharma, 2021), a meta-analysis of the factors influencing green purchase intention (Zhuang *et al*., 2021) and a systematic literature review of factors affecting green purchase behaviour (Sharma *et al*., 2023)—organise parts of this landscape, but none provides a quantitative map of the specific research stream connecting green food to purchase intention. Bibliometric analysis is well suited to this task: it combines performance analysis of publications and citations with science mapping of keywords and themes (Donthu *et al*., 2021), supports theory-building when applied with explicit guidelines (Mukherjee *et al*., 2022) and can be executed reproducibly with the bibliometrix R package and its Biblioshiny interface (Aria & Cuccurullo, 2017; Aria *et al*., 2026).

This review answers three questions. RQ1: How have publications, citations, sources, and countries in green food purchase intention research evolved between 2001 and 2026? RQ2: What is the conceptual structure of the field—its keyword clusters, trend topics, and motor, basic, niche, and emerging themes? RQ3: What research agenda follows from this structure? The article proceeds with the materials and methods, an analytical discussion of the results supported by tables and figures, and a conclusion with limitations and future research directions.

MATERIALS AND METHODS

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The study follows established bibliometric guidelines combining performance analysis with science mapping (Donthu *et al*., 2021; Mukherjee *et al*., 2022). The Web of Science Core Collection was used to obtain bibliographic records. Documents at the nexus of green food and consumer purchasing intention and behavior were the focus of the search approach. The final corpus consists of 50 documents (47 articles and 3 reviews) from 29 sources that were published between 2001 and 2026. It involves 143 authors (7 single-authored documents), an average of 2.96 co-authors per document and an international co-authorship rate of 34%. The records contain 3,450 cited references, 161 Keywords Plus terms and 182 author keywords **(Table 1)**.

All analyses were run in the Biblioshiny web interface of the bibliometrix R package (Aria & Cuccurullo, 2017), whose workflow supports transparent and reproducible science mapping (Aria *et al*., 2026). Performance indicators include annual scientific production, citation averages, the most relevant sources, and the most productive and cited countries. Science mapping comprises (a) a keyword co-occurrence network, (b) a strategic thematic map classifying keyword clusters by centrality and density into motor, basic, niche, and emerging or declining themes, and (c) trend-topic analysis of the temporal distribution of keywords (Donthu *et al*., 2021). Counts for 2026 are partial because the year was in progress at extraction and are interpreted with caution.

Table 1. Main information about the dataset.

Description	Results
Timespan	2001–2026
Sources (journals, books, etc.)	29
Documents	50
Annual growth rate (%)	5.70
Document average age (years)	4.66
Average citations per document	170.7
References	3,450
Keywords Plus (ID)	161
Author's keywords (DE)	182
Authors	143
Authors of single-authored documents	7
Single-authored documents	7
Co-authors per document	2.96
International co-authorships (%)	34.0
Articles	47
Reviews	**3**

RESULTS AND DISCUSSION

Publication and citation trends

Annual scientific production is shown in **Figure 1**. After the pioneering studies of green purchase determinants (Chan, 2001; Tanner & Kast, 2003), output remained sporadic—at most three documents per year—for two decades, with a first cluster of TPB applications around 2016–2017 (Maichum *et al*., 2016; Yadav & Pathak, 2017). A first wave arrived in 2021 with seven documents, including an integrated framework for green food purchase intentions in China (Qi & Ploeger, 2021), a meta-analysis of green purchase intention factors (Zhuang *et al*., 2021), and a synthesis of green marketing and purchase behaviour (Sharma, 2021). After a plateau in 2022–2023, production accelerated to 6 documents in 2024 and a pronounced peak of 15 in 2025—driven by psychologically richer designs on emotions, cognition, and identity (Tang *et al*., 2025; Lian *et al*., 2025) and by configurational approaches to green buying (Aydin, 2025)—with 4 documents already recorded in the partial year 2026 (Karami, 2024; De la Garza-Ramos *et al*., 2025; Johar *et al*., 2025; Shen & Bao, 2025; Al-Madah & Alsobahi, 2026; Duong *et al*., 2026; Salhieh, 2026; Su & Guo, 2026; Xu *et al*., 2026).

The corpus is exceptionally influential for its size, averaging 170.7 citations per document. Citation impact concentrates in the foundational and TPB-application cohorts: the determinants studies of the early 2000s (Chan, 2001; Tanner & Kast, 2003), the sustainable consumption synthesis (Young *et al*., 2010), the ecological food consumption evidence (Tobler *et al*., 2011) and the widely used TPB extensions (Ham *et al*., 2015; Maichum *et al*., 2016; Yadav & Pathak, 2017) anchor the field's reference stock, while the 2021 wave (Qi & Ploeger, 2021; Sharma, 2021; Zhuang *et al*., 2021) supplies its most recent highly cited layer. This pattern—an old, heavily cited core and a young, rapidly expanding frontier—is characteristic of a field in transition from theory application to theory refinement (Sharma, 2021; Zhuang *et al*., 2021; Sharma *et al*., 2023; Sowbaraniya & Syam, 2024; Taylor *et al*., 2024; Bello *et al*., 2025; Dupont & Janssens, 2025).

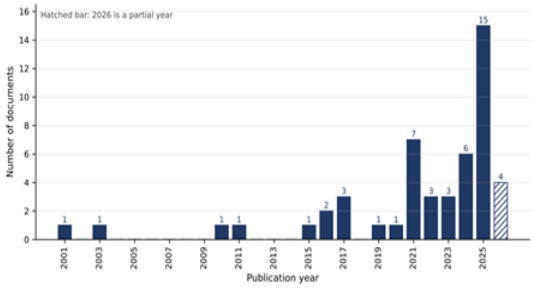

Figure 1. Annual scientific production of the corpus, 2001–2026 (2026 is a partial year). Source: Authors' analysis of Web of Science records using Biblioshiny.

Leading sources and geography of the field

Table 2 lists the ten most relevant sources. Sustainability leads with 7 documents, hosting TPB applications and extensions from emerging-market purchase intentions (Maichum *et al*., 2016) to extended-TPB models of green product buying (Kamalanon *et al*., 2022), segmentation of green eating behaviours (Wongsaichia *et al*., 2022), necessary-condition analyses of green buying (Aydin, 2025), studies of perceived value in green consumer behaviour among Chinese consumers (Zhang *et al*., 2025a) and AI-assisted greenwashing detection in online food shopping (Xu *et al*., 2026). Business Strategy and the Environment (4 documents) carries the field's review backbone and its consumer-values stream (Sharma *et al*., 2023; Dangelico *et al*., 2024; Ng *et al*., 2024; Cavite, 2025), while the Journal of Retailing and Consumer Services (4) connects green food to retailing questions, most recently for low-involvement green products (Salhieh, 2026). The British Food Journal (3) hosts Gen-Z-focused and lifestyle-based models of green food purchase (Mazhar & Zilahy, 2025; Zhang *et al*., 2025b), and food-science outlets—Foods, Frontiers in Nutrition, Frontiers in

Sustainable Food Systems, Food Quality and Preference and Appetite—anchor the behavioural nutrition side of the field (Tobler *et al*., 2011; He & Sui, 2024; Witek & Kuzniar, 2024; Leyva-Hernández *et al*., 2025; Li & Shan, 2025; Lian *et al*., 2025; Su & Guo, 2026).

Geographically **(Table 3)**, China dominates production with 13 corresponding-author documents (26%; 9 single-country and 4 multi-country), and Chinese samples underpin much of the recent empirical work on green food intentions, from college students (He & Sui, 2024) and social identity mechanisms (Zheng *et al*., 2023) to green advertising effects (Li, 2025), health and environmental consciousness (Li & Shan, 2025) and mortality-salience experiments (Su & Guo, 2026). India, the United Kingdom, Korea, Pakistan, Thailand, and Vietnam follow with three to four documents each. Citation impact, however, is distributed differently: the United Kingdom (370.2 average citations per article), India (330.8) and Switzerland (632.5) far exceed China (192.3), reflecting the weight of the early determinants and TPB studies produced there (Tanner & Kast, 2003; Yadav & Pathak, 2017). Notably for emerging economies, Vietnam contributes a growing stream on social media and consciousness drivers of green food consumption in Hanoi (Phuong *et al*., 2024), consumer transition dynamics (Phuong *et al*., 2025), and environmental responsibility effects on green consumption (Duong *et al*., 2026), while Pakistan-based teams examine psychological consumer behaviour and sustainable green food purchase (Mazhar *et al*., 2022) and extended-TPB green perceptions (Khan *et al*., 2025). International co-authorship (34%) is comparatively high: multi-country publications account for 75.0% of the United Kingdom's and 66.7% of Pakistan's and Vietnam's output **(Table 3)**, and co-authorship links are dispersed across Asia and Europe rather than concentrated in a single hub.

Table 2. Top 10 most relevant sources.

Source	Articles
Sustainability	7
Business Strategy and the Environment	4
Journal of Retailing and Consumer Services	4
British Food Journal	3
Journal of Cleaner Production	3
Discover Sustainability	2
Foods	2
Frontiers in Nutrition	2
Frontiers in Sustainable Food Systems	2
Psychology & Marketing	**2**

Table 3. Top 10 corresponding-author countries (SCP = single-country publications; MCP = multi-country publications) and citation impact.

Country	Articles	Articles (%)	SCP	MCP	MCP (%)	Avg. article citations
China	13	26.0	9	4	30.8	192.3
India	4	8.0	4	0	0.0	330.8
United Kingdom	4	8.0	1	3	75.0	370.2
Korea	3	6.0	3	0	0.0	32.0
Pakistan	3	6.0	1	2	66.7	114.3
Thailand	3	6.0	3	0	0.0	23.7
Vietnam	3	6.0	1	2	66.7	25.0
Hungary	2	4.0	2	0	0.0	91.5
Malaysia	2	4.0	1	1	50.0	151.0
Switzerland	**2**	**4.0**	**1**	**1**	**50.0**	**632.5**

Conceptual structure: keyword clusters and trend topics

The most frequent terms confirm the field's theoretical anchoring: consumption (19 occurrences), planned behaviour (18), attitudes (14), green food (14), purchase intention (13), determinants (11), model (11) and sustainable consumption (11) head the distribution, with theory of planned behaviour, antecedents, environmental concern, organic food and young consumers close behind. The keyword co-occurrence network **(Figure 2)** organises this vocabulary into four clusters. The first centres on consumption, green food, purchase intention, model, organic food, quality, environmental knowledge, PLS-SEM and social media—the empirical modelling core of green food intention research (Qi & Ploeger, 2021; He & Sui, 2024; Phuong *et al*., 2024; Witek & Kuzniar, 2024; Li, 2025; Lian *et al*., 2025; Mazhar & Zilahy, 2025). The second cluster links planned behaviour, products, attitude, young consumers, and TPB extensions, reflecting the stream that adapts the TPB to green products and younger cohorts (Ajzen, 1991; Kamalanon *et al*., 2022; Aldaihani *et al*., 2024; Dangelico *et al*., 2024; Khan *et al*., 2025; Leyva-Hernández *et al*., 2025). The third gathers attitudes, determinants, theory of planned behaviour, environmental concern, green products, values, knowledge and willingness-to-pay—the classic determinants agenda descending from the field's foundations (Chan, 2001; Tanner & Kast, 2003; Tobler *et al*., 2011; Ham *et al*., 2015; Yadav & Pathak, 2017). The fourth combines sustainable consumption, antecedents, intention, impact, environmental consciousness, perceived value, and green purchase behaviour, connecting intention research to the broader sustainable consumption conversation (Young *et al*., 2010; Nekmahmud & Fekete-Farkas, 2020; Ng *et al*., 2024; Cam *et al*., 2025; Phuong *et al*., 2025; Zhang *et al*., 2025a; Duong *et al*., 2026).

Trend-topic analysis **(Table 4)** reveals the temporal layering of this vocabulary. Determinants and antecedents have a median year of 2021, marking the maturation of the classic agenda, while attitudes, environmental concern, and organic food centre on 2022. The field's current frontier is unambiguous: consumption and intention peak in 2023, planned behaviour and green food in 2024, and purchase intention, products and sustainable consumption in 2025—evidence that the literature is consolidating around the green food purchase intention construct itself rather than its generic green-product antecedents (Sharma *et al*., 2023; Zhang *et al*., 2025b).

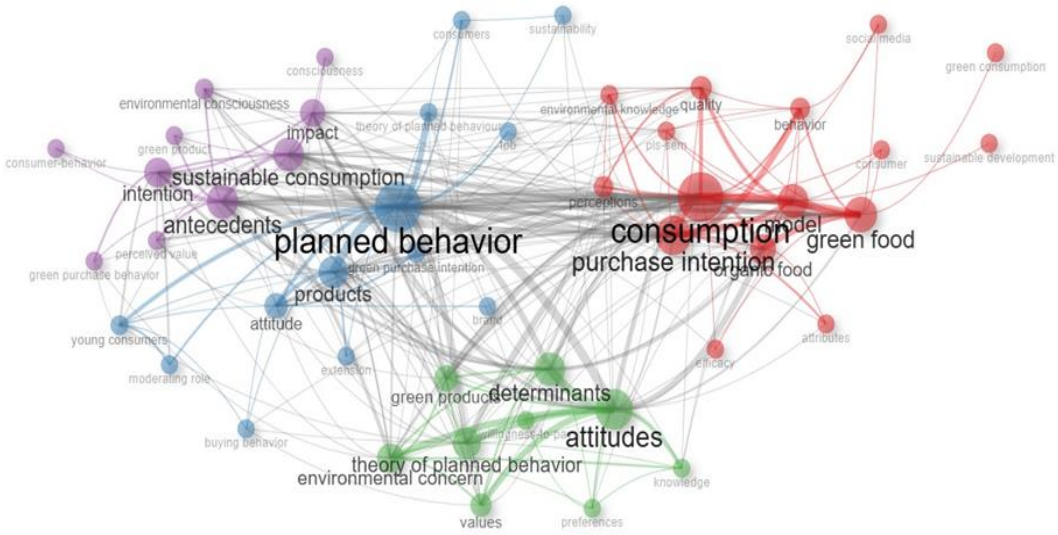

Figure 2. Keyword co-occurrence network (node size reflects occurrences; colours indicate clusters). Source: Biblioshiny.

Table 4. Trend topics (first quartile, median and third quartile of each term's temporal distribution).

Term	Frequency	Year (Q1)	Year (Median)	Year (Q3)
Perceived value	5	2017	2020	2025
Determinants	11	2016	2021	2024
Antecedents	10	2019	2021	2022
Green products	8	2017	2021	2024
Attitudes	14	2017	2022	2025
Environmental concern	9	2016	2022	2024
Organic food	9	2021	2022	2025
Consumption	19	2020	2023	2025
Intention	9	2021	2023	2025
Planned behavior	18	2021	2024	2025
Green food	14	2023	2024	2025
Purchase intention	13	2021	2025	2025
Sustainable consumption	**11**	**2022**	**2025**	**2025**

Thematic map: motor, basic, niche and emerging themes

The strategic thematic map **(Figure 3)** positions the keyword clusters by centrality and density. The motor quadrant is occupied by planned behaviour–intention–young consumers, confirming that TPB-based modelling of younger cohorts' intentions is the field's best-developed and most connective programme (Kamalanon *et al*., 2022; Aldaihani *et al*., 2024; Dangelico *et al*., 2024; Aydin, 2025; Khan *et al*., 2025), together with a consumption–green food–model theme just at the quadrant boundary that carries the field's empirical modelling core (He & Sui, 2024; Lian *et al*., 2025; Mazhar & Zilahy, 2025). Two basic themes underpin the map: attitudes–determinants–organic food, descending from the foundational determinants agenda (Chan, 2001; Yadav & Pathak, 2017; Cavite, 2025; Leyva-Hernández *et al*., 2025), and sustainable consumption–antecedents–quality, which links intention research to perceived value and consciousness constructs (Young *et al*., 2010; Ng *et al*., 2024; Cam *et al*., 2025; Zhang *et al*., 2025a).

The niche quadrant contains products–attitude–green purchase intention and a smaller green purchase behaviour–food–environmental attitudes theme, the latter connected to evidence on how past behaviour narrows or widens the green purchase gap (Witek & Kuzniar, 2024). A purchase intention–impact–behaviour theme sits near the centre with moderate development, bridging clusters (Mazhar *et al*., 2022; Zheng *et al*., 2023). Most interestingly, a buying behaviour–self-identity–self-esteem theme appears in the emerging quadrant: recent studies show that social identity operates through serial mediation on green food purchase intention (Zheng *et al*., 2023), that feeling loved inspires green food purchases (Tang *et al*., 2025), and that mortality salience activates self-esteem and cultural pathways in green food choice (Su & Guo, 2026). Together with work on religiosity and food selection (Alotaibi & Abbas, 2023), these signals indicate that the field's frontier is shifting from cognitive TPB variables toward identity, emotion, and existential mechanisms.

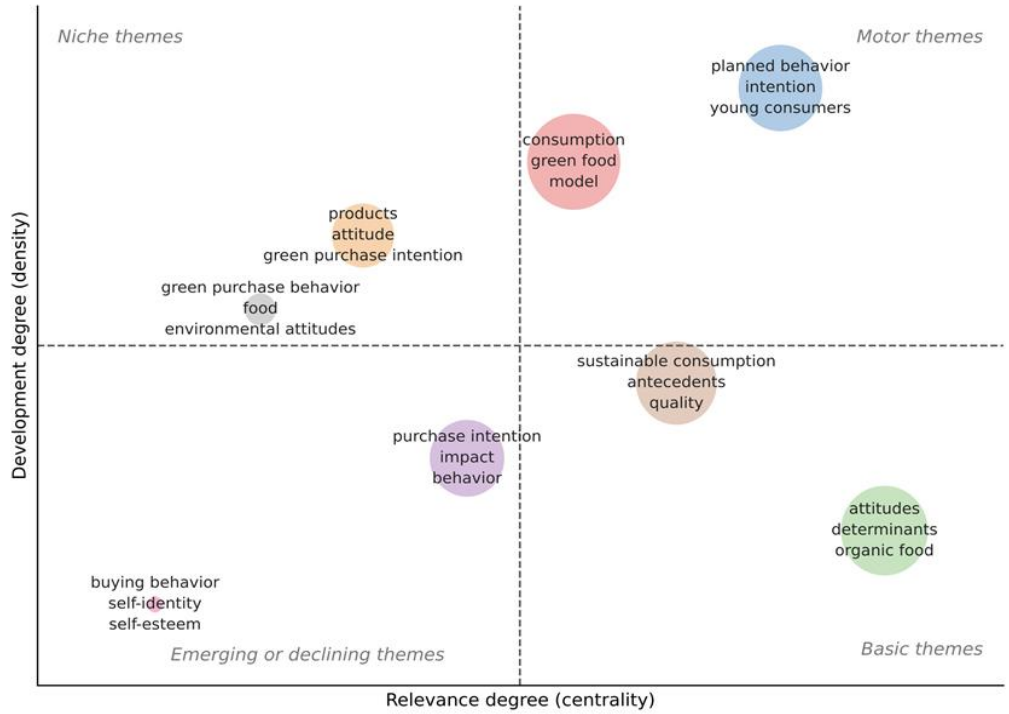

Figure 3. Strategic thematic map of keyword clusters (centrality = relevance degree; density = development degree). Source: Authors' analysis using Biblioshiny; theme positions as estimated by Biblioshiny.

Future research agenda

Five priorities emerge. First, the intention–behaviour gap: since much of the corpus models intentions rather than verified purchases, designs that incorporate past behaviour (Witek & Kuzniar, 2024), necessary-condition logic (Aydin, 2025), and green-gap perceptions (Khan *et al*., 2025) should be extended with longitudinal and behavioural data. Second, greenwashing and information credibility: greenwash perceptions already moderate Gen-Z green food intentions (Zhang *et al*., 2025b), and AI-assisted greenwashing detection in online shopping opens a new methodological frontier (Xu *et al*., 2026); research should test how verification tools reshape trust and intention. Third, emotional, identity, and existential mechanisms: the emerging self-identity–self-esteem theme (Zheng *et al*., 2023; Tang *et al*., 2025; Su & Guo, 2026) and qualitative cognitive–affective process evidence (Lian *et al*., 2025) call for experimental and mixed-method designs that go beyond cross-sectional TPB surveys. Fourth, digital and social influence: social media already shapes green food consumption intentions (Phuong *et al*., 2024) and green advertising interacts with environmental knowledge (Li, 2025); platform-specific and algorithmic influences deserve systematic study. Fifth, contextual and cultural broadening: evidence from emerging EU economies (Mihut *et al*., 2025), Islamic and Gulf consumer contexts (Alotaibi & Abbas, 2023), low-involvement product categories (Salhieh, 2026) and rapidly transitioning Asian markets (Phuong *et al*., 2025; Rustagi *et al*., 2025; Duong *et al*., 2026) should be integrated into comparative, multi-country designs—building on the meta-analytic base (Zhuang *et al*., 2021) and the review infrastructure of the field (Sharma, 2021; Sharma *et al*., 2023).

CONCLUSION

This review used bibliometric performance analysis and science mapping to synthesise 50 documents on green food purchase intention published between 2001 and 2026. The field combines an old, heavily cited determinants core with a young and fast-growing frontier: production grew at 5.7% annually, surged in 2021 and peaked at 15 documents in 2025, while average citations per document (170.7) rank the corpus among the most influential in sustainable consumption research. Its publication infrastructure spans marketing, sustainability, and food-science outlets led by Sustainability, Business Strategy and the Environment, and the Journal of Retailing and Consumer Services; production is led by China, whereas citation impact concentrates in the United Kingdom, India and Switzerland, and international co-authorship is comparatively high at 34%.

Conceptually, the field is organised into four keyword clusters—empirical modelling of green food intention, TPB extensions for young consumers, classic attitudinal determinants, and sustainable consumption antecedents—with planned behaviour–intention–young consumers as the motor theme and self-identity–self-esteem as the emerging one. The trend vocabulary shows the literature consolidating around green food and purchase intention themselves, with median years in 2024–2025. For researchers, the mapping identifies the intention–behaviour gap, greenwashing verification, emotional and identity mechanisms, social media influence, and cross-cultural designs as the highest-value directions. For food marketers and policymakers, the accumulated evidence indicates that green food demand responds not only to attitudes and knowledge but also to norms, values, identity and credible

environmental claims. The conclusions are conditional on single-database coverage and the search strategy underlying the corpus; the corpus is intentionally focused and modest in size, citation indicators disadvantage recent work, and replication with complementary databases and meta-analytic follow-ups would strengthen the evidence base.

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FINANCIAL SUPPORT: None

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