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A Systematic Literature Review on Sustainable Food Purchase Research

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Abstract
Sustainable food consumption is increasingly urgent due to the gap between consumer intentions and actions, as well as their limited influence in driving change in the food system. Despite consumer-focused policies, sustainable food consumption, such as organic food, has only increased marginally, and consumer confidence in it may even decline over time. This study aims to analyze and synthesize the literature on sustainable food purchasing and sustainable cuisine to understand current research trends, identify gaps, and provide implications for future studies. The methodology used is a Systematic Literature Review (SLR) with the PRISMA framework. Article searches were conducted through the Scopus database with specific inclusion criteria, such as publication year (2015-2025), subject area (Business, Management, and Accounting; Economics, Econometrics, and Finance), and language (English). From a total of 559 initial documents, 104 articles were eligible for analysis. The results show that this topic continues to experience a significant increase in publications, especially after 2021, reflecting its increasing relevance and urgency. This research is dominated by European countries such as the United Kingdom and Germany and focuses on business, economic, and environmental aspects. VOSviewer analysis shows that recent research has shifted from a general focus to more specific topics, such as food waste and consumer preferences, and is interdisciplinary in nature. This research highlights the need for further exploration of variables that have not been widely studied, making it an important foundation for future studies.

Keywords: Sustainable Food Purchase, Consumer Behavior, Systematic Literature Review

1. Introduction

Issues surrounding sustainable food consumption are highly relevant and pressing topics today. This is due to growing awareness of the impact of food systems on the environment, economy, and society. The main challenge is how to motivate consumers to switch to more sustainable food choices. The background to the current problem is the gap between consumer intentions and actions. The study "(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025)(Nguyen et al., 2025) highlights an interesting gap, finding that consumers who are aware of sustainability do not significantly reduce food waste, indicating that the intention to buy sustainable products does not always translate into sustainable consumption behavior at home (such as reducing waste). Many people may be aware of the importance of sustainable consumption, but in reality, sustainable food consumption, such as organic food, remains a small niche market. This suggests that there are significant barriers preventing mass changes in consumer behavior. Based on the article "The role of consumers in transitions towards

sustainable food consumption. The case of organic food in Norway" (Vittersø & Tangeland, 2015) , the main problem is the limited influence of consumers in driving the transition towards a more sustainable food system. Although the Norwegian government has targeted an increase in organic food consumption, surveys show that consumption has only increased marginally. This study found that although the availability of organic food in stores increased from 2000 to 2013, consumer perceptions of other factors such as trust in the labeling system and the quality of organic food became more negative. In fact, more consumers did not see any benefits in buying organic food in 2013 than in 2000. This suggests that policies focusing on consumers as the main agents of change through information and labeling have little effect.

The importance of conducting a systematic literature review (SLR) of sustainable food purchasing from several articles, including those provided, is crucial for identifying and understanding the various barriers. Previous articles show that barriers to sustainable food consumption are not only economic (price) but also related to psychological and social factors, (Sigurdsson et al., 2020) indicating that quality signals from other consumers (such as product ratings or "best-selling products") and store authority can significantly influence consumer choices. SLR research can identify various types of these signals and how they are applied in different cultural and product contexts. SLR serves as a tool to summarize and integrate findings from many individual studies to overcome the limitations of a single study that may have a small sample size or bias (Pati & Lorusso, 2018) . By systematically reviewing the literature, researchers can identify areas where scientific evidence is lacking or conflicting, thereby pinpointing "research gaps" that need to be addressed by future studies.

The urgency of research on sustainable food consumption is further reinforced by the significant environmental burden generated by current food systems. Globally, food production accounts for approximately 26–34% of total greenhouse gas emissions and is the largest driver of biodiversity loss and land-use change (Crippa et al., 2021; IPCC, 2019). In addition, nearly 931 million tons of food were wasted in 2019, representing about 17% of total food available to consumers, which reflects substantial inefficiencies at the household level (UNEP, 2021). From an economic perspective, the global cost of food waste is estimated to exceed USD 1 trillion annually, highlighting the financial implications of unsustainable consumption patterns (FAO, 2019). Despite these alarming figures, behavioral change at the consumer level remains slow and fragmented, indicating the need for a more comprehensive understanding of the factors influencing sustainable food purchasing and usage.

Furthermore, although a growing number of studies examine consumer attitudes toward sustainable products, the existing literature remains fragmented across disciplines, contexts, and product categories. Many studies focus on stated preferences or purchase intentions, while fewer investigate actual behavior in real-life settings, contributing to the persistent intention–behavior gap. There is also limited integration of findings related to behavioral signals, social influence mechanisms, and retail environmental cues, particularly across different cultural and economic contexts. In addition, most empirical studies are conducted in high-income countries, creating a geographical bias and limiting the generalizability of conclusions to emerging markets, where consumption patterns are rapidly changing.

Therefore, a systematic literature review is needed to synthesize empirical evidence, identify consistent determinants and contradictions, and map underexplored areas. Such an approach can clarify which interventions are most effective, reveal methodological limitations in previous studies, and provide a stronger theoretical foundation for future research and policy design aimed at accelerating the transition toward sustainable food consumption.

2. Method

A systematic literature review (SLR) is a structured approach used to identify, evaluate, and synthesize previous studies on a specific topic. Unlike traditional narrative reviews, an SLR follows a transparent and systematic process to ensure that the findings are comprehensive and reliable (Pati & Lorusso, 2018). In this study, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework was applied to guide the review process and improve methodological clarity and consistency.

The review was conducted through four main stages: identification, screening, eligibility, and inclusion. In the identification stage, a search strategy was developed to collect relevant studies from the Scopus database. Appropriate keywords were combined using Boolean operators to ensure a broad

but focused search (Maggio et al., 2022; Mancin et al., 2024). The search was performed in article titles, abstracts, and keywords using the terms purchas AND "sustainable food" OR purchas AND "sustainable culinary".

The initial results were then screened by removing duplicate and clearly irrelevant articles based on their titles and abstracts. This step helped reduce bias and improve the consistency of the selection process. The remaining articles were assessed in the eligibility stage through full-text reading to ensure that they met the predefined criteria. The inclusion criteria were: (1) articles published between 2015 and August 2025, (2) studies within Business, Management and Accounting, or Economics-related fields, (3) publications written in English, and (4) research focusing on sustainable food procurement.

To provide a broader understanding of the research landscape, this study also employed bibliometric analysis using VOSviewer. This tool was used to map relationships between authors, publications, and keywords through co-authorship, co-citation, and keyword co-occurrence networks (Pham & Le, 2024). Combining systematic review with bibliometric mapping allows the study to identify major research themes, influential works, and emerging trends in sustainable food purchasing.

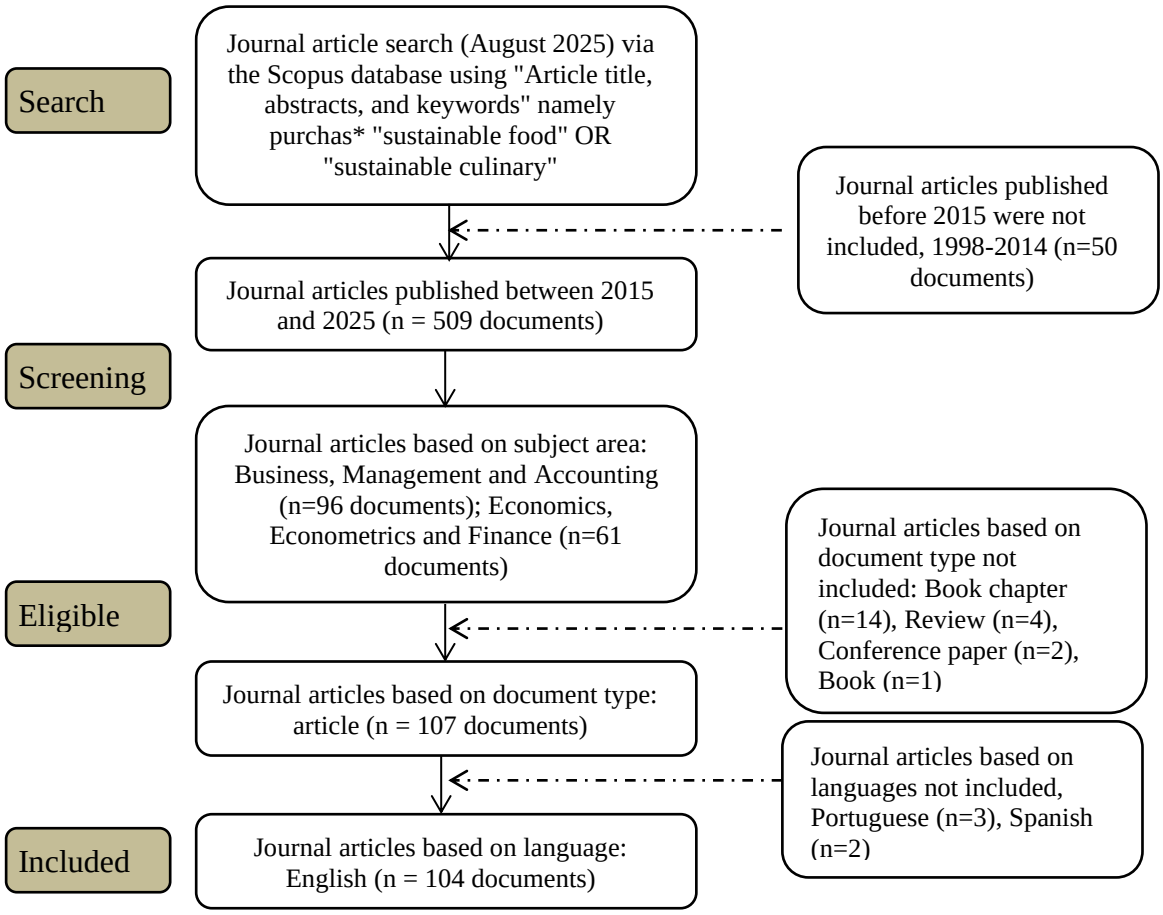


Figure 1. Information flow of Systematic Literature Review with PRISMA
Source: Researcher data processing, 2025

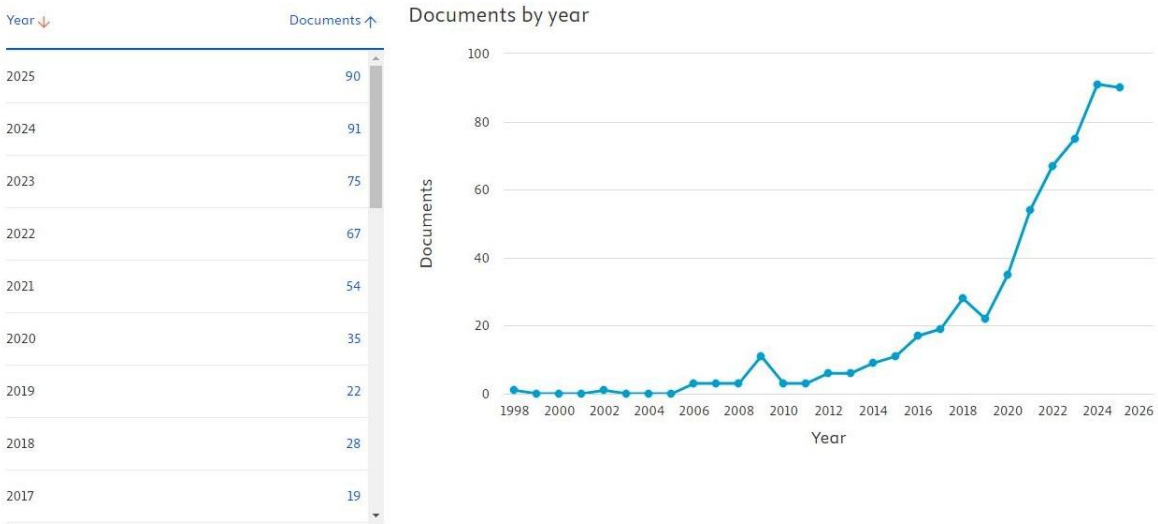
The Systematic Literature Review (SLR) process began with searching for journal articles through the Scopus database. The initial search used keywords such as purchas* "sustainable food" OR "sustainable culinary" and produced a total of 559 documents. After obtaining the initial results, the process continued to the screening stage. At this stage, articles were screened based on the year of publication to focus the research. Articles published between 2015 and 2025 were selected, reducing the number of documents to 509. Next, screening was conducted based on subject or field of study. Articles relevant to the fields of Business, Management, and Accounting, as well as Economics and Finance, were screened, reducing the number of documents to 157. Screening was also conducted based on document type. Documents that were not articles, such as conference proceedings and book chapters, were removed. This left 107 articles that met the criteria. At the Eligible and Included stage, the

remaining articles were screened again based on language. Articles that did not use English (e.g., Indonesian or Portuguese) were excluded, reducing the number of articles eligible for study to 104. Finally, after passing all selection stages, 104 documents were selected and included in the systematic literature review. These documents were then further analyzed in this study to answer the following research questions:
RQ1: Is the exploration of sustainable food purchasing/sustainable culinary practices a subject that will continue to be significant for scientific research in the future?
RQ2: How is the current allocation of research related to sustainable food purchasing/sustainable culinary practices?
RQ3: What are the theoretical and practical implications from the perspective of future research?

3. Results and Discussion

Based on the article selection process, 104 selected documents were included in the systematic literature review. The results are discussed based on the following research questions:
RQ1: Is the exploration of sustainable food purchasing/sustainable culinary practices a subject that continues to be significant for future scientific research?

The results of exploring the theme of purchasing sustainable food/sustainable cuisine clearly show an extraordinary increase in the number of documents or scientific publications in recent years. From the first article by(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998)(Carlsson-Kanyama, 1998) , discussing the consumption of pork, tomatoes, and rice in Sweden, which produces much higher greenhouse gas emissions than potatoes, carrots, and peas, indicating that consumption patterns at that time in developed countries were highly unsustainable. The trend in articles published until around 2006 shows that the number of documents published was very low and relatively stable, ranging from 0 to 5 documents per year. This trend began to show a slight gradual increase after 2007, but the increase was still insignificant. The most striking turning point occurred after 2021, when the number of publications began to rise exponentially. The most cited study, " " (Alagarsamy et al., 2021) , found that green consumption values and positive attitudes toward sustainable food logistics significantly influence the purchasing intentions and behavior of environmentally conscious young consumers in Bangalore. The study (Panzone et al., 2021) found that environmental reminders (such as displaying a product's carbon footprint) and carbon taxes effectively remind consumers of the environmental impact of their choices, and that implementing carbon taxes can significantly encourage more sustainable shopping behavior. The following graph shows the data for each year in more detail:



Year	Documents
2025	90
2024	91
2023	75
2022	67
2021	54
2020	35
2019	22
2018	28
2017	19

Figure 2. Article data by publication year
Source: Scopus Database, 2025

This rapid growth in publications peaked in 2024, when 91 documents were published, followed by a still very high number of 90 documents in 2025. The period between 2019 and 2025 was the most active period in the history of publications on this subject, with the number of documents increasing from 22 to 90. This sharp increase reflects the growing interest, urgency, and significance of the research topic, most likely driven by global issues and broader public awareness. The most cited study, " " (Hansmann et al., 2020) , conducted on 620 households in Switzerland, found that financial and environmental reasons were the most important predictors of organic food purchasing decisions. Although psychological factors (such as attitudes and social norms) and demographics (such as income and education) also played a role, consumers considered limited knowledge, information, and financial constraints are considered by consumers as the main barriers to adopting more environmentally friendly and healthy consumption patterns. Additionally, the study (Parashar et al., 2023) found that health and environmental awareness significantly increase the intention and behavior of purchasing organic food, with positive consumer attitudes playing an important moderating role in strengthening this relationship. The discussion trend is generally dominated by a comprehensive understanding of the factors driving organic food consumption, which can provide valuable insights for policymakers and market actors, but there are still gaps and potential for further exploration.

Beyond the increasing volume of publications, the pattern of research development also indicates an important shift in the focus of the field. Earlier studies were largely concerned with measuring environmental impacts and comparing the sustainability performance of different food products. More recent research, however, has moved toward understanding consumer decision-making, behavioral interventions, and market mechanisms. This transition suggests that the field is entering a more applied phase, where the emphasis is no longer only on identifying problems but also on finding practical solutions.

At the same time, the literature reveals several areas that remain underexplored. Many studies rely on self-reported attitudes or purchase intentions rather than actual purchasing behavior, which may overestimate the level of consumer commitment to sustainable choices. In addition, most empirical evidence comes from developed countries, while emerging economies where food demand is growing rapidly are still relatively underrepresented. There is also limited research on the role of digital platforms, online retail environments, and real-time information in shaping sustainable purchasing decisions.

These gaps indicate that the topic will remain highly relevant for future research. Further studies are needed to examine real behavioral data, explore cultural and economic differences across regions, and evaluate the effectiveness of policy and market-based interventions in real-world settings. As sustainability challenges become more urgent, research that connects consumer behavior with systemic change in food systems will be increasingly important.

RQ2: How is current research allocation related to purchase sustainability food/sustainability culinary?

The results of the current research allocation related to sustainable food purchasing/sustainable culinary practices will be discussed based on country classification, affiliation, author, journal publisher, and subject area. The following is an explanation:

First, based on the classification of countries that published articles related to sustainable food purchasing/sustainable culinary practices, the United Kingdom published the most articles on this theme, with 14 articles, followed closely by Germany with 13 articles and Italy with 11 articles. See the following image for more details:

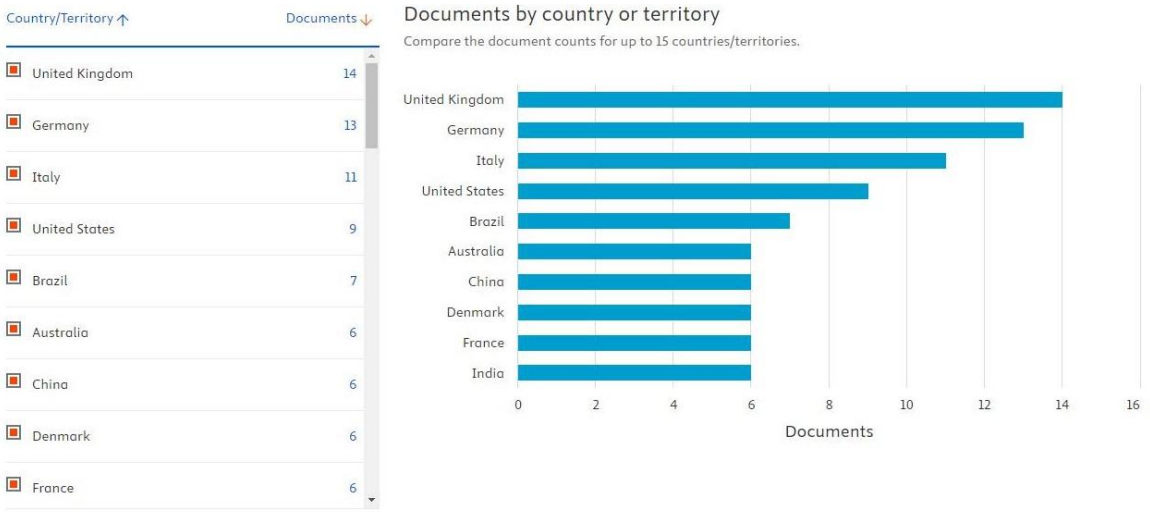


Figure 3. Article data based on country
Source: Scopus Database, 2025

Based on this data, it shows that European countries are the main contributors to the publication of scientific articles related to sustainability in food purchase sustainability/culinary sustainability. This indicates that this topic is a significant research focus in these countries. Western European countries, such as the United Kingdom, Germany, and Italy, have populations with a high level of environmental awareness. Consumers there tend to be more concerned about the environmental impact of their food choices, including carbon footprints, production methods, and supply chain ethics. This encourages research and innovation in this field. The study "(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016)(O'Keefe et al., 2016) aims to understand consumer responses to potential changes in food-related practices designed for climate change mitigation and adaptation. The research was motivated by a high awareness that food systems play a significant role in greenhouse gas emissions and are a major contributor to climate change. Another contributing factor is that governments in these countries often have strong policies and initiatives to support sustainability. These include regulations related to organic food labeling, promotion of local agriculture, and incentives for environmentally friendly business practices. This support creates an environment conducive for academics and researchers to explore sustainability topics. For example, the study "(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021)(Panzone et al., 2021) aims to explore strategies that can encourage environmentally responsible consumer behavior in supermarkets. The study describes the role of the UK government in encouraging sustainable consumer behavior by applying a carbon tax on food products sold. In addition, it is also possible because the UK, Germany, and Italy have world-leading universities and research institutions that actively focus on environmental science, food economics, and sociology. These strong academic resources enable a large number of scientific publications. The high number of articles published by these countries shows that they are at the forefront of defining and promoting the concept of sustainable cuisine. Their research can serve as a global benchmark and influence sustainability practices in other countries.

The discussion continues by linking the relationship between countries that publish articles with VOSviewer. VOSviewer serves to perform in-depth bibliometric analysis and provide clear visualizations of research collaboration networks. The following image shows the processed results:

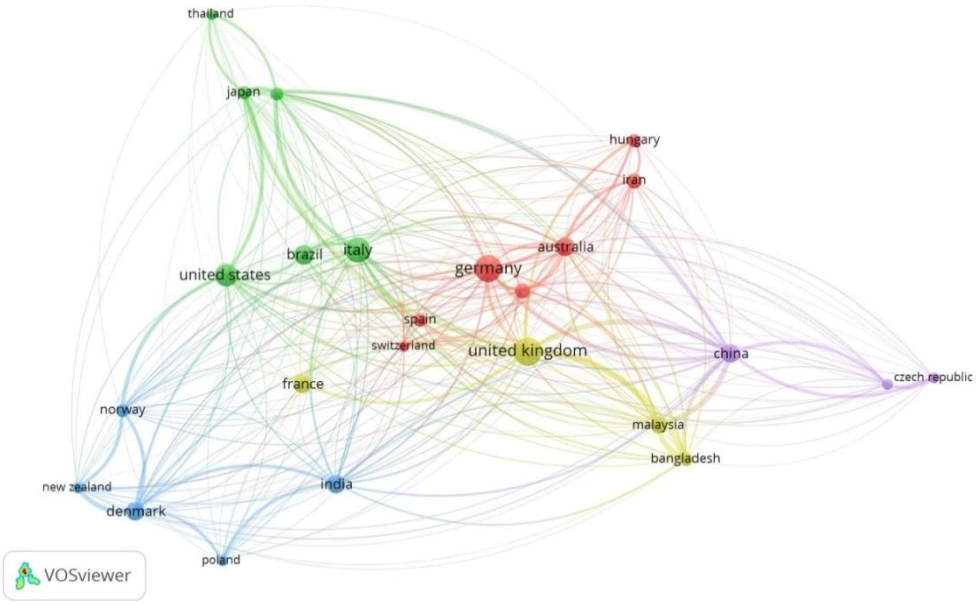


Figure 4. VOSviewer data processing based on country
Source: Researcher data processing, 2025

VOSviewer maps the collaborative network between countries. This visualization shows which countries collaborate most frequently in publishing articles. The dots (nodes) on the map represent countries, while the connecting lines (links) indicate collaboration. The thicker the line, the stronger the collaborative relationship. The results of this visualization show very strong and dominant research clusters centered in Europe. The three countries with the largest circles are the United Kingdom, Germany, and Italy, confirming the data mentioned earlier about the highest number of articles. Countries such as the United Kingdom and Germany appear to act as hubs, as seen from the large number of lines connected to them, indicating that they are the most sought-after collaboration partners by other countries. Although European dominance is clear, there is also collaboration with countries on other continents. For example, there are strong links between European countries and the United States (USA) and Canada. This shows that this research is not only a regional phenomenon, but also has a global dimension. The role of Asian countries such as India, China, and Japan is clearly visible on the VOSviewer map. Although smaller in size than the UK or Germany, their presence indicates a contribution to research publications and collaboration, as seen in several connecting lines to European clusters, indicating cross-continental collaboration. In the visual map, countries within a cluster tend to have similar research topics or approaches.

The current distribution of research also highlights an important imbalance in global knowledge production. While European countries dominate the field, regions such as Southeast Asia, Africa, and Latin America remain underrepresented. This gap is significant because consumption patterns, income levels, cultural preferences, and food system structures differ substantially across regions. As a result, findings derived mainly from European contexts may not fully reflect the realities of developing or emerging economies.

In addition, the concentration of collaboration around a few leading countries suggests that knowledge networks are still relatively centralized. Although international cooperation is evident, partnerships often revolve around established research hubs rather than being evenly distributed. Expanding collaboration with institutions in underrepresented regions could help generate more diverse perspectives and improve the contextual relevance of future studies.

Another notable pattern is that current research tends to focus on consumer behavior and market mechanisms, while fewer studies address small-scale producers, informal food sectors, or traditional culinary systems, which play an important role in many developing countries. This indicates an opportunity for future research to adopt a more inclusive approach that considers the entire food system, from production to consumption.

Second, based on the classification of affiliations where the authors are based, the bar chart shows the number of documents (publications) produced by the top 10 affiliations. Each bar represents a university or research institution, and the length of the bar indicates the number of documents published.

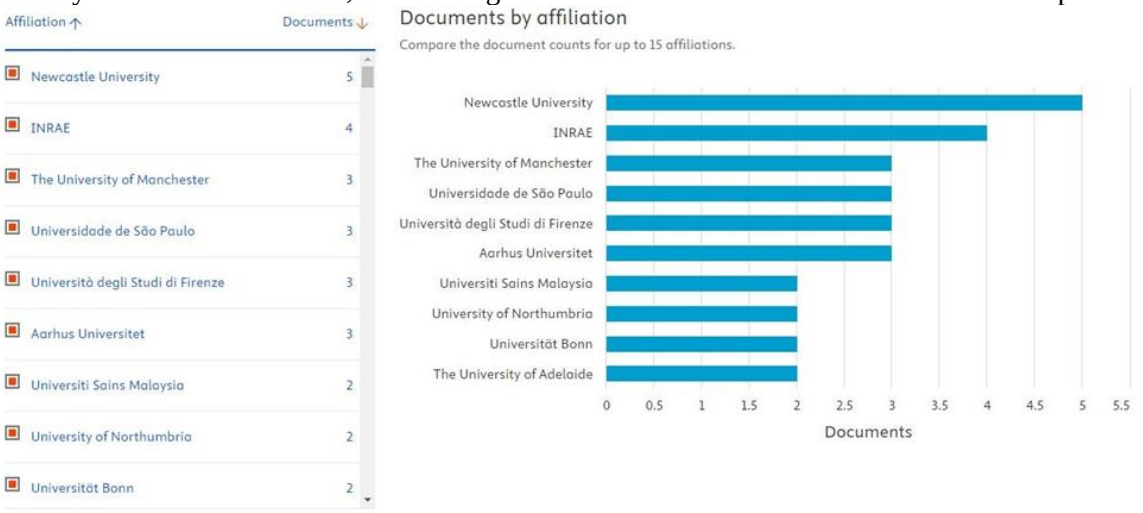


Figure 5. Article data based on Affiliation
Source: Scopus Database, 2025

Newcastle University ranks first with 5 documents, indicating that this institution has contributed the most to research on this topic compared to other institutions shown. INRAE (a French research institute) ranks second with 4 documents, indicating its significant role in this research. The University of Manchester, Universidade de São Paulo, Università degli Studi di Firenze, and Aarhus Universitet are all in third place, each with 3 documents, indicating that there is a group of institutions that have contributed equally strongly to the research. This data shows that research on "purchase sustainable food" is spread across various global institutions.

Third, based on the classification of authors of articles with the theme "purchase sustainable food," the bar graph shows the number of documents (publications) written by the top 10 authors. The top five authors have the same number of documents, namely 2 documents, including Cosini, L.; Contini, C.; Goo, Z.; Gerini, F. and Hartmann, M. The following are the details of the data graph;

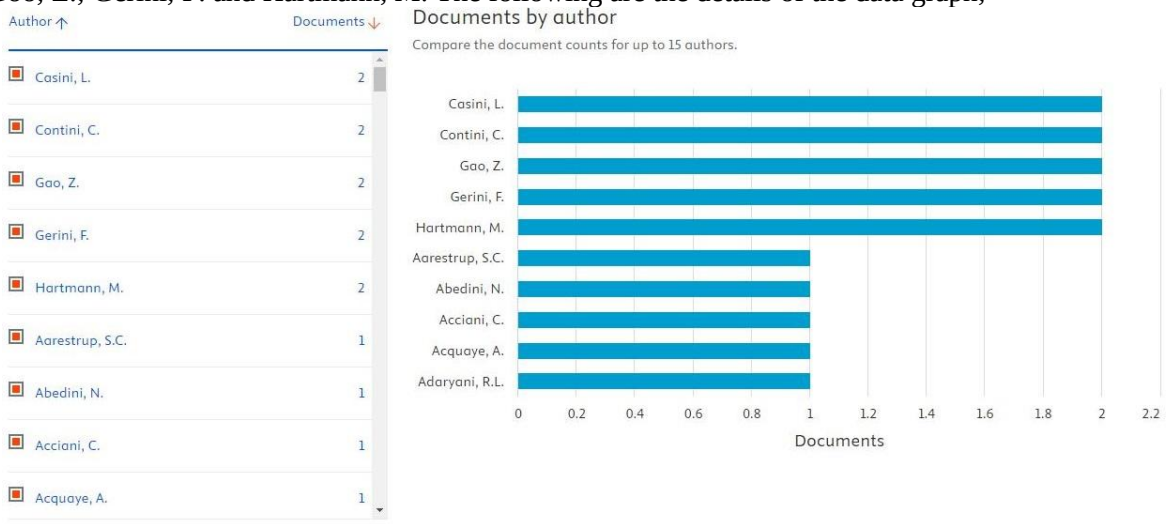


Figure 6. Article data based on Author
Source: Scopus Database, 2025

This data shows that no single author dominates publications on the topic of "purchasing sustainable food." Instead, there is a group of authors who have contributed the most with the same number of

publications. This indicates equal collaboration or the existence of several research groups that are active in this field, without any one individual being significantly more productive than the others.

Fourth, based on the classification of publisher journals (publication sources) related to the theme of "purchase sustainable food," the following graph shows the number of documents per year for several top journals. Each line on the graph represents one journal, and the movement of the lines shows publication trends from 2015 to 2025. The Journal of Cleaner Production is the most productive in publishing on this topic, with a total of 18 documents. Its publication trend varies. This journal experienced a peak in publication in 2023 with 6 documents, then declined sharply in 2024 and increased slightly again in 2025.

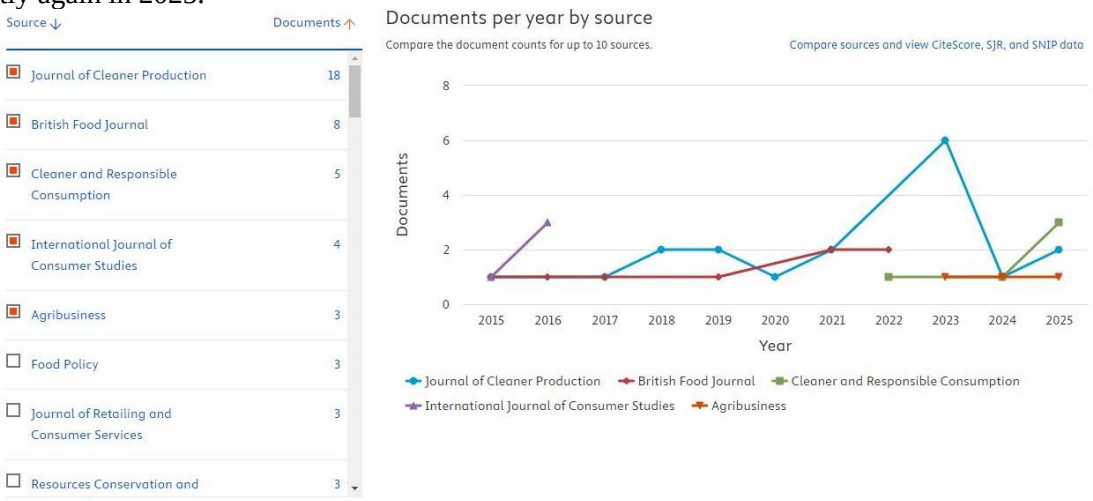


Figure 7. Article data by journal
Source: Scopus Database, 2025

Publications related to "purchasing sustainable food" are spread across various journals with different focuses, ranging from clean production, food journals, to consumer studies and agribusiness. The graph shows fluctuations in the number of publications each year. Journals such as Cleaner and Responsible Consumption show an upward trend in recent years, while the International Journal of Consumer Studies no longer appears to be a major source for this topic after 2016. Overall, this data shows that research on this topic is active and published in journals relevant to sustainability, food, and consumer behavior.

Fifth, based on the subject area classification related to the theme of "purchasing sustainable food," a pie chart shows the distribution of documents (publications) based on subject area. The size of each slice in the graph is proportional to the percentage of documents included in that subject area. Business, Management and Accounting dominates with the largest contribution, namely 26.7% of the total documents or 76 documents. This shows that the topic of "purchase sustainable food" is often studied from a business perspective, such as marketing strategy, supply chain management, and consumer behavior. The subject area Economics, Econometrics and Finance ranks second with 15.8% or 45 documents, indicating that economic aspects, such as price, cost, and financial policy, are an important focus in this research. Environmental Science ranks third with 14.7% or 42 documents, and Social Sciences contributes 11.9% or 34 documents. The data shows the strong role of environmental perspectives, such as the ecological impact of food production and consumption, and covers social aspects, such as cultural norms, public perceptions, and social factors that influence purchasing decisions. The following is a graph of the distribution of documents (publications) based on subject area;

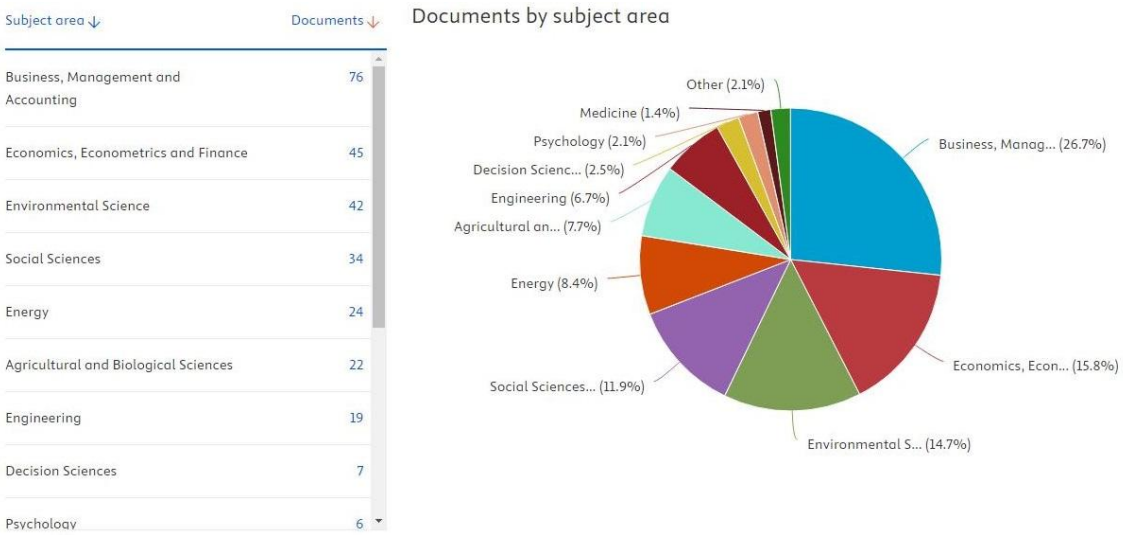


Figure 8. Article data based on subject area
Source: Scopus Database, 2025

This data shows that research on "purchasing sustainable food" is multidisciplinary. Although dominated by the fields of business and economics, this topic also has strong links to environmental science, social science, and other technical and scientific fields. This reflects the complexity of this topic, which cannot be understood from just one perspective.

Taken together, the patterns across affiliations, authors, journals, and subject areas suggest that research on sustainable food purchasing is characterized by institutional diversity but moderate fragmentation. The absence of dominant individual authors indicates that the field is still evolving through multiple research groups rather than being shaped by a single theoretical tradition. At the same time, the concentration of publications in sustainability-oriented journals and business-related subject areas reflects a strong practical orientation toward market solutions and policy relevance. The multidisciplinary distribution also highlights growing integration between environmental concerns, economic analysis, and consumer behavior, suggesting that future research will increasingly rely on cross-disciplinary collaboration to address complex food system challenges.

RQ3: What are the theoretical and practical implications from the perspective of future research?

A literature search was conducted on 104 articles collected from the Scopus repository. Analysis was then performed using VOSviewer to illustrate that the results may have theoretical and pragmatic consequences for future investigations into sustainable food purchasing. The results of the bibliometric analysis using VOSviewer can show which variables have not been widely researched by previous researchers and which variables have not been widely explored, which serve as a basis for future studies. The following are the results of the VOSviewer analysis:

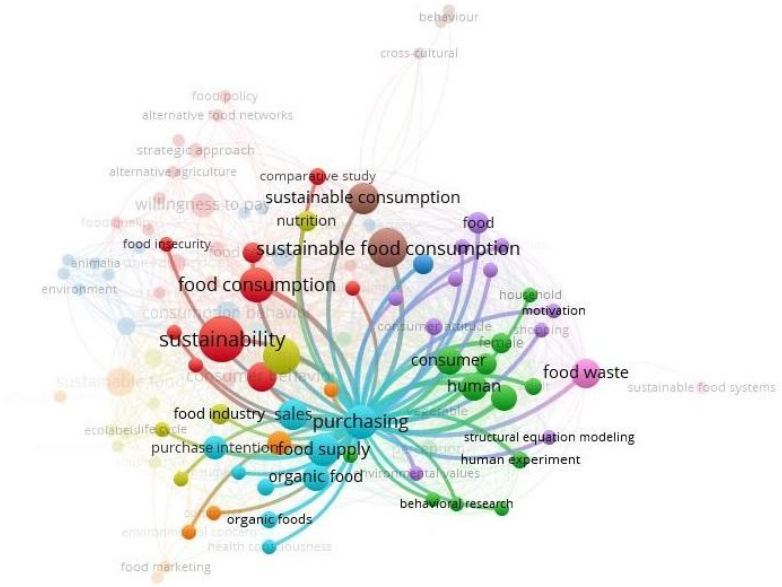


Figure 8. VOSviewer Network data processing based on Keywords
Source: Researcher data processing, 2025

Based on the image above, the visualization of keyword networks that frequently appear in research on "sustainable food." This visualization shows the relationships and clusters between various keywords. The red cluster has the largest circle size, indicating the frequency of occurrence of these keywords, with the cluster focusing on food consumption and sustainability. The main keywords in this cluster are food consumption, sustainability, food insecurity, and food policy. These results indicate that there is research focusing on the relationship between how people consume food and sustainability issues and their impact on food security. The Green cluster is related to consumer behavior and humans. The main keywords are consumer, human, food waste, structural equation modeling, and human experiment. This shows that many studies use psychological and social approaches to understand the factors that influence consumer behavior, especially in the context of food waste and behavioral experiments. The Blue Cluster highlights the keywords purchasing and sustainable food consumption. The main keywords in this cluster are purchasing, sustainable food consumption, nutrition, and food. This indicates a research focus that directly addresses the purchasing process and its impact on sustainable food consumption and nutrition. There are lines connecting the clusters, indicating the interrelationship between research areas. There is a strong relationship between the Red cluster (sustainability, food consumption), Green cluster (consumer, human, food waste), and Blue cluster (purchasing, sustainable food consumption), indicating that research on sustainable food is an interdisciplinary topic that combines perspectives on sustainability, consumer behavior, and purchasing processes. The following are the details of the top 10 keywords:

Table 1. Data on the top 10 keywords

Keyword	Total Link Strength
Purchasing	128
Sustainability	124
Food Consumption	116
Sustainable Development	112
Sustainable Food Consumption	106
Food Supply	101
Food Waste	88
Food Intake	83
Food Waste Reduction	65

Customer Behavior	50

Source: Researcher data processing, 2025

The following results were obtained from the overlay visualization analysis based on research keywords:

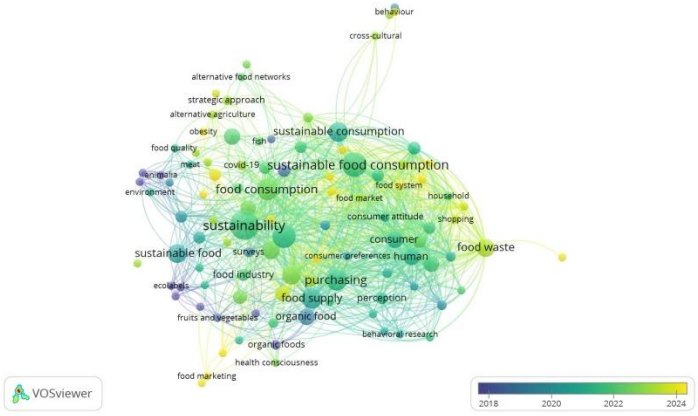


Figure 9. VOSviewer Overlay data processing based on Keywords
Source: Researcher data processing, 2025

The VOSviewer Overlay visualization based on Keywords explains research keyword trends by year, using colors to indicate the average year of keyword appearance. The color scale at the bottom right shows the years, from dark blue (2018) to bright yellow (2024). Keywords that tend to appear earlier in the research period (around 2018-2020) are colored blue to dark green. Examples include food consumption, sustainability, alternative agriculture, food policy, and strategic approach. This shows that these basic concepts are the foundation of the research. Keywords that appeared more recently (around 2021-2024) are shown in light green to yellow, indicating an evolution in the focus of the research. Some newer and relevant keywords, such as COVID-19, emerged in response to the pandemic, which significantly changed consumption behavior and food supply chains. Its position in the middle, close to food consumption, indicates that the research integrates the impact of the pandemic. The keyword food waste has become increasingly relevant and is shown in light green to yellow, indicating more recent research in this area. The keywords consumer preferences human, behavioral research, and consumer attitude also tend to be newer, indicating a shift in focus towards a deeper understanding of consumer psychology and behavior, rather than just general sustainability issues. This field of research continues to evolve and adapt to current issues. Supported by VOSviewer Density visualization analysis based on the following keywords;

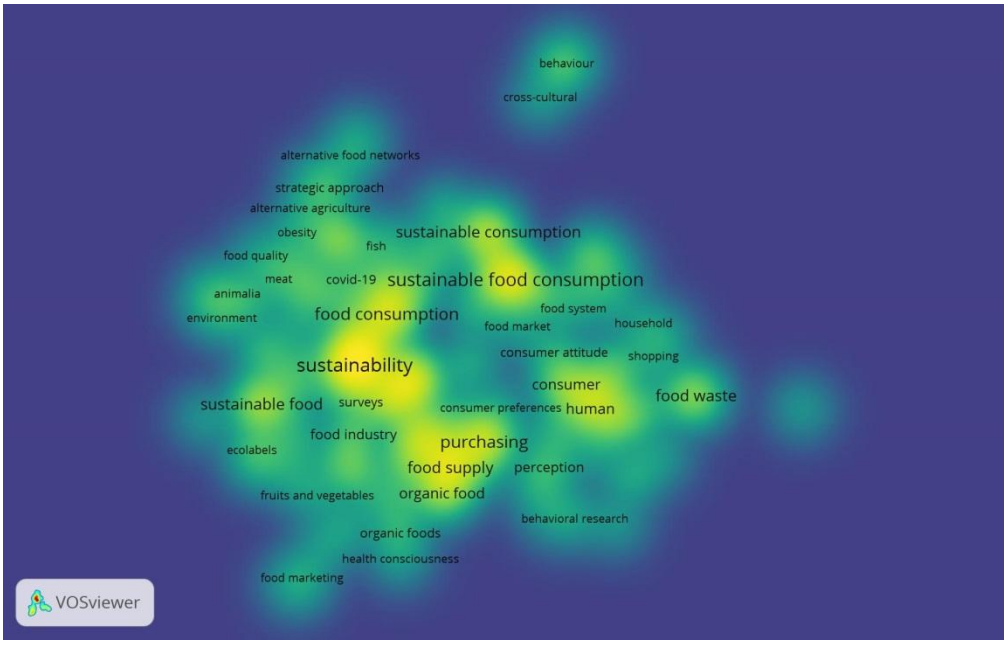


Figure 10. VOSviewer Density data processing based on Keywords
Source: Researcher's data processing, 2025

Based on the density visualization image of research keywords. The colors in the image indicate the areas where keywords appear most frequently and are most concentrated. The brighter the color (green to yellow), the higher the density of the keyword, indicating that these topics are the main focus or most frequently researched. The center of this visualization has the highest density, marked by a bright yellow color. This area focuses on the main keywords of sustainability and food consumption. Around this area, there are closely related keywords that frequently appear together, namely sustainable food consumption and purchasing. The core of all research is the relationship between sustainability and food consumption/purchasing. The medium density area (light green) surrounds the yellow center and shows topics that are also highly relevant and frequently discussed, but not as dense as the core. Keywords in this area include food waste, consumer, consumer preferences human, behavioral research, food supply, organic food, alternative food networks, strategic approach. The low density area (dark blue) is on the edge of the visualization, indicating keywords that appear less frequently or are more specific. Examples include food quality, obesity, cross-cultural, fish, meat.

This pattern suggests that current research is strongly concentrated on consumer-related sustainability issues, while several important themes remain relatively peripheral. Topics such as cultural differences, specific food categories, and health-related outcomes appear less integrated into the main research stream. This indicates an opportunity for future studies to connect behavioral research with nutritional, cultural, and product-specific perspectives. Expanding research in these areas may help develop more context-sensitive strategies and provide a more comprehensive understanding of sustainable food consumption across different populations and dietary patterns.

4. Conclusion

Based on a systematic literature review, research on sustainable food purchasing and culinary practices is a highly relevant and rapidly growing field. There has been a significant increase in the number of scientific publications, especially since 2021, reflecting the urgency of this topic. This research is dominated by European countries such as the United Kingdom, Germany, and Italy, which indicates a high level of awareness and policy support in these regions. Research collaboration is also strong, especially between European countries and the United States and Asia. Although this topic is multidisciplinary with a primary focus on Business, Management, and Accounting as well as Economics, research is also shifting from general concepts to more specific and integrated issues, such as food waste and consumer behavior. Keyword analysis shows that the core research focus is the relationship between sustainability and the food purchasing/consumption process. These findings

indicate that to overcome the challenges in the transition to a sustainable food system, a deeper understanding of consumer motivations, social and psychological barriers, and the role of various marketing signals is needed. Therefore, future research should continue to explore variables that have not been explored much to provide stronger theoretical and practical implications.

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