

## Mapping the Research Patterns of Organic Food Products Marketing through Bibliometric Analysis: A Scopus Insights

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### ABSTRACT

Organic food items have gained popularity since the 1950s, although academic research in this area began in earnest only in 1974. This study uses a comprehensive bibliometric analysis to look at the evolution of organic food marketing management research over five decades (1974-2024). The analysis demonstrates a significant increase in scholarly activity following 1990, driven by increased consumer awareness, strategic marketing initiatives, and regulatory actions. Key findings emphasise significant research contributions from the United States, India, and major European countries, as well as trends in consumer behaviour, sustainability, and digital marketing. These findings highlight the importance of marketing management in increasing the market penetration of organic products. This study has broad implications for academics, policymakers, industry experts, and business stakeholders, laying the groundwork for future research and practical advances in the organic food sector

**Keywords:** Organic Food Products, Marketing Management, Bibliometric, Research Trends.

### 1. INTRODUCTION:

In today's global landscape, rapid industrial development aims to meet the ever-increasing demands of a growing population. This boom has put tremendous pressure on agriculture to increase crop yields, leading farmers to rely significantly on chemical fertilisers, pesticides, herbicides, and other synthetic inputs to raise production. However, increased usage of these compounds quickly revealed negative consequences for human health and the environment (Ghalawat, Parmar, Mehla, and Girdhar, 2019). Furthermore, unregulated pesticide application has resulted in bioaccumulation in food chains, causing ecosystem imbalances and soil, air, and water contamination (A. Alengebawy, S.T. Abdelkhalek, S.R. Qureshi, M. Wang, 2021; L. Rani, K. Thapa, N. Kanojia, N. Sharma, S. Singh, A. S. Grewal, 2021).

Organic food production, defined by Brazilian legislation as using specified practices to assure both economic and ecological sustainability while minimising reliance on nonrenewable energy, provides an alternative strategy (Lei Brazil, 2003). Consumer

research regularly demonstrates that the anticipated health benefits of organic food are among the biggest motivators for purchase, creating significant societal and scientific interest (M. Wier and L.M. Anderson, 2003; M.-F. Chen, 2007; S. Zakowska-Biemans, 2008). The global organic marketplace has grown rapidly in recent decades, with yearly expenditures of roughly 80 billion Euros (nearly \$92 billion USD) (IFOAM Reports, 2018) and a market valuation of USD 177.08 billion in 2023 (Fortune Business Insights, 2025).

Large supermarkets and speciality stores have boosted their marketing efforts, making organic foods more accessible (Desai & Malik, 2021), while over 2.3 million certified organic farms in 172 countries are actively participating in production and marketing (Willer, H, 2017). Previous research has also emphasised organic food products' strong annual growth, rising industrial scale, and significant contribution to GDP (Cranfield et al., 2010; Smiglak-Krajewska and Wojciechowska-Solis, 2021; Sivathanu, 2015). The purpose of this study is to highlight the marketing management variables that are driving the rise of organic food items, as well as trends in scientific

production, contributions from leading countries, research citation patterns, notable connections, and growing keywords.

## 2. Factors of Marketing Management that alleviated Organic Food Products: A Review

Marketing management has emerged as a critical driver in addressing difficulties and promoting the growth of organic food goods by utilising creative methods and communication techniques that encourage customer trust and emphasise the inherent benefits of organic offerings. Innovative marketing approaches, such as creative digital communications and targeted e-marketing campaigns, help bridge the information gap between producers and consumers, increasing product transparency and credibility (Ellis & Mkhize, 2020; Bai, Gong, & Wang, 2019). Firms have effectively positioned organic food products as premium and healthy alternatives by focussing on sustainability, quality assurance, and ethical manufacturing techniques. Integrating supply chain transparency into marketing techniques empowers consumers by offering extensive insights into production processes and environmental credentials, resulting in increased brand trust and loyalty (Nedumaran & Manida, 2019; Nguyen et al., 2019). Personalised marketing activities, including as loyalty programs, interactive internet campaigns, and culturally appropriate message, have been critical in influencing consumer attitudes and expanding market reach across several locations. Melovic et al. (2020) and Cirovic et al. (2020) suggest that consumer-centric strategies can help organic firms stay competitive in a rapidly changing market and meet the needs of health-conscious consumers. Using digital storytelling and data-driven marketing analytics has helped companies better communicate the benefits of

organic food products, reducing scepticism and increasing engagement. This complete approach has resulted in sustained annual growth and market expansion, as innovative marketing management enhances product exposure and underlines the ethical and health-related benefits of organic foods (Nedumaran & Manida, 2019; Bai, Gong, & Wang, 2019). Collectively, our findings demonstrate that marketing management aspects ranging from digital communication and supply chain transparency to personalised customer involvement are critical to mitigating market constraints and increasing the growth of organic food goods. Further investigation of these factors through a complete literature study is required to optimise marketing methods and maintain customer trust in the organic food industry (Ellis & Mkhize, 2020; Nguyen et al., 2019). These insights drive further market innovation.

## 3. Methods & Materials

This study uses a comprehensive literature review and bibliometric analysis to investigate the Mapping Global Research Trends of Organic Food Products Marketing using Bibliometric Analysis: Scopus Insights. (Pritchard, 1969) introduced bibliometric analysis, which is a useful tool for tracking academic trends and scientific knowledge development (Hussain, Fatima & Kumar, 2011). Advanced tools for data quantification include MS Excel, VOSviewer, and Biblioshiny used in this study. Using Scopus as the primary database (Al-Kofahi et al., 2020; Alfawareh et al., 2021), a time frame of (1974-2024) yielded 1043 documents, which were analysed and studied.

## 4. Analysis and Interpretation:

**Table-4.1 Main Information on the Proposed Bibliometric**

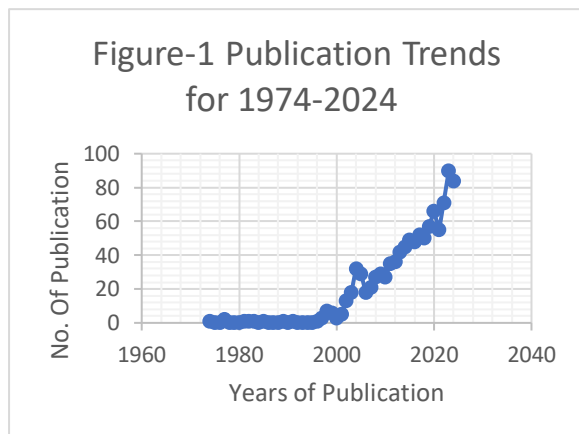
Description	Results	Description	Results
Timespan	1974:2024	<b>AUTHORS COLLABORATION</b>	
Sources (Journals, Books, etc)	568	Single-authored docs	195
Documents	1028	Co-Authors per Doc	3.17
Annual Growth Rate %	5.45	International co-authorships %	17.16
Document Average Age	9.63	<b>DOCUMENT TYPES</b>	
Average citations per doc	27.43	Article	725
References	43582	Book	16
<b>DOCUMENT CONTENTS</b>		Book Chapter	114
Keywords Plus (ID)	3981	Conference Paper	84
Author's Keywords (DE)	3039	Conference Review	3
<b>AUTHORS</b>		Editorial	2
Authors	2984	Note	5

Authors of single-authored docs	182	Review & Short Survey	78
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**Source:** *Scopus Database/Collation-Biblioshiny*

In this bibliometric study covering 1974 to 2024, 1028 papers from 568 sources were analysed, table-1 indicating a dynamic and sustained yearly growth rate of 5.45%. The average document age is 9.63 years, and there are 27.43 citations per document, demonstrating the literature's ongoing significance. A total of 43,582 references, 3981 Keywords Plus, and 3039 Author's Keywords demonstrate the field's considerable depth and interconnection. With 2984 writers contributing, including 182 single-authored works and an average of 3.17 co-authors per document, international co-authorship is 17.16%, indicating global collaboration. Articles lead with 725 outputs, followed by 16 books, 114 book chapters, 84 conference papers, 71 reviews, and other document formats. These thorough metrics considerably increase the value of the planned study by providing a solid basis and context for further analysis. These measurements not only demonstrate trends, but also pave the path for novel study.

**4.2 Trends in Research Publication**



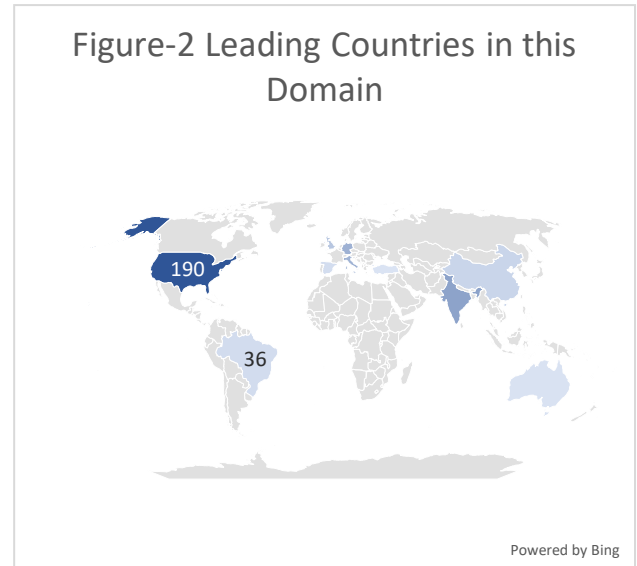
The publication trends over the last decade demonstrate a robust boom in research effort, with recent years showing a significant increase in scientific contributions. In 2024, 155 publications were released, nearly matching the 154

**Source:** *Scopus Database/Collation: MS Excel*

documents published in 2023, indicating a continued interest in the topic area. In 2022 and 2021, the numbers fall to 125 and 110, respectively, whereas 2020 and 2019 recorded 81 and 75 documents, indicating some output swings. The previous years of this decade, notably 2018 (58), 2017 (47), 2016 (54), 2015 (33), and 2014 (39), show that research activity was more limited before recent growth. This concentrated increase in publication frequency offers important value to the study by demonstrating an expanding research environment, validating the field's growing importance, and emphasising developing trends that strengthen the study's relevance. Overall, this tendency represents a

watershed moment, providing a firm foundation for future research advances.

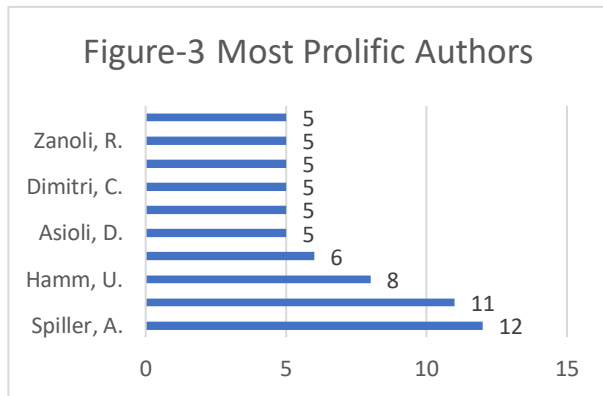
**4.3 Country Wise Distribution**



While contributions to organic food research come from a variety of countries, most of the output is driven by a small handful of prominent nations. The United States is the leading contributor with 209 documents, suggesting significant academic and industry involvement in this sector. India follows with 117 documents,

**Source:** *Scopus Database/Collation: MS Excel* demonstrating its active role in improving sustainable practices. The United Kingdom's 88 documents demonstrate its strong commitment to investigating organic food advances. Furthermore, China, Germany, and Italy contribute 55, 53, and 51 documents, respectively, while Canada, Spain, Australia, and Malaysia contribute 43, 41, 37, and 30 documents to the body of research. This concentrated research output not only enriches the global academic landscape, but it also adds significant value to the study by highlighting key regions driving advancements in organic food studies, providing critical insights into current trends and collaborative opportunities that will shape the sector's future.

**4.4 Key Authors**



Within the scientific domain, numerous authors have distinguished themselves through both prolific output and significant fractionalised contributions, which account for co-authorship and reveal individual effect. Spiller A leads this cohort with 12 papers and a high fractionalised

**Source:** Scopus Database/Collation: MS Excel

score of 3.73, indicating a significant individual contribution despite joint efforts. Canavari M follows closely behind with 11 articles and a weightage of 2.34, while Hamm U, with 8 articles, achieves an amazing fractionalised score of 3.12, indicating a high level of impact. Similarly, Hooker NH contributes 6 articles with a fractionalised score of 2.08, while Asioli D's 5 articles have a weightage of 1.56. Additional notable authors include Bernabéu R with a score of 1.70, Dimitri C with 2.50, Haas R with 1.18, Zanoli R with 1.10, and Zámková M with 2.03, each based on 5 articles. Collectively, these measures underscore the critical roles that these authors play in developing the field, offering a clear measure of individual influence within collaborative research endeavours.

#### 4.5 Prolific Institutions and Their Contributions

Affiliation	Doc	Country
Georg-August-Universität Göttingen	14	Germany
Alma Mater Studiorum Università di Bologna	13	Italy
Universität Kassel	11	Germany
Wageningen University & Research	10	Netherlands
BOKU University	10	Austria
Universiteit Gent	10	Belgium
NC State University	9	US
University of Florida	9	US
Aarhus Universitet	9	Denmark
Humboldt-Universität zu Berlin	8	Germany

Analysis of the most prominent institutes in organic food research reveals a diversified network that considerably expands the field's knowledge base. Germany's

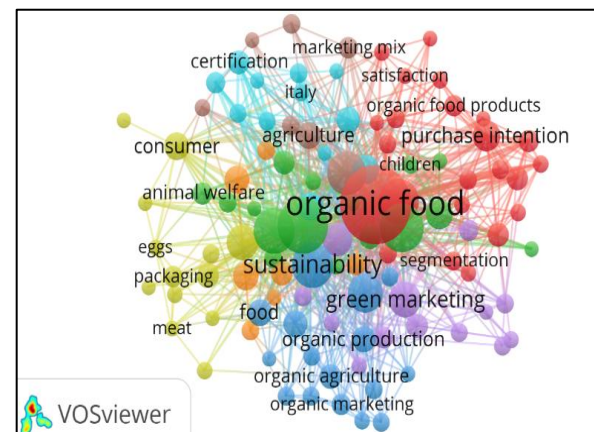
**Source:** Scopus Database/Collation: MS Excel

Georg-August-Universität Göttingen leads this cohort with 14 documents, closely followed by Italy's Alma Mater Studiorum Università di Bologna with 13. Universität Kassel, also from Germany, offers 11 documents, while Wageningen University & Research from the Netherlands, BOKU University from Austria, and Universiteit Gent from Belgium all give ten. American institutions such as NC State University and the University of Florida each contribute 9 records, which are supplemented by Denmark's Aarhus Universitet with 9 documents and Germany's Humboldt-Universität zu Berlin with 8. These focused outputs from a select group of institutions not only provide a solid academic foundation for the study, but also show worldwide collaboration that drives innovation, giving significant value and global significance to the research environment in organic food studies.

#### 4.6 Trending Keywords

The emerging and trending keywords reflect a focused study environment, with "organic food" being the most prominent term with 145 occurrences and a strong overall link strength of 221, emphasising its importance in the subject. "Marketing" is also essential, with 69 occurrences and a link strength of 129, indicating a focus on

**Source:** Scopus Database/Collation: VOSviewer



promotional techniques and market dynamics. "Consumer behaviour" appears 52 times with a total link strength of 96, indicating a strong interest in understanding purchase decisions and preferences. Keywords such as "organic," "organic products," and "organic foods," with occurrences ranging from 40 to 46, as well as "sustainability" with 46 occurrences and a link strength of 71, further define the research focus on eco-friendly techniques and quality assurance. These high-frequency phrases not only offer depth to the current study but also serve as a strategic roadmap for future research on consumer acceptability, effective

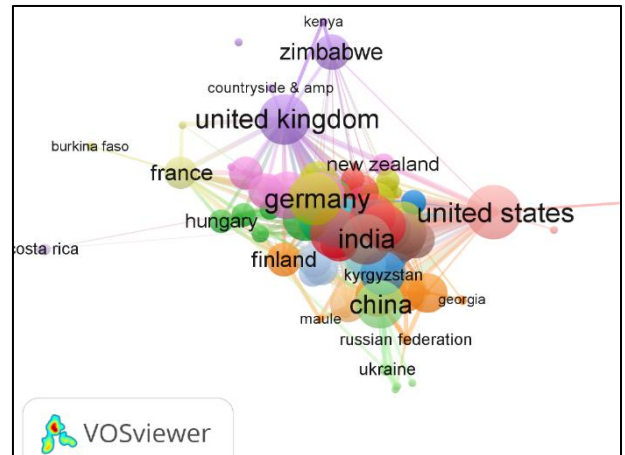
marketing, and sustainable practices in the organic food business.

**4.7 Leading Journals:**

Source	Doc	Country
British Food Journal	60	UK
Sustainability Switzerland	34	Switzerland
Acta Horticulturae	19	Belgium
Journal Of Food Products Marketing	17	US
Appetite	14	UK
Food Quality & Preference	13	UK
Foods	13	Switzerland
IOP Series Earth & Environmental Science	13	UK
Journal Of Inter.Food & Agribusiness Marketing	12	UK
Organic Agriculture	11	Germany

A analysis of the main journals in organic food research demonstrates a strong, globally diverse knowledge base. The British Food Journal, with 60 publications, is the UK's leading

**Source:** *Scopus Database/Collation: MS Excel* contributor, emphasising advanced research in food marketing. Sustainability Switzerland follows with 34 publications that highlight the sector's adoption of sustainable practices. Acta Horticulturae from Belgium presents 19 papers that highlight the importance of horticultural advancements in organic agriculture. The Journal of Food Products Marketing, based in the United States, has included 17 documents that bridge academic study with commercial applications. Other significant journals, like Appetite, Food Quality & Preference, and the IOP Series Earth & Environmental Science, all based in the United Kingdom, enhance the region's leadership position. Furthermore, Organic Agriculture from Germany, which contains 11 documents, provides valuable insights into organic farming processes. These journals not only improve the current study by placing it in a strong scholarly framework, but they also provide valuable trends for future research and policy development in organic food marketing and sustainability.



**8 Countries Bibliographic Coupling:**

A bibliographic coupling study suggests that organic food research is heavily influenced by a few key countries. The United States leads the field with 191 documents, 7384 citations, and a total link strength of 7132, demonstrating its strong impact. India follows with 101 documents and an amazing link strength of 6967, indicating rapid scholarly activity. Germany and Italy contribute significantly, with 85 and 83 papers, respectively, with total link strengths of 4796 and 6002, highlighting their important responsibilities. The United Kingdom also contributes significantly, with 61 documents and 4294 links. These countries' high occurrences and strong linkages not only contribute richness and diversity to the current study, but also lay the groundwork for future research by revealing major collaborative networks and influential research hubs that promote innovation in the organic food sector.

**5. Implications of the Study:**

This study sheds light on organic food marketing management by addressing growing trends and key elements that shape consumer behaviour. The findings help practitioners design targeted tactics to increase market penetration and customer trust, while policymakers may utilise the knowledge to improve legislation and promote sustainable practices. Academics and marketing researchers benefit from a strong knowledge basis, which advances theory and methodological rigour. Experts, enterprises, and business houses are prepared to seize market opportunities, optimise supply chains, and drive innovation. Overall, the study encourages stakeholder engagement and makes a substantial contribution to the long-term success of the global organic food market.

**6. Conclusion:**

This study fully analysed the growth and dynamics of organic food product marketing management, beginning with its conceptual foundations in the 1950s and progressing to dedicated academic research in 1974. Notably, until the 1990s, there was little study on organic food marketing, owing partly to low consumer awareness and embryonic academic interest. However, rising environmental concerns, health consciousness, and proactive legislative actions resulted in a rise in

research publications and practical breakthroughs in later decades. Our bibliometric analysis, which spans 1974-2024, shows considerable increases in publications, influential authors, major institutions, and key contributing countries, as well as rising and trending terms like "organic food," "marketing," "consumer behaviour," and "sustainability." These findings highlight the crucial importance of strategic marketing management in promoting organic products and provide valuable insights for academics, practitioners, policymakers, and corporate stakeholders. Finally, the study not only reflects the current level of organic food research but also establishes a solid platform for future research and collaboration in the sector.

### 7. Potential Limitations:

Overall, this study provides extensive insights into organic food product marketing management, some limitations should be noted. The analysis is mostly based on data from a single bibliometric database, which may have left out significant publications from other sources. Variations in indexing procedures and shifting terminologies over decades may also have had an impact on data capture consistency. Despite these challenges, the findings provide a solid platform for understanding research trends and have important implications for future studies and practical applications in the organic food market.

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