Journal of Ecohumanism
2024
Volume: 3, No: 8, pp. 10306 – 10327
ISSN: 2752-6798 (Print) | ISSN 2752-6801 (Online)
https://ecohumanism.co.uk/joe/ecohumanism
DOI: https://doi.org/10.62754/joe.v3i8.5644

Bibliometric Analysis of Research Trends in Organic Foods: A Retrospective Scientometric Overview (2014-2023)

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Abstract

This study shows how the organic food manufacturing industry has grown and changed over the last ten years. It also gives useful information about important publications, countries, and top journals in the field. There aren't many full bibliometric analyses of the organic food manufacturing business. This study fills that gap by looking at research trends, important publications, and country-specific contributions over the last ten years. To look at study contributions and trends in the business of making organic food. The study uses VOS Viewer and R Studio to do bibliometric analysis on 738 papers from the Scopus database (2014–2023). It looks at things like citations, co-authorship networks, bibliographic coupling, and journal impact. The study shows that organic food research grew a lot from 2014 to 2023. The countries that got the most mentions were Australia and Bangladesh. Based on publication influence and citation metrics, it also lists the ten most important journals and the most unique organic foods. Researchers, policymakers, and industry stakeholders can use the study to find key research trends, leading countries, and important journals. This helps them make better decisions in the organic food manufacturing sector.

Keywords: *Organic Foods, VOS Viewer, R Studio, Bibliometric Analysis.*

Introduction

Organic products that are safe for the environment and are produced sustainably are gaining popularity among consumers. Buying organic has been on the rise as more consumers learn about the positive effects it has on their health and the planet (Murphy et al., 2022). One of the areas of research that requires bibliometric analysis is the market for organic food, which strongly indicates its significance. Organic food is gaining popularity due to the growing interest in sustainability in producing edible goods(Sahota A. et al., 2020). Organic food is gaining favor not just in established countries such as Europe and North America but also in emerging countries such as China and India, as both customers and farmers consider returning to organically cultivated and ecologically friendly products (Markowska–Przybya& Ramsey, 2017; Paul et al., 2016). According to Singh & Verma (2017), organic food is more nutritious, healthier, and better for the environment, so people are moving from conventional foods to organic ones. In light of the issues described above, the most common topics covered in systematic reviews of the published research include organic farming, the current state of the world, and the course of human history (Zhu, 2021).

Several investigations on the history of the development of organic products in a variety of countries have been carried out. However, they are not sufficient to convey the significance of the topic when viewed from a broader perspective (Cui et al., 2022). In the (BYRSKA, 2022) food market, customers and other stakeholders around the world, especially in developing economies, have been presented with opportunities and challenges because of organic food. Organic food has several positive effects: it is better for the environment, higher in some nutrients, healthier, safer, and better for animal welfare and future sustainability. Also, Organic The production of food and money through organic agriculture is becoming increasingly popular (Willer, H. et al., 2018). Organic food is gaining favor not just in established countries such as Europe and North America but also in emerging countries such as China and India, as both customers and farmers consider returning to organically cultivated and ecologically friendly products (Paul et al., 2016).

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How people think about organic food can help us figure out how they feel about buying eco-friendly goods, which could be different in different cultures (Wiederhold & Martinez, 2018). The choice to buy organic food is a difficult one (Liang and Lim, 2020). In recent years, green marketing has opened up business possibilities that can help organizations and customers in terms of quality, convenience, and price without hurting the environment (Didion & Henne, 2020). Organic food has become increasingly popular among consumers around the world (Willer et al., 2021). Consumers these days care about their health, which is why most people look for safe, healthy, and clean food, which they think is organic food, instead of regular food (Nguyen et al., 2019; Donthu et al., 2021).

The main contribution of this study is that it uses bibliometrics, a method that is being increasingly used in different fields, to talk about what was found in 738 articles about organic food and people's plans to buy it. Bibliometric analysis is a powerful tool used to quantitatively study the results in the literature of different fields to find new trends and thematic changes (Ahmi & Mohammad, 2019). Several strategies can be used based on the knowledge from the following sources to protect organic foods in the energy sector: Encourage organic farming Getting more people to use organic growing methods can help agriculture use less energy. Compared to normal farming, organic farming tends to use less energy. Studies have shown that this is the case (Muller et al., 2017).

To connect with these issues, major themes in systematic reviews in the literature include organic farming, world status, and how things have changed over time (Reddy, 2010)**.** According to (Joachim, 2006)**,**Numerous studies of the past of the growth of organic products in many countries were carried out. Nevertheless, they are not enough to show how important the topic is in a broader sense.(Huber et al., 2011),study mainly concentrated on organic foods and their impact on health. Additionally, (Dangour et al., 2009). They examined the differences in the reported nutritional composition of organically and conventionally produced organic products by consulting subject matter experts and conducting manual searches of bibliographies. (Sharma and Singhvi, 2018) used an organized literature review to advise on choosing, learning about, and being happy with organic food items. Direct comparison data are used in some clinical experiments and observational studies. organic foods may directly or indirectly affect health (Vigar et al., 2019). (Muñoz-Sánchez and Pérez-Flores, 2021) gathered research information on this topic by studying ecological values and organic food production, transport, and consumption. Considering the lack of studies, this one tries to look at a specific exploration of the latest trends in accounting and business management.

This research is unique because it looks at a lot of literature about the organic food manufacturing industry over a ten-year period (2014–2023). It finds important research trends, important publications, top contributing countries, and leading journals in an area that hasn't been looked into much in academic research before.Addressing a research gap, "Mapping the Research Landscape of Organic Food: A Bibliometric Analysis" does a full bibliometric analysis of different areas of organic food research, giving information on important authors, publications, and new research questions.This study aims to fill the current gap in gathering and examining the enormous body of literature on organic food and sustainability by providing a comprehensive review of the field's development and patterns Munaqib, P., Mohiuddin, M., & Darzi, M. A. (2023). This material in its entirety is easily accessible through scholarly databases such as the Scopus database. Vos Viewer is software that provides an interface for conducting bibliometric analysis. Research questions framed for the current study are:

RQ1: What are the most up-to-date findings from the research on organic foods?

RQ2: Which authors and publications have impacted the field most?

RQ3: In the field of organic food product research, who are the top authors and co-authors, and which articles have had the most citations?

RQ4: Where do most of the major studies in this field take place, and which countries are the leaders in this field?

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RQ5: Which publications are well-regarded in the field of organic food product research, according to metrics like source impact factor, total link strength, citations, documents, and SJR?

Research Gap of the Study

While the organic food manufacturing industry has seen significant growth, there is a lack of comprehensive bibliometric analyses that explore global research trends, key contributors, and influential publications in this field. Existing studies often focus on specific aspects, such as consumer behavior or sustainability, but fail to provide a holistic view of the academic landscape over an extended period. This study addresses this gap by analyzing publications from the past decade (2014–2023), yet further research is needed to examine emerging themes, interdisciplinary collaborations, and the impact of technological advancements such as IoT and blockchain on organic food manufacturing.

Literature Review

Organic Foods

According to Kim et al.,(2009), organic food keeps its nutritional value because it isn't treated with man-made chemicals, preservatives, or radioactivity. Artificial ingredients like chemical fertilizers, pesticides, or growth hormones are not used in the growing or cooking of organic food. Animals raised for food must not be given antibiotics or growth hormones, according to the Organic Foods Production Act of 1990. Most definitions of organic foods center on the "organic philosophy" the technology, or the production procedures and rules that went into making the food (Bourn & Prescott, 2002). The terms "biological" and "natural production system" have several uses and are frequently confused with one another (Klonsky and Tourte, 1998), along with being environmentally friendly or "green" (Bhaskaran et al., 2006). Some explain the fundamentals of organic farming, while others discuss the low levels of artificial pesticides used (Torjusen et al., 2004). Foods that are labeled as organic have not been irradiated, cleaned with industrial agents, or mixed with chemicals. Also, they don't have any genetically modified organisms (GMOs) in them and aren't grown with man-made chemicals like pesticides and fertilizers (Paul and Rana, 2012). India has the most organic farmers of any country in the world (Willer et al., 2013). More than 80% of them are so small that they can't really work in less than two fields (Dev, 2012). At the moment, small farmers can't sell their goods in clean foreign markets (Singh et al., 2009). There is no market for small-scale farmers' goods in other countries, so they have to depend on the domestic market. There are now more than 15,000 organic fields in India (Kumar and Ali, 2011). As of right now, around 181 organic food stores can be found in Bangalore (Devakumar et al., 2014). The prices at organic food shops aren't always the same, so they can vary a lot. The business has room to grow, but some people aren't buying organic food because of its high price, as said by Dholakia and Shukul (2012).

Studying Research Using Bibliometrics

In the past few years, bibliometrics analysis has become more famous in the research world (Khan et al., 2021; Donthu et al., 2021). These programs, along with internet research databases like Scopus and Web of Science, have become more common as they get better and easier to use. Examples of these programs are Gephi, R Studio, and VOS Viewer. Second, bibliometric research methods are used in many fields, like information theory and the study of business and management (Sharma et al., 2022). People have also looked at the bibliometric method in a lot of different business fields, like trade (Kumar et al., 2021). Finance (Durisin and Puzone, 2009), human resource management (Andersen, 2019), business management studies (Ellegaard and Wallin, 2015), marketing research (Donthu et al., 2021; Hu et al., 2019), and engineering fields (Srinivas et al., 2022)

A lot of different things can be done with bibliometrics, from looking at patterns of writing to understanding how an area of study is laid out intellectually. In this study, descriptive and network analyses are used to give a bibliometric outline of the current research on organic food items that are most popular in the accounting and business management fields. The analysis focused on the total number of publications and citations, the number of documents released each year, and the growth of keywords each year. This

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helps us find new ideas and trends in the proposed study (Hu et al., 2019). Science looks at mapping (Baheti and Lenka, 2021). Among these are bibliographic coupling, co-occurrences, co-authorship, co-words, citation, and co-citation analyses. To do original research for the study, Scopus analysis, VOS viewer, and Excel were used. CSV Excel is used to get data files out of VOS Viewer, which is used for science mapping and showing bibliometric analysis.

The Primary Goals of the Study

Specifically, this study attempts to give the bibliographical details of 738 publications taken from the Scopus database.

Using the Vos Viewer software to extract research data from the journal articles in the database

Using methods like citation analysis, country scientific productivity, and others, we may learn more about the world's top authors, countries, and journals.

Methodology

Bibliometric analysis is a common and reliable way to look at and make sense of a lot of scientific data. This method is meant to show how journal entries are linked and summarize the current situation regarding a current or growing research topic **(**Donthu et al., 2021**).** A relatively recent innovation is the utilization of bibliometric analysis for the purpose of conducting an exhaustive review of the published research on food safety and consumer safety. Only one study on a comprehensive evaluation of the literature about the effect of food safety concerns on customer purchase decisions was published (Suhaimi et al., 2021).

The VOS viewer is capable of doing a wide range of bibliometric mapping, including co-authorship maps, citation maps, co-citation maps, bibliographic coupling maps, and co-occurrence maps (Ubelj, Van Eck, & Waltman, 2016; Nandiyanto et al., 2021). For the purposes of data gathering, the Scopus database, which has the world's most comprehensive abstract indexing and would assist in the collection of all the applicable research for a specific subject, is utilized. This database offers more sophisticated search capabilities, which make it possible for researchers to compile accurate results, primarily in expansive subject areas. "Organic food" is one of the keywords that were used for the data extraction process within the duration of ten years, ranging from 2014 to 2023.

Techniques of Bibliometric Analysis

Zupic& Cater (2015) Suggested Five Steps for A Typical Science Mapping Workflow:

Study Design –In the beginning, five research questions are developed. Objectives were derived from these first research questions. The Scopus database revealed that the term organic food" was the most often used search term. High-impact publication keywords were utilized as a criterion for keyword selection (Chen & Xiao 2016), bringing attention to the two options for selecting keywords. In the first place, you can use keywords from scholarly articles as search terms. The alternative is to pick a set of keywords that stand for a somewhat broad area of study. The analysis covers the ten-year period from 2014 to 2023.

Data collection –The second step is to decide on a database to search for bibliometric data. The data for this analysis came from the Scopus database in VosViewer software

Data analysis- Vos viewer is used to create findings in a descriptive form and build various diagrams, networks, and mappings.

Data visualization-After the results have been analyzed, a data reduction method is used to generate visual representations.

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Data Interpretation- In the final stage of data analysis and interpretation, the primary bibliometric data are described and examined. The best writers, magazines, terms, and nations are all taken into account. The following information is provided after careful consideration of each of these factors: I. Primary bibliographic details, ii) Essential sources; iii) Keywords used by the author; iv) Citation used in countries; v) Co-citation in cited authors; vi) Recent topics vii) Popular Articles Cited viii) Productivity in a country ix) Country's citations x) Countrywide network diagram Katpadi - Tiruvalam Road, Vellore, Tamil Nadu, 632014.

Software from VOS viewer's jargon (Van Eck and Waltman, 2018)

Term	**Description**
Items	Topics of interest (e.g., books, authors, researchers, keywords, and subject areas)
Links	Establishing a link between two things (such as the presence of two terms).
Link Strength	Each connection has a certain attribute, represented by a positive integer value. The greater the value of a co-authorship relationship, the greater the number of publications on which the two authors have collaborated.
Network	Group of things that are linked together.
Cluster	Groups of features that make up a map. Only one cluster can claim a given item.
Weight attribute: number of links	Number of connections an object has to other objects
Weight attribute: total link strength	The sum of an object's connections to all other objects.

Various Kinds of VOS Viewer Analyses Were Performed for This Research. (Van Eck and Waltman, 2014, 2018)

Term	**Description**
Co-authorship	Researchers, research institutes, or countries are connected in co-authorship networks according to the number of articles they have written together.
Co-occurrence	The number of publications that include both terms in the title, abstract, or keyword list is the co-occurrence count**.**
Citation	Two works are said to be connected in a citation network if at least one of them references the other.
Co-Citation	If one item in a Co-citation network references another, then the two items are connected.
Bibliographic Coupling	The number of publications that include both items are merged in the documents and sources

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Figure I: How The Bibliometric Study Was Done and What It Found

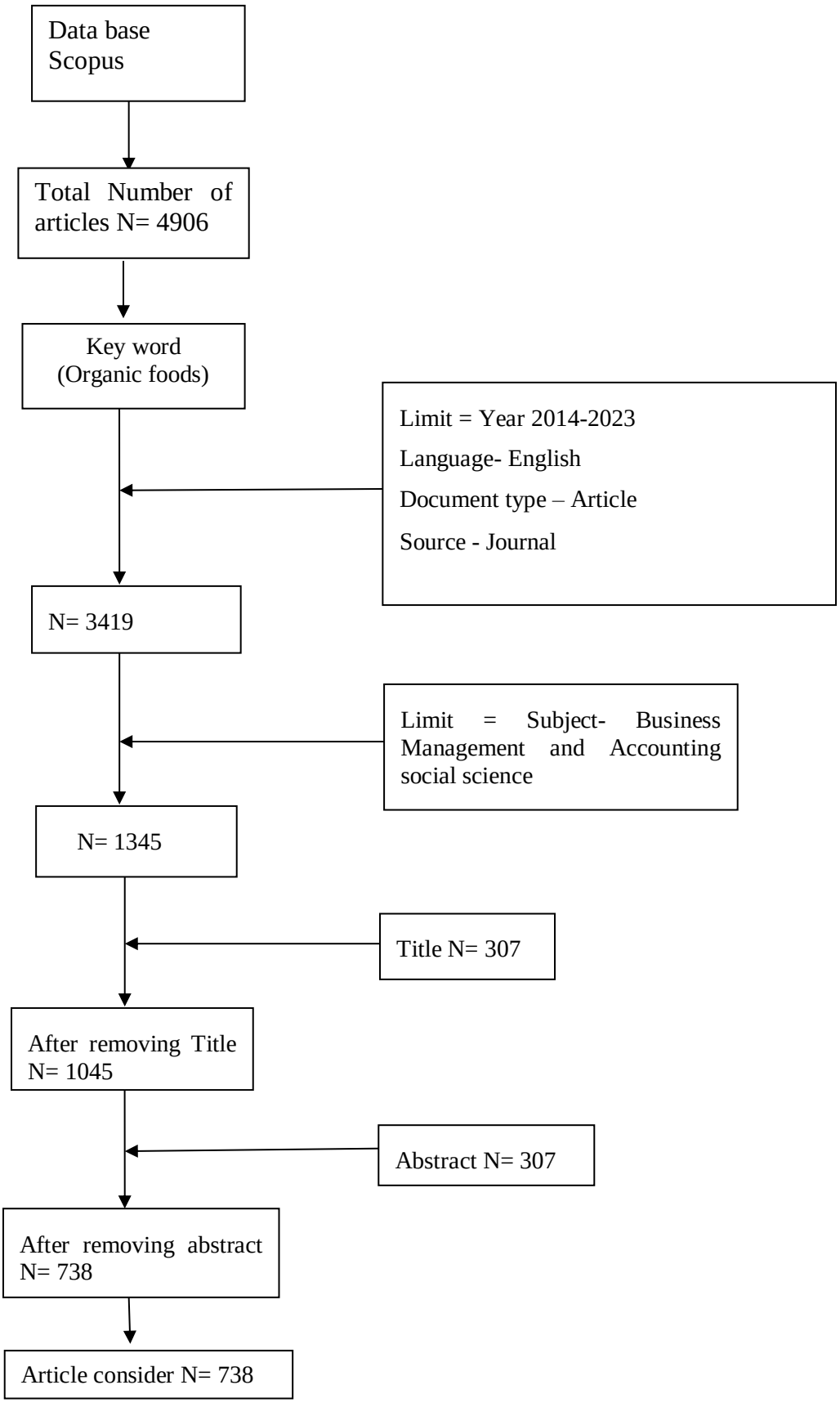

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Table 1. Year-Wise Documents to Be Published

S.No	Years	No of documents
1	2014-2015	107
2	2016-2017	117
3	2018-2019	189
4	2020-2021	216
5	2022-2023	109
	Total	**738**

Table 1: Publication of annual statistical articles: quantity of publications published in the field of bibliometrics between 2014 and 2023 Subjects related to "business, management, and accounting" were looked for on Scopus. The term "organic foods" is also used in a different context.

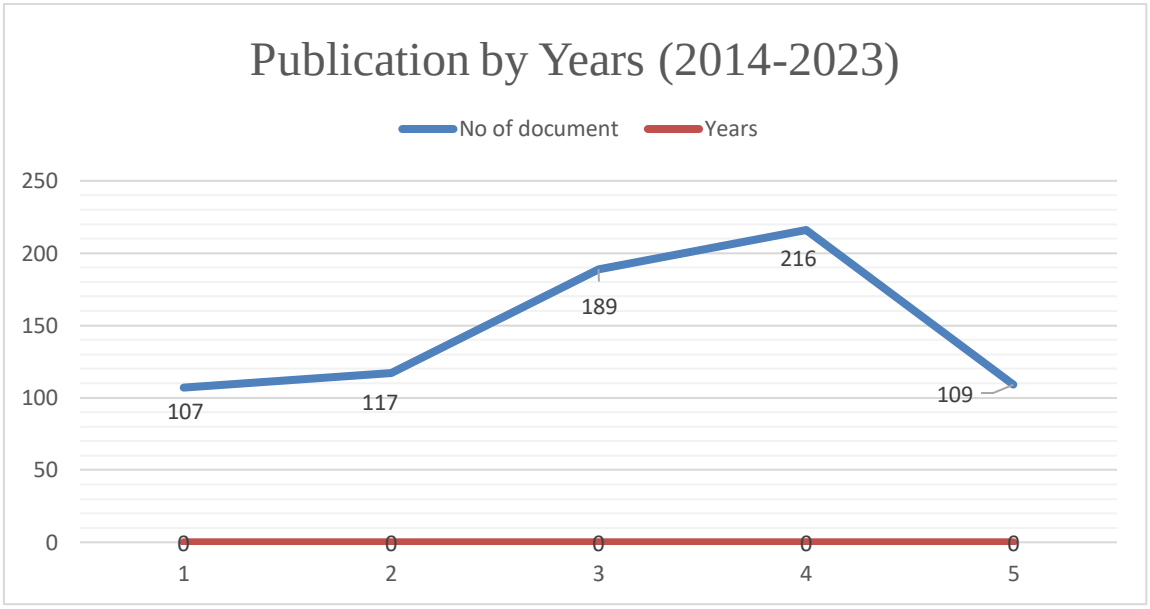

Figure II. Publication by Years (2014-2023)

Figure II: shows the total number of papers published each year from 2014 through 2023. In total, 738 documents can be found.

The highest number of publications occurred in 2014–2015 (107), followed by 2018–2019 (189) and 2020–2021 (216). Only 109 works in all were published in 2022–2023.

There is an increasing trend in publications from 2014 to 2023. This suggests a growing pattern in the field represented by this table.

Table II. Year-Wise Growth of Keywords in 2014-2017

Items	Frequency	Years
Organic	34	2014
Food	19	2014
food safety	15	2104
organic farming	29	2015
sustainable development	14	2015
Certification	13	2015
Attitudes	26	2016

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consumer attitudes	18	2016
Health	18	2016
local food	22	2017

Table II: illustrates the common use of the terms "organic," "food," "food safety," "organic farming," "sustainable development," "certification," "attitudes," "consumer attitudes," "health," and "local food" in scholarly articles published in 2014, 2015, and 2016, 2017.

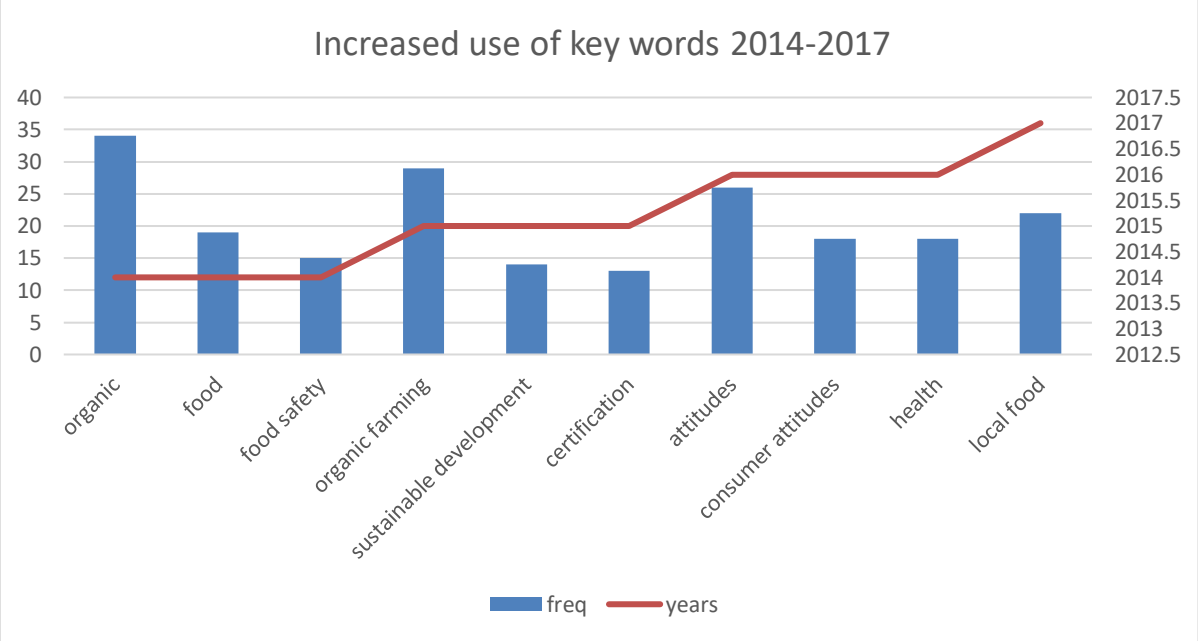

Figure III. Increased Use of Keywords 2014-2017

Figure III Talks about the word "organic" appearing in 34 different articles that were written in 2014. This data reveals that curiosity about organic foods increased in 2014. The phrase "food safety" was spoken 15 times in 2014. This indicates that people were worried about the safety of the food they were eating at the time.

There was an uptick in the use of the phrases "organic farming," "sustainable development," and "certification" in 2015. This trend indicates that scientists are starting to care more about the effects of organic farming on society and the environment. There were 26 more instances of the word "attitudes" in 2016. This indicates that researchers were considering how to better understand how consumers feel about organic food.

The word "local food" was used more often than ever before in 2017. This trend indicates that consumers cared more and more about supporting local farmers and producers.

Table III. Year-Wise Growth of Keywords in 2018-2020

Items	Frequency	Years
consumer	16	2018
purchase intentions	14	2018
choice experiment	10	2018
organic food	431	2019
willingness to pay	29	2019
subjective norms	13	2019
trust	44	2020

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consumer behavior	35	2020
sustainability	35	2020

Table III: shows how frequently each category is featured and in what year. Products address concerns about environmental impact, customer desires for organic foods and ethical purchasing decisions.

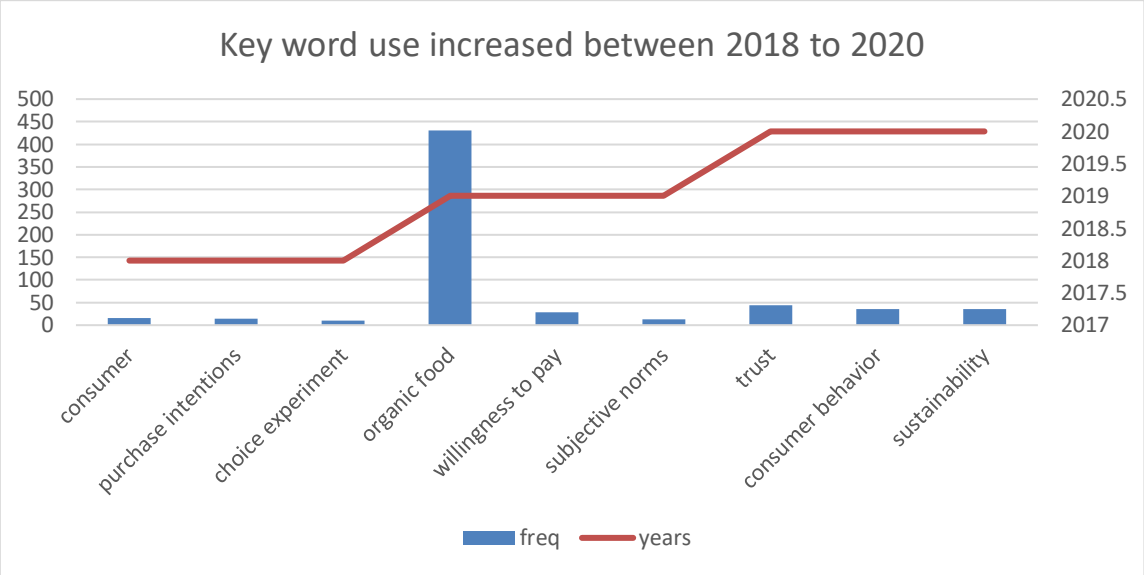

Figure IV. Keyword Use Increased Between 2018 To 2020

Figure IV shows that there have been 431 mentions of "organic food" in published works so far in 2019. Research on organic foods appears to have been rather active in 2019. The next most frequently cited is "willingness to pay," which has been brought up 29 times so far in 2018. This demonstrates that researchers were considering the question of why organic food costs more.

There was an increase in the number of publications in 2018 that used the words "consumer," "purchase intentions," and "choice experiment" compared to what was expected for 2019. This suggests that 2019 will be a down year for these fields of research. There was a rise in the number of publications dealing with subjective criteria, trust, consumer behavior, and sustainability in 2020 compared to 2019. This indicates a growth in curiosity about these fields of study by the year 2020.

Table IV. Shows The Year-Wise Growth of Keywords in 2021-2022

Items	Frequency	Years
Purchase intention	53	2021
Food safety concern	09	2021
Organic production	07	2021
Theory of planned behavior	21	2022
Covid-19	08	2022
Vietnam	08	2022

Table IV: The above table provides an overview of when various publications were released. Items related to purchase intention, food safety concerns, organic production, the concept of planned behavior, the COVID-19 and 21 pandemics, and Vietnam are all included.

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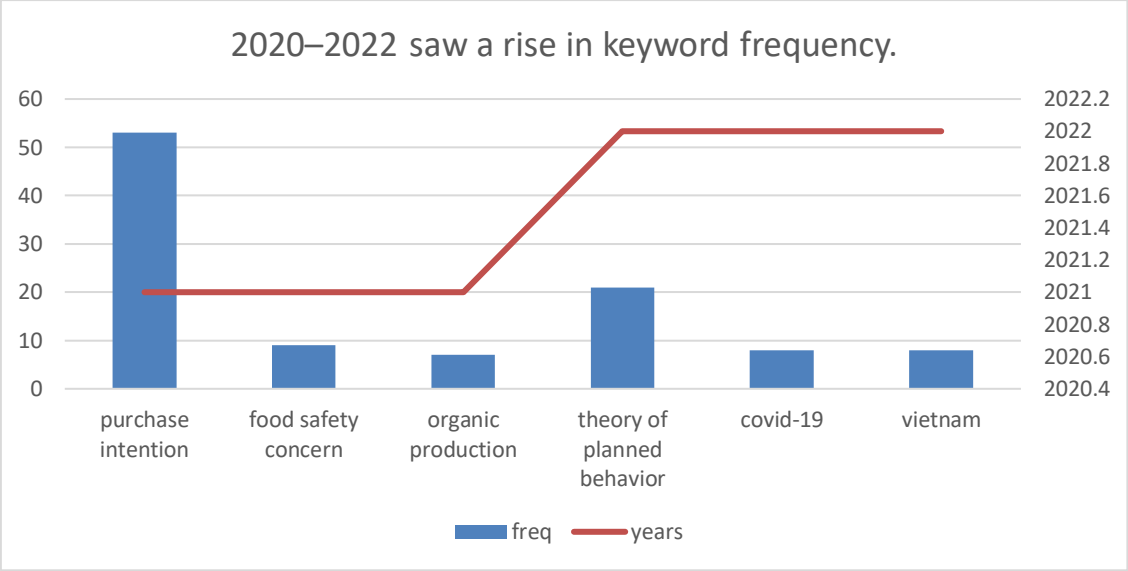

Figure V: 2020–2022 Saw A Rise in Keyword Frequency.

Figure V shows that there will be 53 publications in which the term "purchase intention" appears. This information suggests that there were numerous 2020 surveys of consumer intent. To rank second, "food safety concern" will be printed 9 times in 2021. This suggests that researchers were thinking about how concerns about food safety can influence shoppers' decisions.

Both "organic production" and "theory of planned behavior" saw an uptick in publication activity in 2022 compared to the previous year. This suggests that in 2022, research into these topics will pick up speed. Both the "COVID-19" and the "Vietnam" articles made their debut in 2022.

Research into the impact of COVID-19 and Vietnam on consumers' desire to buy has thus begun.

Result

Co-Authorship Countries Network

The number of countries that made contributions to the network of co-authorship is shown in Figure 6 shows. From 2014 to 2023, there was a clear upward tendency in the total amount of content that was released. This trend is expected to continue. According to the information contained in the table, the overall number of publications is expected to more than double between the years 2014 and 2023. The huge increase in the number of publications that have been created is partly attributable to the increased interest demonstrated by consumers in general in organic goods. There was a total of 312 discoveries made as a result of the inquiry into country cooperation. The investigation did not take into account any of the works that had been published jointly by academics hailing from more than 25 different countries.

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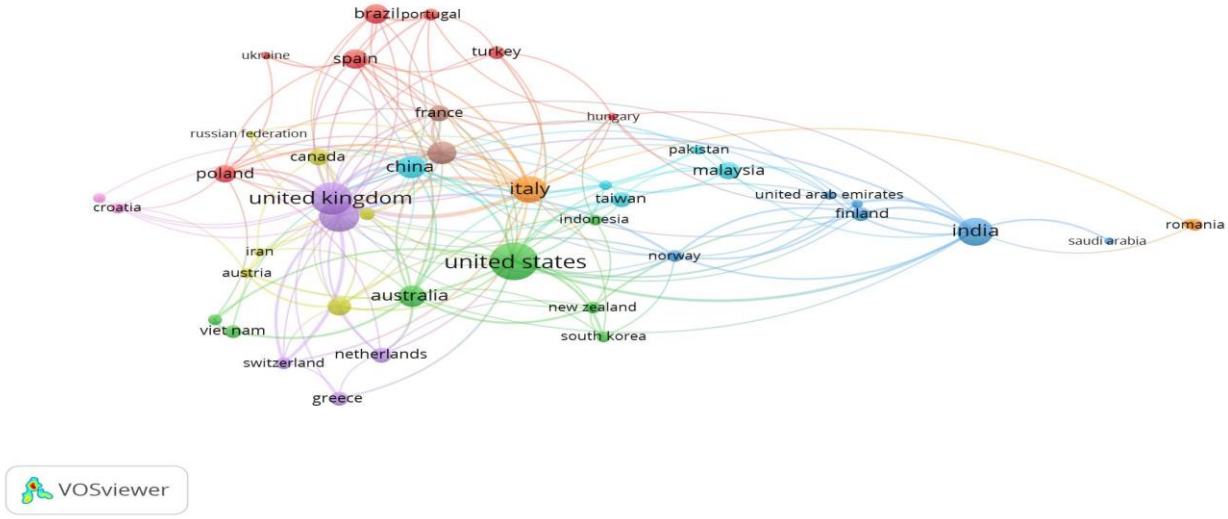

Figure VI. Co-Authorship Countries Network

Table V. Co-Authorship Countries Network

Country	Total link strength	Documents	Citations
United Kingdom	57	107	7911
Italy	47	77	2711
Germany	41	98	2734
United States	41	145	7667
China	35	54	1444
Denmark	35	54	3171
India	26	79	2494
Australia	24	49	2259
France	21	27	1079
Norway	18	14	609

Co-Occurrence of the Author's Keywords

Even though 'author keywords' are often mined for phrases to utilize in a co-word analysis, other sources such as article titles, abstracts, and whole texts can also offer helpful findings. This is because co-word analysis is a method that focuses on the relationships between words (Donthu et al., 2020). It has been found, through the utilization of co-word analysis, that keywords that show a high frequency of recurrence tend to have a thematic relationship with one another. Co-word analysis is a significant method that may be used to proactively foresee impending research endeavors within a certain academic topic. This can be accomplished by comparing the co-words that are being researched. This approach involves bringing into the study process relevant "words" obtained from the connotations of a research report, as well as the planned targets of future analysis.

Table II includes the top 10 keywords used by authors in the present literature on organic products. The term "organic food" appears 431 times, making it the most common, followed by the phrase "organic foods" (119 times). There has been a lot of work done in business management and accounting on the author's chosen topics of organic food, organic foods, and consumer behavior. Also shown in Table 2 is the total link strength between keywords, which indicates that the phrases "organic food," "organic foods,"

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"consumer behavior," "purchase intention," and "trust" have frequently appeared together in academic works over the past decade.

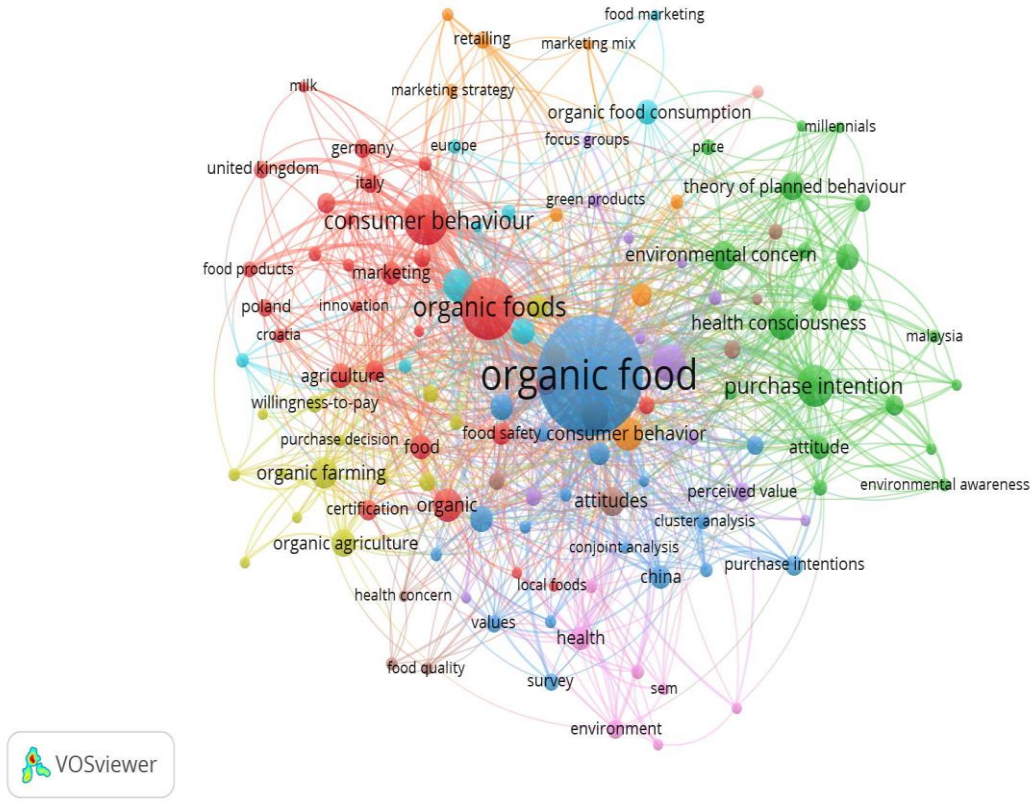

Figure VII. Researching Organic Items Using the Author's Keyword-Trend Network

Table VI. Co-Occurrence of Author's Keywords

Keyword	Total link strength	Links	Occurrences
Organic food	664	118	431
Organic foods	211	80	119
Consumer behavior	166	54	77
Purchase intention	129	45	53
Trust	96	42	44
Health consciousness	86	37	31
Consumer behavior	74	38	35
Environmental concern	58	26	25
Attitudes	57	36	26
Sustainability	57	32	35

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Citation of Countries

This article addresses the number of organic foods available across the country, broken down by region. Both Table 5 and Figure 7 offer a list and a map, respectively, of the countries from which the authors of the papers that were evaluated originated. These maps and lists may be found with each other in Figure 7. With a total of 2259 citations, the published works of Australia came out on top of the list, followed by the published works of India, Bangladesh, Belgium, and Brazil. Research is being carried out in greater quantity in countries with lower levels of development than in countries with higher levels of development. This would seem to show that there is a much greater interest in organic foods in poor countries as compared to industrialized ones. This is the case because underdeveloped countries have a larger population. On the other hand, demand in more developed nations has been on an upward trajectory over the past few years. The countries that round out the bottom four are Spain, Italy, Denmark, and Canada, respectively. Figure 3 presents the findings that have been uncovered as a direct outcome of the nation's scientific endeavors. Both Table 3 and Figure 3, which present the same data, show that the dark yellow color represents the nations with the highest levels of productivity. The nations that are shown by a shade of pale-yellow produce little value.

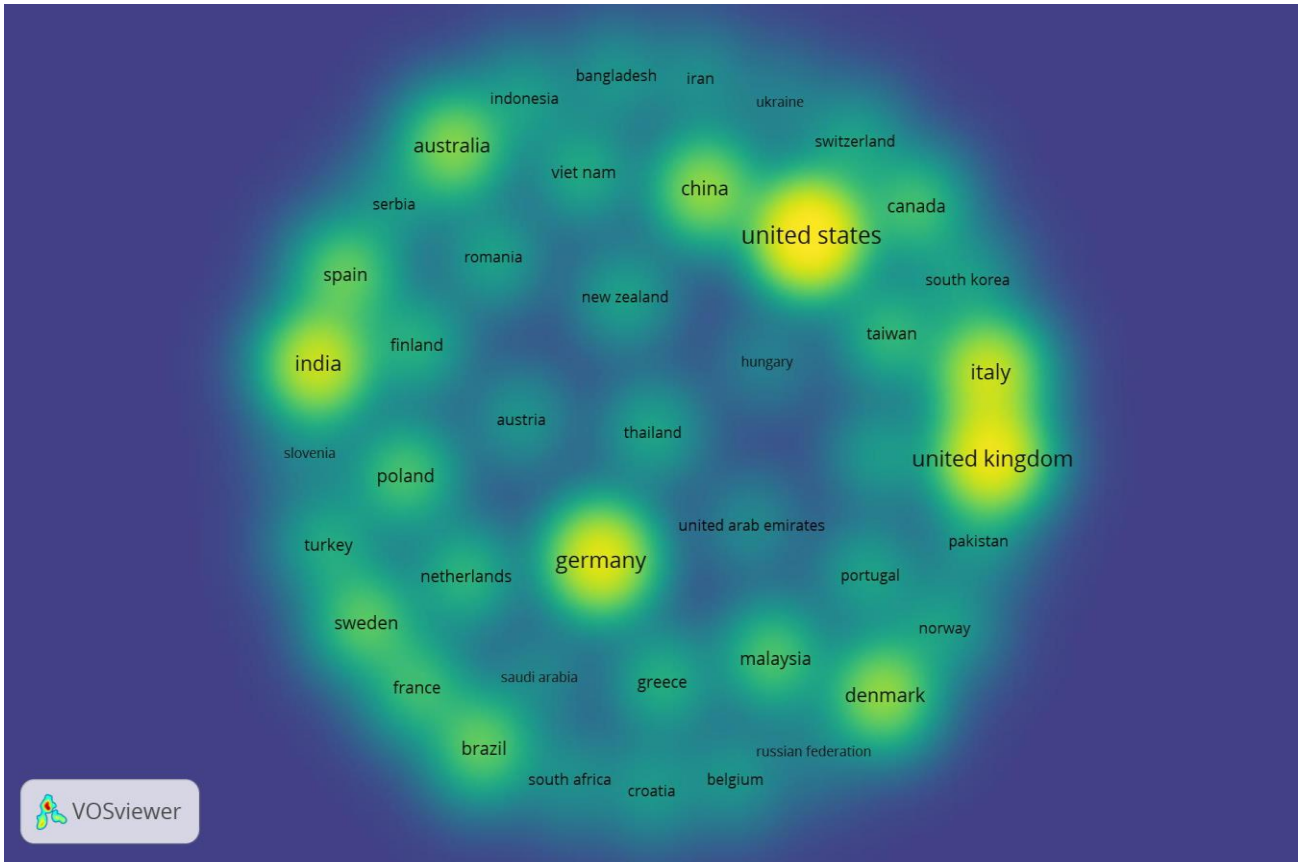

Figure VIII. Citation of Countries (Density Visualization)

Table VII: Citation of Countries

Countries	Documents	Citations
Australia	49	2259
Austria	11	728
Bangladesh	11	176
Belgium	11	1438
Brazil	38	863
Canada	29	807

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DOI: https://doi.org/10.62754/joe.v3i8.5644

China	54	1444
Croatia	12	322
Czech Republic	13	138
Denmark	54	3171

Co-Citations of Authors

This article provides a list of the top 10 authors who currently work on the subject of research on organic food items. These authors are considered to be the most influential authors in the field. The bibliometric software known as VOS Viewer was utilized to compile these studies. The authors of the study or the researchers who contributed to it served as the unit of analysis for the co-citation analysis contained within this study. The frequency with which two authors are referenced in the same piece is a good indicator of the degree to which they are connected; the more closely two authors are connected, the more frequently they are mentioned in the same piece. According to the findings of research that used a method called co-citation analysis, the level of connection between two writers can be determined by the number of times each is mentioned in the same publication (PerianesRodriguez, A., Waltman, L., van Eck, 2016; Van Eck & Waltman, 2014).If the research sample has a considerable number of citations that were contributed by each author, it is strongly advised that a cut-off point be established as soon as possible. When picking articles in this manner, we will choose just those that have the most influence and are published by the authors with the most widespread recognition.

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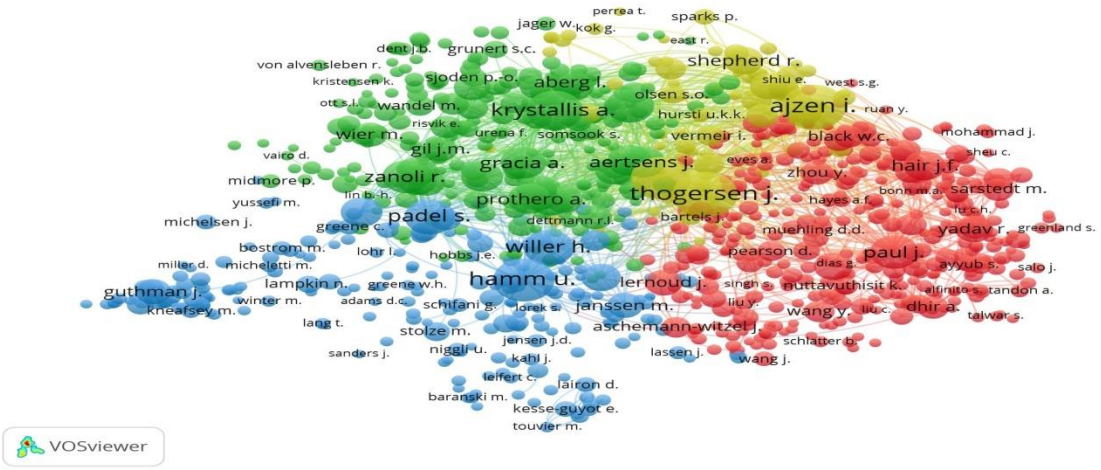

Figure IX. Co-Citations of Authors

Table VIII. Co-Citations of Authors

Authors	Citations	Total link strength
Thogersen.j	585	52398
Ajzen i.	554	50425
Verbeke w.	510	42684
Krystallis a.	438	36694
Hammu u.	520	34991
Paul j.	318	31506
Arvola a.	325	28789
Hair j.f.	250	23994
Padel s.	355	23977
Willer h.	347	22962

Bibliographic Coupling – Countries (Overlay Visualization)

Assuming that two articles with identical citations will also have similar content, BC (bibliographic coupling) is a mapping approach used in the scientific community (Kessler, 1963; Weinberg, 1974). Figure 9 is a listing of the top ten BC networks from all across the world. There are a total of six distinct clusters that may be found on the network. Because of this, the names "India and the United States" are found in the first cluster. This is because these two nations are the ones that have been mentioned the most. The countries that are listed below, including China, the United Kingdom, Germany, Italy, Australia, etc., constitute a formidable network within each of the groups. When conducting research on organic products in general and on a more expansive scale, bibliographic analysis is used to identify the empirical components that are prevalent throughout the research.

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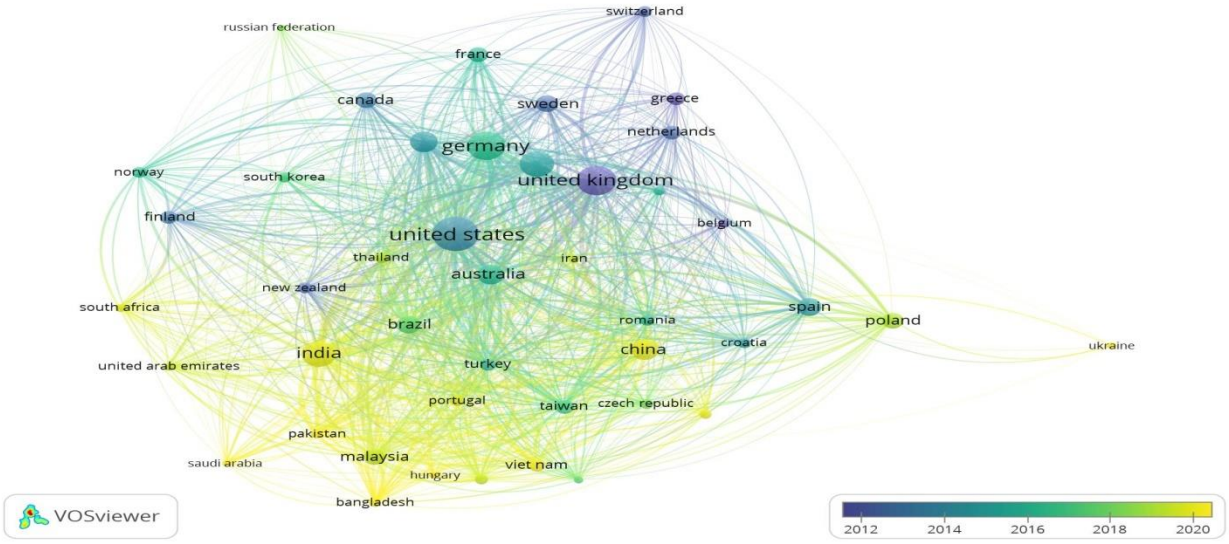

Figure X. Bibliographic Coupling: Countries (Overlay Visualization)

Table IX. Bibliographic Coupling – Countries

Countries	Documents	Citations	Total link Strength
India	79	2494	19365
United States	145	7667	15268
China	54	1444	12710
United Kingdom	107	7911	10636
Germany	98	2734	10351
Italy	77	2711	10045
Australia	49	2259	8823
Denmark	54	3171	7895
Malaysia	32	890	7215
Pakistan	10	165	6474

Bibliographic Coupling – Source

The British Food Journal is widely regarded as the most authoritative publication on organic food, having amassed a total of 11977 citations across its collection of 176 relevant articles. Following that is the Journal of International Food and Agribusiness Marketing and Sustainability (Switzerland), which contains 93 and 32 documents. These ten highly regarded journals have influenced the entirety of the body of work that has been done and published on the topic over the course of the last decade. Surprisingly, the Journal of Retailing and Consumer Services has only published a few research papers on organic products up until this point in its publication history. In addition, the figures demonstrate that among the top ten impact factors, three journals have been published, with their highest impact factor being 0.65, followed by total link strength in one journal with 8621. With 8621 total citations in one journal, this was the next item.

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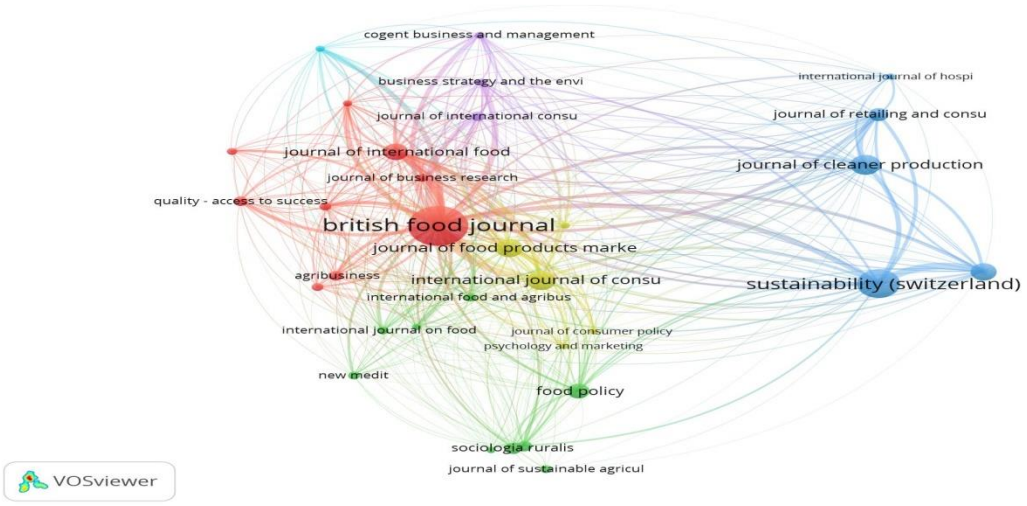

Figure XI. Bibliographic Coupling – Source

Table X. Journals with the Highest Number of Articles Regarding Organic Foods Published Between 2014 and 2023

Source	Documents	Citations	Total link strength	Impact factor
British food journal	176	11977	8621	0.65
Journal of international food and agribusiness marketing	32	432	3003	0.41
Sustainability (Switzerland)	93	1490	2900	0.37
International Journal of Consumer Studies	40	3015	2572	1.75
Foods	36	378	1941	0.77
Journal of Food ProductsMarketing	37	942	1898	0.47
Journal of Cleaner Production	44	2311	1465	1.98
Journal of Retailing and Consumer Services	21	1751	1303	2.54
Business strategy and the environment	6	329	1236	2.87
Journal of International Consumer Marketing	11	360	1070	0.73

Bibliographic Coupling – Documents.

Along with other types of papers in the Bibliographic coupling, the research that pertains to organic foods is one of the topics that is explored in this study. Other types of papers are also investigated. Table 7 categorizes the various publications that have been written about organic food according to the sort of document that they are. It has been determined that there are a total of 882 powerful inbound links, and the table provides 9 references for further reading. In this table, the overall link strength of 842 is the second highest value, followed by 1 citation.

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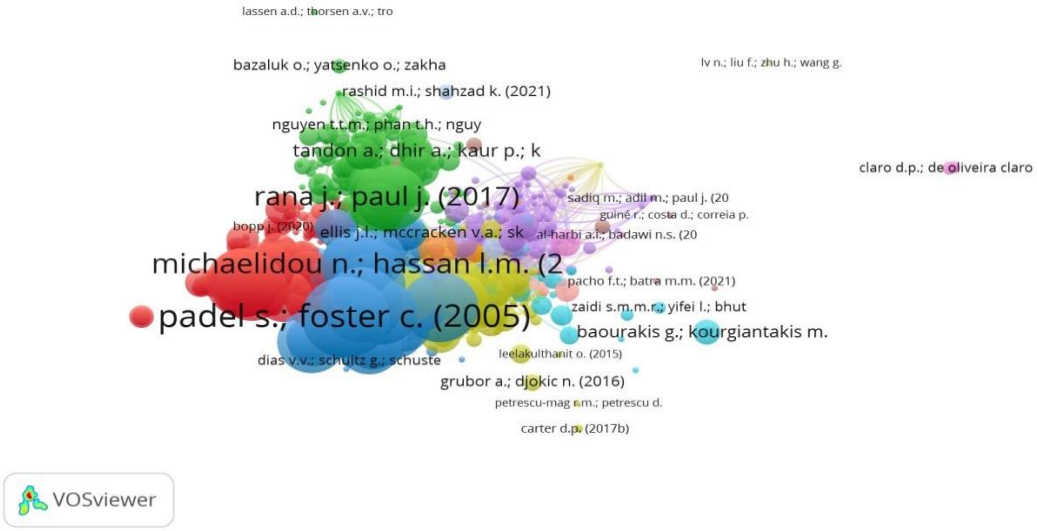

Figure XII. Bibliographic Coupling – Documents

Table XI. Bibliographic Coupling – Documents

Documents	Citations	Total link strength
Ayyub S; Asif M; Nawaz M.A.(2021)	9	882
Dinc-Cavlak O; Ozdemir O. (2022)	1	842
Prakash G; Singh P.; Ahmed R.(2023)	0	837
Ishaq M.I; Sarwar H; Ahmed R. (2021)	12	816
Testa F; Sarti S; Frey M.(2019)	93	723
Napompech K. (2019)	2	637
Rashid I; Lone A.H.(2023)	0	628
Mughal H.A; Thogersen J; Faisal F. (2023)	3	605
Salam A; Mulye R; Rahman K. (2022)	4	600
Kumar S; Gupta K; Kumar A; Singh A; Singhr.K. (2023)	5	583

Findings and Discussion

The most widely read publications can be identified by contributing institutions and nations, publishing trends, and contributing authors. An Excel spreadsheet and Scopus analyzer were utilized. This was done based on the number of published information sources and the papers that received the most citations. For the purpose of determining journal ratings and the H-index, the websites SCImago Journal and Country Rank were utilized. The bibliometric network was constructed with a VOS viewer, and it was displayed on the screen. The CSV text files that were obtained were imported into the VOS viewer. The co-word and co-citation networks were displayed for the purpose of analyzing research patterns and clusters in the particular area of research (Van Eck & Waltman, 2014). In this final piece, we briefly review our findings and offer some suggestions for where the field of organic food research should go next. We also detail the

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limitations that current academics must work within. A better understanding of where organic product research stands can be gained from this descriptive study, RQ (1). The highest number of publications in 2023 were books and articles. The vast majority of publications on this topic are newer than 2013, and the field is progressing rapidly. Furthermore, the majority of research on organic products is done in business management and accounting. Over the past decade, the body of work published on the topic was most influenced by the top 10 journals (RQ2). We also discovered that the leading writers, co-authors, and co-occurring authors all contribute significantly to the international literature on organic food items (R3). Analysis of organic food product literature through keywords and co-occurrence reveals prevalent themes (R3). Also provided is a list of the top 10 authors most often using keywords, which primarily pertain to discussions on organic food. Unexpectedly, this analysis provides definitions that will be helpful to future researchers. Furthermore, Mattas and Voronkova are two of the most prominent authors who have written about organic products in the past. Furthermore, the study by Galati, Miret-Pastor, Siggia, Crescimanno, & Fiore (2021,) is the most visible node in the network; it has the most total article citations, followed by Ajzen (2002) and a recent study with prominent citations by Ayyub S., Asif M., and Nawaz M.A. (2021). The co-authorship network's findings not only reveal the state of academic collaboration but also the leading figures in the field of organic foods (RQ3). There are many studies on organic products, and the countries with the highest citations and publications include India and the United States (RQ4). where they try to get to the bottom of why people buy organic and discover that the phrase is most commonly associated with fruits and vegetables and, by extension, healthy eating. (Jose & Kuriakose, 2021) Therefore, it can be stated that the literature on organic products receives contributions from authors and institutions worldwide. This research also supports the use of the citation format score, SJR, and total ink strength (RQ5). The British Food Journal ranks first in citations and SJR and second in documents, with 32, among the top ten journals for studying organic food products. Also, despite being the least prolific in its release of organic food products, it receives the highest grade. The leading 10 sources for organic food product research are identified by analyzing Scopus search results. (RQ5). Research into organic farming and food production with an emphasis on making a public statement on the importance of food and food safety within the context of a sustainable agricultural model the release of organic product certifications also increased in 2015. Research and marketing of organic foods moved on to focus on consumers' attitudes and motivations to make purchases. In general, searches for terms linked to food, food safety, and organic farming are increasing in popularity. In 2015, researchers first began looking into the logistics of certifying organic foods. In the years following 2015, plenty of marketing-related scholarly papers were identified. After the year 2020, social marketing concepts will be promoted above more conventional methods of marketing management.

Conclusion

The results of this study reveal, among other things, ten amounts of data from 2014–2023 made with only organic materials and published scientific findings. In the years 2014–2023, the researcher received a total of 738 publications; following the screening, only 94 were deemed suitable for use in the study. This data led the researcher to the conclusion that the volume and quality of research on organic foods published in academic journals have increased between 2002 and the present day in the year 2021. However, from 2014 to 2023, there was an enormous growth in the number of issues published by highly cited and regarded publications, including the British Food Journal, the Journal of International Food and Agribusiness Marketing Sustainability (Switzerland), and the Journal of Cleaner Production. The research also found that India is now ranked fifth in terms of publishing frequency for both single-country and multinational output, but this will change in the near future. The results of the survey show that there will soon be a substantial growth in demand for organic food items and that the topic of purchasing intention is consistent with the existing organic food production trend. As a result, research on organic food products appears to be on the rise in the future, with a broad perspective and a large number of publications in this field to assist consumers, policymakers, and producers. There are limitations that may encourage new paths of inquiry. Our goal here wasn't to do a huge literature trawl, but rather to shine a light on a relatively few, but crucial and representative, pieces of literature (for the growing market for organic foods) in order to spark some new, insightful investigation. Articles published during the past five years that are relevant to the issue at hand should be examined; a more in-depth analysis of the same variety and number of papers could help

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direct future studies. It's good that the brief talks about strategies that can help protect organic foods in the energy sector, but it would be better if it talked about the problems, trade-offs, and difficulties that might come up when trying to put these strategies into action. It would be more realistic and useful to deal with this complicated problem if we did a more thorough study of it.

Managerial Implications

This research can help social marketing teams have a deeper appreciation for organic food products. This research is also useful for organic food retailers since it shows them how to reduce the perceived high cost of their products through the use of promotional tools like sales, coupons, and other price cuts. To sway consumers to buy their products, marketers might appeal to their core beliefs. Once they are widely available on the market, organic food products made without chemicals and tested by a reliable laboratory will alter how consumers perceive the value of goods. In addition, businesses can launch environmentally friendly logistics and supply networks for products and take part in CSR events. Additionally, organic elements can be used in the product category to cement the brand's reputation in the minds of consumers. This means there will be more demand for organic food goods from businesses, which in the future will motivate the expansion of organic farming. In other words, this research opens up possibilities in commercial organic product manufacturing. There has been an expansion of start-ups across all industries as of late; this research can help those businesses better understand their customers' motivations and thought processes.

Limitations and Perspectives for the Future Study

Since the study only looks at the years 2014–2023, it might not give a full picture of the history and development of research in the organic food business. If the time range is too narrow, it's possible to miss important trends or events that happened in earlier years. The study uses information from the Scopus database, which might not include all publications that are important in the area of organic food research. Only using one database might mean that some articles are chosen more than others, and it might not show all the studies that has been done in this area. This study also talks about how important it is to learn new ways to research to keep up with new trends in the area of organic food research. This research adds to what is known about research on organic food by showing its limitations and offering new ways to study it in the future. As for what the study doesn't do and where it thinks future research should go, it talks about possible biases in bibliometric analysis and details how these problems can be fixed in future research. It is important to find and fix any biases that may show up in bibliometric studies to make sure the results are correct and dependable. It also motivates scientists to do thorough research in this area. Future research should focus on the development and implementation of novel methodology, as there is currently a lack of standardized approaches for researching organic food and farming systems. These techniques should be interdisciplinary and incorporate the active involvement of all stakeholders to comprehensively comprehend and assess various features and issues. In addition, future research may make use of other statistical tools such as Gephi, Cite space, etc. To do different kinds of analysis.

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