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Sustainable Supply Chain And The Rise Of Organic Products Marketing: A Bibliometric Perspective

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ABSTRACT

Using a focus on trends, impact and collaboration, this research does a bibliometric analysis of emergence and relevance of organic product in the marketing industry. Organic goods, which have become a big market following the COVID epidemic where people have more insight with health consciousness and which lead to sustainable development. These insights have improved with by processing large datasets, publication count, citation analysis, authorship pattern, keyword analysis, and production over time. The value of organic goods that facilitate simple flow of procurement chain of organic market is investigated here. R studio tools, VOS Viewer, and content analysis were applied to evaluate 3351 Scopus database papers spanning 2000–2025. With 10737 authors contributing, the results show a yearly growth rate of 6.15%. Zhng Y (17 articles), Wang J (16 articles), and Lal R (15 articles) are among the top three authors with more papers contributed. USA, China and Italy are the top forms of cited countries. India ranks 4th in the ranking. The top 3 pertinent publication sources are Sustainability, Journal of Rural Studies, and Land use policy. Keyword analysis shows that the top five keywords are organic farming, sustainability, sustainable development, agricultural production, and smallholders. Many writers have penned additional work in recent years. The organic supply chain will rise in the coming years with the rise of health conscious and sustainability. As this industry is expanding enormously, future studies can be done to improve the availability of organic product with good accessibility and e-commerce platform.

Keywords: *Organic products, Organic farming, consumers, marketing, retailers, supply chain*

1. INTRODUCTION

Organic farming means it is without the use of chemical fertilizers. In the early years, organic agriculture was in its natural form. Still, as the start of industrialization emerged, chemical fertilizers were used to yield more crops and speed the growth process. Manure and bio-fertilizer usage decreased. This cannot be said as the greediness of farmers, rather it indicates the urge of farmers to fulfil their income stability. Consumers who act as decision makers in the market should seek organic products to lead a healthy life. More consumers consuming organic goods will support the small-scale farmers to increase their production and livelihood. In recent days, consumers are giving more preference to organic products. They are ready to buy organic products at a premium price. This states their importance in health, skin, and body. Retailers onto consumers from farmers using innovative techniques helps to market organically grown products and hence is quite significant. Mainly using retail strategies, openness, and knowledge helps businesses to get insights into consumer awareness.

Often shunning synthetic pesticides and fertilizers, organic farming methods are regarded as a sustainable substitute. For the people who feed us, these methods foster soil health, lower pollution, save water, and lower pesticide exposure risk. Organic farming, defined by environmentally friendly and sustainable agricultural methods, has attracted much interest over the years because of its possible ability to solve important problems, including food security, environmental sustainability, and public health. Ensuring the consistency and quality of organic goods on the market depends greatly on voluntary certification schemes. (Bruma, I.S. *et al.*, 2023) 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 will motivate the expansion of organic farming. In other words, this research opens up possibilities in commercial organic product manufacturing. (K. Mohammed Abrar and Anil Verma, 2024). The COVID-19 pandemic additionally influenced research in this area, particularly in examining how consumers consumed before and after the pandemic. Organic food, consumer behaviour, and sustainable production and consumption have been at the centre of research throughout the different phases (Kristia, K *et al.*,2023). The growing trend towards organic food consumption (OFC) due to health, environmental,

and other concerns necessitates the need for systematic research in this area. (Satish Chandra Pant *et al.*, 2024) The factors that determine consumers' intentions to purchase organic food are influenced by functional value quality, social norms, consumer innovativeness, and green trust. Additionally, health benefits, convenience, and availability have a significant influence on consumers' choice of organic food. Knowing that organic food is one of the variables that has a great impact on the situation. (Shampy Kamboj *et al.*, 2023)

Retail firms can help improve the market access for the farmers. Most of the organic consumers in India prefer branded products. This is an incentive for retail firms to improve the rural-urban linkage by purchasing organic produce from farmers and selling it in urban markets where the demand for organic produce is higher. There are many retailers, but awareness is pretty low among both farmers and consumers. (C Meiyalagan *et al.*, 2021). By choosing organic, young consumers are casting their vote for a food system that prioritizes the long-term health of the planet and people. The retail supply chain for organic food in India also confronts many difficulties, including disjointed supply chains, poor infrastructure, a lack of standardized certification procedures, and constrained market access. Collaboration between stakeholders and supportive government policies is necessary to overcome these obstacles. (C Meiyalagan and Ezhilvani, 2023).

Bibliometric analysis will be used to examine each of the chosen Scopus database articles. The study seeks to assess the trend in publication output over the past 25 years and to investigate the effect of authorship on the subject organic product market. The articles' keyword and citation pattern aspiration for analysis is also here. Using bibliometrics in academic and research evidence-based decision making. The ultimate tool for analyzing the findings will be graphs, mapping, and data from R Studio and VOS viewer. This is to investigate organic farming and organic consumption development over the past 25 years, from 2000 to 2025. An examination of the market reveals a continuous international cooperation in the supply chain management of the organic product market.

This research examines a lot of articles about organic farming and consumption over a twenty-five-year period (2000–2025). The study shows trend in publication output, most frequently used keywords, analysis of sources that contributes more to the subject, most cited authors to know international collaboration and authorships, and top countries in the organic product market. This material is easily accessible through scholarly databases such as Scopus database. R Studio and VOS viewer are software that provide an interface for conducting bibliometric analysis. This bibliometric analysis seeks to close that gap by carefully mapping the existing literature on organic farming and organic consumption, and prospects, which follows the research question:

RQ1: What are the main trends in the published studies on the booming organic product market?

RQ2: In studies, what are the prevalent keywords in articles?

RQ3: In the organic product market, who are the most cited writers with the highest publication count?

RQ4: Which are the main sources that have published more articles on the organic product market?

RQ5: Which countries are producing the most organic product market research?

RESEARCH GAP

As there is limited bibliometric analysis conducted in the organic food industry, this study on consumer consumption concentrates on the supply chain management of organic farming. This is unique because this study analyses production to consumption articles, publishing trends, keyword and sources analysis that adds more articles and best countries showing interest in organic products. Though they may concentrate on particular elements like consumer behaviour or sustainability, current studies offer a view of the intellectual scene over a long time. By examining publications from the last 25 years (2000–2025), this study closes this gap, but more research is required to investigate emerging themes, interdisciplinary collaborations to export organic products, consumer awareness, and farmers' knowledge.

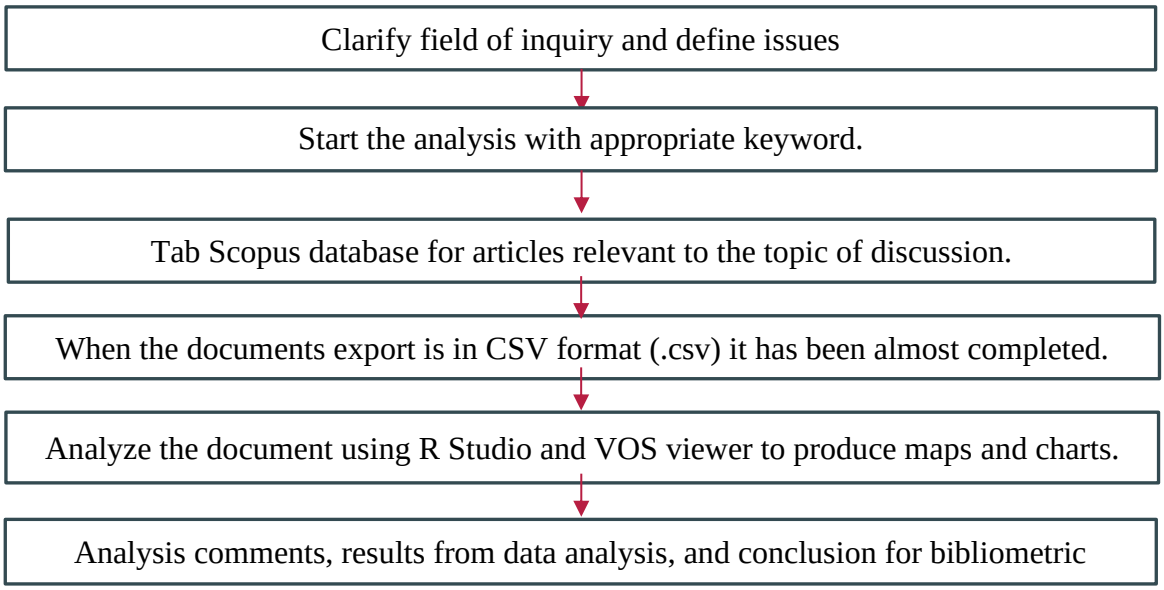
2. RESEARCH METHODS

This study was based on the actual theme of sustainability and the supply chain of organic products in the marketplace. With Scopus papers from the well-recognized academic database, the bibliometric analysis guides the research. One technique, bibliometric, uses statistical analysis of published papers and references to assess their influence. Analyses and assessment of the bibliographic data are done using two primary software such as R Studio and VOS viewer. Including authorship pattern that incorporates collaboration among authors, citied nations that reveals the highest country contributing more papers on organic product, keyword analysis, which enables analysis of the common keywords to discern the emerging trends of organic product in the industry and bibliometric techniques also help to determine the overall publication count on the subject organic products. This demonstrates the importance of organic products. Taken together, these show the real rise and trajectory of organic goods in the marketplace. Organic products, which are gaining a large market after the COVID outbreak due to increased awareness of health and Environmental Development Society-leading posture, Analysis of citations, authorship pattern, keyword analysis, countries analysis, and output over time, publishing count, and large data set processing have all helped to sharpen these insights.

DATA COLLECTION

The Scopus database, which ranges 25 years from 2000 to 2025, provided the data gathering.

Figure 1: Flow diagram showing Bibliometric Study Framework



Sources: Author's own view

This research is urgent since the organic food market is growing very fast, and evidence-based policy decisions are needed. A systematic analysis of current research is vital for informed decision-making in the drive of governments and international bodies to encourage sustainable agricultural practices. Furthermore, important for building trust and driving long-term market development in the organic food business is deal with consumer scepticism and legal obstacles. Considering the organic food study, bibliometrics gives insightful information on the development of subjects, the identification of major authors, and the mapping of collaboration networks. Using bibliometric analysis, scientists may more effectively negotiate the ever-increasing body of knowledge, therefore permitting more focused and powerful inquiry into the worldwide relevance of organic food. (Astra Savero Qomara,2025) Followed the method in Figure 1 to do a bibliometric analysis. The academic database used to locate the pertinent publications and papers on organic products was Scopus. Stream the chosen articles and download as Excel in CSV format once all search results have been validated and filtered. The full form of CSV is comma-separated values. The file in CSV format will be facilitated to upload in R Studio and VOS viewer to see maps and diagrams, including the information. Eventually, the statistical data is only seen with the assistance of Biblioshiny, one of the bibliometric tools in R Studio. Bibliometric analysis aided by datasets and software will give depth of insight into targeted issues internal to the field of organic products market and the accuracy of organic products in the market.

3. RESULTS AND DISCUSSION

Overview of the data:

The overview of the data, which was exported from Scopus in Excel. CSV format will be uploaded in Biblioshiny to determine the importance of the subject organic product with the research topic. It displays for us the standards of careful article quality evaluation, whereby only needed papers have been chosen. Only then can the result be predicted properly.

Table 1: Display the Primary Data Characteristics

Description	Results
Timespan	2000:2025
Sources (Journals)	588
Documents	3351
Annual Growth Rate %	6.15%
Document Average Age	7.36

Average citation per doc	24.38
DOCUMENT CONTENTS	
Keywords Plus	7326
Author's Keywords	9098
AUTHORS	
Authors	10737
AUTHORS COLLABORATION	
Single – authored docs	553
Co-Authors per Doc	3.79
International Co-authorship%	28.89
DOCUMENT TYPES	
Articles	3351

Source: Data processed from R Studio – biblioshiny

Through the bibliometric study of the supply chain of organic products, one can gain a thorough knowledge of the growth and influence of the industry. Covering the period 2000-2025, Table 1 presents the dataset covers 3351 articles culled from 588 publications, including books, journals, and other sources. The sector has been steadily expanding, with an annual growth rate of 6.15%, which shows more interest from academics. Emphasizing the significant impact of this body of work, the typical age of the documents is 7.36 years, and the average citation rate is 24.38 references per document. Including 7326 Keywords Plus and 9098 author-defined keywords shows the thematic extent and depth of the study. Furthermore, highlighting the changing character of this field are collaboration tendencies and authorship patterns. More eminent authors who are more conspicuous in indicating their interest in the organic product sector have penned 10737 articles. The worldwide importance of organic food research is stressed by collaborative studies, whereby 27.27% of publications involve international co-authorship and a mean of 3.79 co-authors per article. The above data gives an excellent starting point for academic discourse on changes and challenges in the organic industry, as well as the influence of the trend.

Figure 2: Presents the Primary Data Points.

Source: Data processed from R Studio – biblioshiny

Regarding organic products, Figure 2 shows the information on the articles obtained from the Scopus database. The discipline is covered in the outline.

Annual Scientific Production

Bibliometric yearly scientific output reveals the publication trajectory of the issue. The tendency of journals, papers, and books to be published has been examined. The analysis is looking at the volume of publications in the organic product sector over the relevant years of 2000 to 2025.

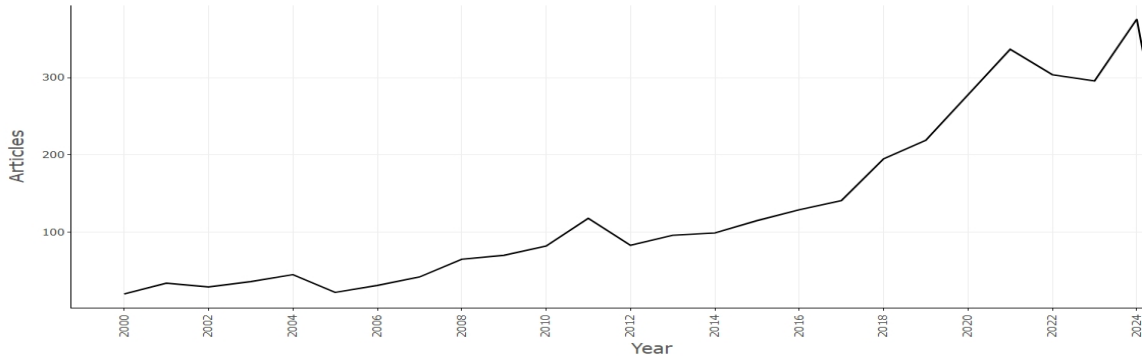
Table 2: Yearly Scientific Output

Year	Articles
2000-2005	186
2006- 2010	290
2011-2015	511
2016-2020	962
2021-2025	1402

Source: Data processed from R Studio – biblioshiny

Table 2 shows the development of the publication trend in the organic products industry. Between 2000 and 2005, there were just 185 organic field authors' contributions published. In addition, the authors have written almost 1402 articles with the expansion of the organic market between 2021 and 2025. The extensive contribution highlights the need for organic, which plays on the minds of consumers, therefore positively affecting retailers' sales and farmers' productivity.

Figure 3: Annual Publications Trend Graphs



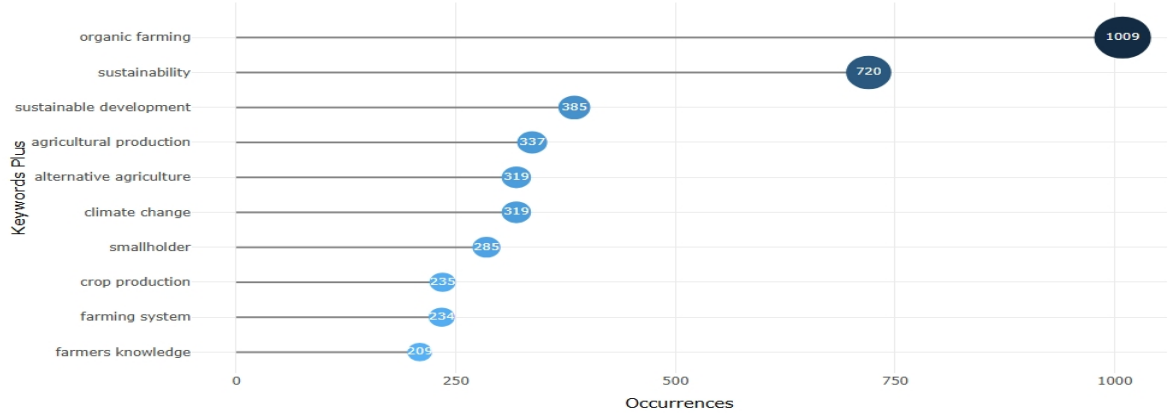
Source: Data processed from R Studio – biblioshiny

6.15 percent annual growth rate clearly shows the growth of the organic market. The graph in Figure 3 depicts the yearly rise in the publication of articles. As it started slowly rising in the early 2000s, from 2019 it exploded. The state of the COVID-19 epidemic explains this influence. The days of the pandemic have shown people that health is more important than money; this realization has led many customers to purchase organic goods instead of conventional ones. So many writers have demonstrated their enthusiasm in green marketing and ecological sensitivity as well by producing a lot of articles.

Keyword analysis

Analyzing the frequency and development of keywords helps to reveal new trends and subjects within a particular area. A keyword is relevant in every area since it indicates the true location of the subject. Abstract Keywords will demonstrate to us that the main words have been investigated in the subject.

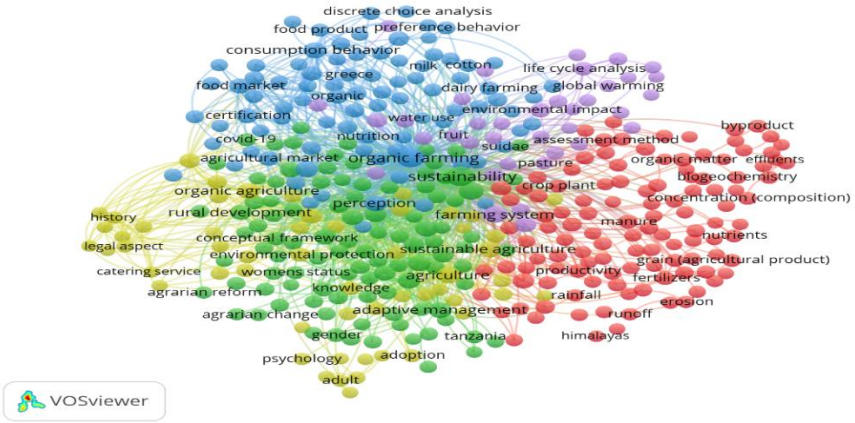
Figure 4: Highlights the most often used terms



Source: Data processed from R Studio – biblioshiny

The keyword frequency in the Organic product market is depicted in Figure 4. Free from chemicals, and the adjective organic signals that the product is organic. So, to provide an organic product in the market, production should be done organically. Sustainable agriculture has a key place in the organic industry supply network. Production done organically can be labeled organic product and marketed by retailers to consumers as organic. Consumption and production of organic goods will produce a sustainable market.

Figure 5 Shows the Link of the Most Often Used Keywords.



Source: Data processed from VOS viewer

Figure 5 clarifies the co-occurrence connections among keywords rather where keywords often show together. Different combinations of keywords are represented by clusters of several colors. The blue cluster highlights the particularly stressed, really important term "organic farming" as being vital. Accompanying this keyword are related ones, including sustainability, sustainable development, agricultural production, and farmers' knowledge. From figure 4 as well, the keyword frequencies imply a great concentration on organic farming with 1009 keywords, sustainability with 720 keywords, and farmers' knowledge with 209 keywords. These keywords show together the cross-disciplinary character of organic farming, bridging farmers' knowledge, retailers' marketing to investigate consumer behaviour.

Author Analysis

This is to examine trends in authorship and collaboration across research, organizations, and authorities. Many researchers working in the same subject or field will team together to discover the effect of the required title. The data overview shows that 10,737 authors have contributed to organic production. There are 553 single-authored papers; co-authorship averages 3.79%, and international co-authorship is 28.89%. Together with all these authors, 3351 papers on several aspects of organic farming, organic retailers, consumption behavior, purchase intention, organic farmers, organic consumers, and sustainability have been produced.

Table 3: Organic Market Most Cited Authors.

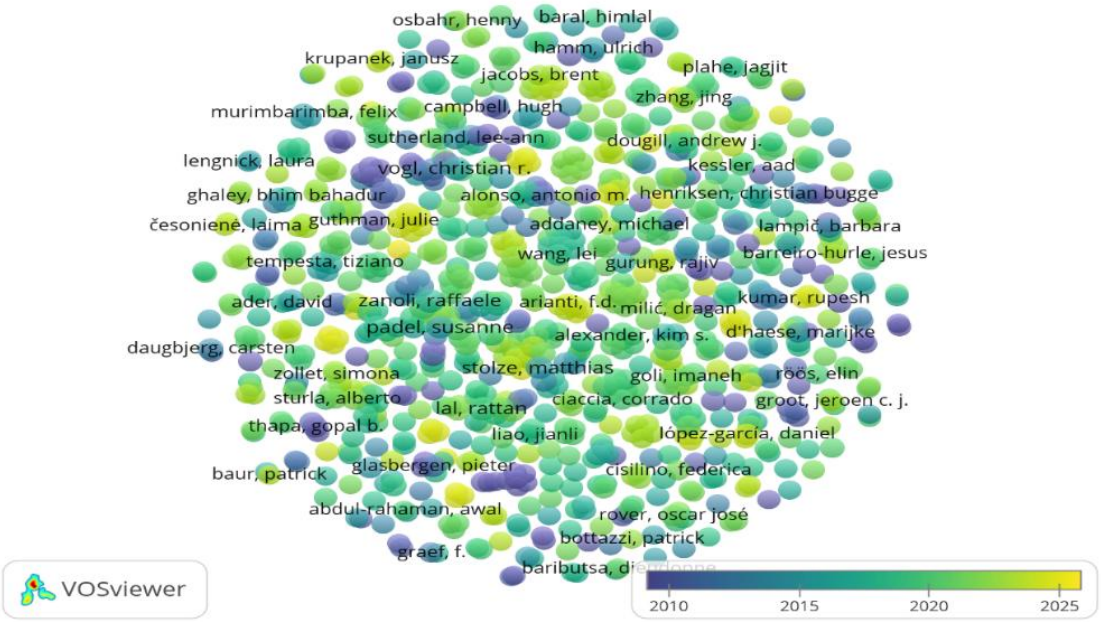
Most Cited Authors		
Authors	Articles	Articles fractionalized
ZHANG Y	17	3.21
WANG J	16	2.60
LAL R	15	4.53
WANG X	15	2.99
LI Y	13	2.02
WANG Y	13	2.69
ZANOLI R	13	2.74
KUMAR A	12	1.72

ZHANG J	12	2.10
LIU Y	11	2.90

Source: Data processed from R Studio – biblioshiny

There are 10737 authors worked on 3351 papers in the dataset. Table 3 shows the top 10 authors highlighted and ranked according to citations. Kumar should be noted, an Indian author has written 12 papers on the organic product market and placed eighth overall worldwide. The top three authors with significantly cited papers on the organic are Zhang Y (17 articles), Wang J (16 articles), and Lal R (15 articles).

Figure 6: Most Cited Authors in the Organic Market



Source: Data processed from VOS viewer

The most prolific authors in organic farming are shown in Figure 6, which are in blue, indicating contributions from earlier years, and yellow representing the most recent years. The change from dark violet to blue and then greenish yellow denotes the significant development and increasing interest in organic agriculture and marketing over time. This change highlights the fields' rapid development and growing relevance in comprehending consumer behavior via organic products, as shown by increased research effort and contributions in recent years.

Analysis of Sources

Source analysis is assessing the impact factor and citation pattern of publications to show their influence in the relevant field. This aids in examining the best journal that has released a sizable article on organic farming and marketing. It is the most pertinent research analysis reference here.

Table 4: Most Relevant Sources

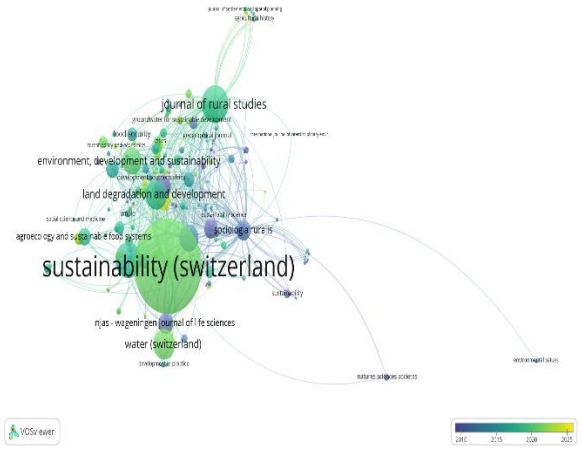
Sources	**Articles**
Sustainability (Switzerland)	765
Journal of Rural Studies	141
Land Use Policy	130
Water (Switzerland)	97
Land, Degradation and Development	92
Environment, Development and Sustainability	81

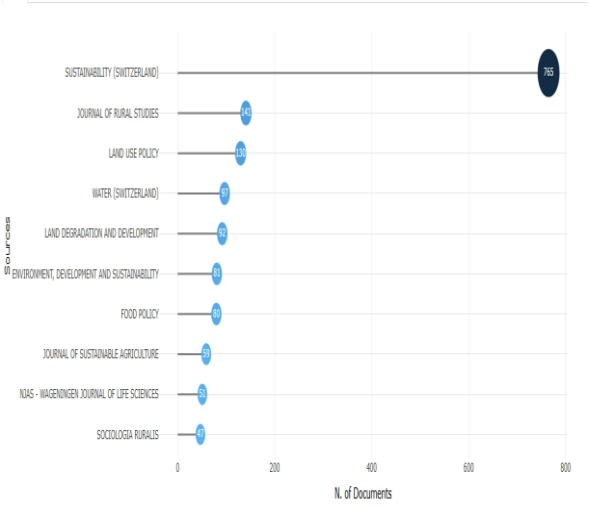
Food Policy	80
Journal of Sustainable Agriculture	59
Journal of Life Science	51
Sociologia Ruralis	47

Source: Data processed from R Studio – biblioshiny

Table 4 displays the top 10 most pertinent article-related sources. Sustainability (Switzerland), which ranks first among the table's top sources, has 765 articles. With 141 publications, the Journal of Rural Studies comes in second most size. Land Use Policy, with 130 papers, is the third source. All the aforementioned journals have extensive collections of papers on organic farming, sustainability, and marketing. This highlights the relevance and rise of organic products in the discipline.

Figure 7: Shows the High Articles Published Journal of Organic Products





Source: Data processed from VOS viewer *Source: Data processed from R Studio – biblioshiny*

Data analysis from the VOS reader in Figure 7 reveals the diagram of all connected journals with strong impact publications. Conversely, data analyzed from Biblioshiny provides the graphical depiction of the yearly publication sources, with the y axis showing several sources and the x axis document count.

Countries Analysis

This examination helps to pinpoint the productivity and influence of organic products and marketing research worldwide. This encompasses all the countries together producing articles, international collaborations, and corresponding authors in organic products.

Table 5: Countries' Scientific Production

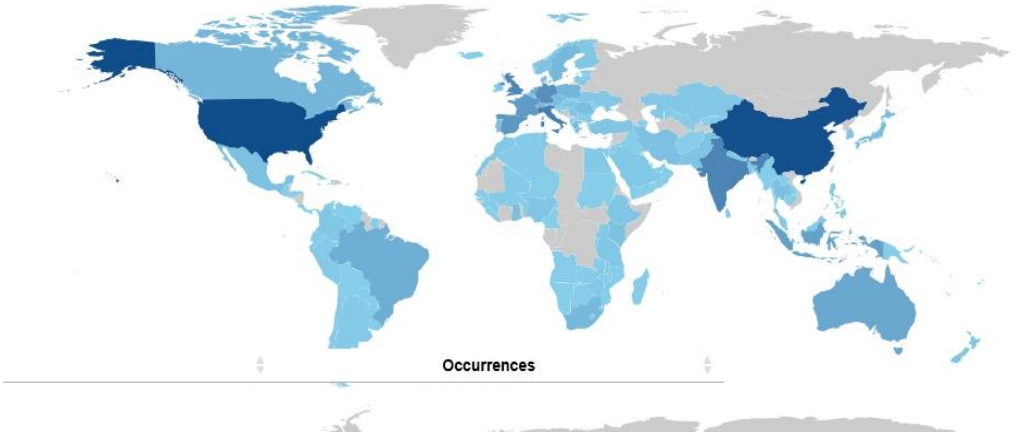
Countries	**Frequency**
USA	1237
China	1212
Italy	744
India	679
UK	648
Germany	573
Spain	488

France	459
Indonesia	392
Australia	350

Source: Data processed from R Studio – biblioshiny

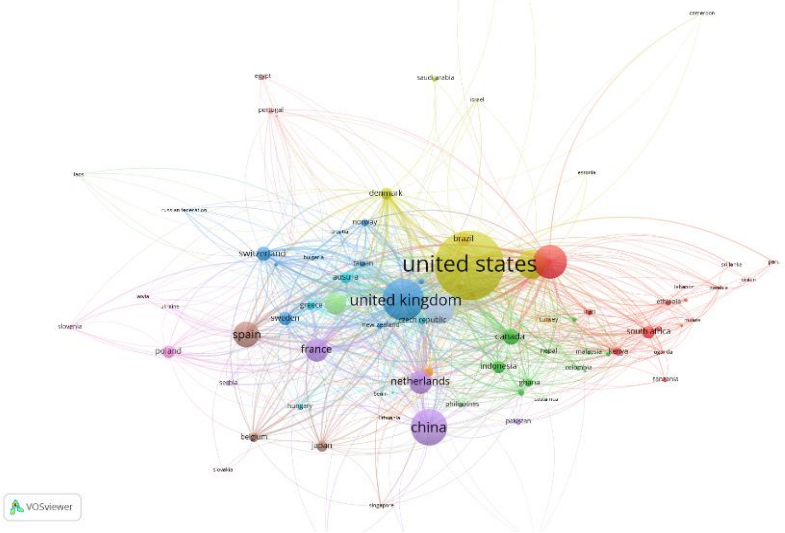
With roughly 1237 frequency trend in organic product farming and marketing, Table 5 shows that the USA leads in the production of scientific papers. China came in second with 1212 frequency, following closely. Italy, India, the United Kingdom, Germany, and Spain appear in the following top ten list of document production. Examining the relevance of organic products all over the globe will show a significant relationship to the market. Supply chain management will be aided by international cooperation among authors indicating interest in the organic product, since it would highlight the best countries most interested in this. Their contribution will help to reveal the articles' publication trend and effect rating.

Figure 8: Shows Countries' Scientific Production



Source: Data processed from R Studio – biblioshiny

Figure 9: Shows the Link between Countries' Output



Source: Data processed from VOS viewer

The diagram shows using a focus on trends, impact, and collaboration, this research does a bibliometric analysis of the emergence and relevance of organic products in the marketing industry.

4. CONCLUSION

Research on organic agriculture and marketing is evolving and expanding. Production and consumption of organic goods have dramatically changed over the past 25 years. Many organic farmers have engaged in converting their chemical land to

organic agriculture. Increasing organic farming is also being driven by the government to help small-scale farmers sell organic goods. The government has started organic agriculture with several subsidies and regulations. Many methods retailers have used to encourage consumers to purchase more organic products. Health-conscious consumers have begun consuming organic products post-pandemic. Consumers' purchase attitudes and behavior toward organic products have grown. Bibliometric analysis has examined trends in publications, authorship, international collaborations, keyword analysis, top sources, and top countries' contribution in organic farming and marketing. For the RQ1, it shows with a significant publication trend relative to prior years, annual scientific output for the years 2021 to 2025 has contributed more articles upto1402 articles. For the RQ2, it depicts that Organic farming was the leading keyword with a contribution of 1002 articles and the most often used word. For RQ3, analyzed that Zhang Y was the top author with 17 papers over the years; Kumar, one among the leading authors, contributed to the world with 12 articles is a privilege for India. RQ4 proves that the leading source contributing 765 papers in organic product and having a great impact factor with the most cited journals is Sustainability (Switzerland). For RQ5, the USA is the first country worldwide with the greatest contribution in the organic sector; India ranks 4th in the ranking. Finally, this bibliometric study supports smooth supply chain management by globally examining the organic market. Despite recent global market growth, more thorough analysis will cause the organic sector to boom. Sustainability will be the main point for organic future growth and the creation of a sustainable environment.

5. FUTURE SCOPE

As was already said, collaboration can turn out to be the most important factor driving growth. Utilizing the great potential of centers around the world could result in rising numbers in the large-scale organic sector. More output from international cooperation will drive the sector. A good distribution network can lead to efficient supply chain management. Knowledge of stakeholders, export of organic goods, retailers' tactics, and sustainability all offer fresh research frontiers. The boom of the organic sector will contribute many articles, so thematic analysis and factor analysis can be approached.

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