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# Theories and Models of Consumer Behaviour Relating to the Purchase Intention Regarding Food Products – A Critical Review

## Abstract:

In the current dynamically changing environment and unstable economy, there are a number of factors that are changing consumers' intention to buy food. Due to that fact, there is still a need for further usage and adoption of available consumer behaviour models and theories in the research literature relating to the purchase intention in the food market. The aim of the paper is to determine what dominant theories and models found in the literature are used in the analysis of consumer behaviour relating to the purchase intention in the food market. It also seeks to examine research approaches and methods employed, as well

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as the authors' perspectives on the applied theories or models, in order to highlight future opportunities for both qualitative and quantitative research in this area. The authors analyse 111 papers published in the years 2020–2023. The critical review has been adopted as a method of literature analysis. The results obtained indicate that the most frequently used theory or model in the consumer behaviour analysis regarding the food market is the Theory of Planned Behaviour (TPB). Nevertheless, in several studies, it is observed that the theories and models presented in the literature are used without providing any perspective or conclusion by the authors in this research area.

**Keywords:** consumer behaviour, purchase intention, food products, theory, model, critical review paper

**JEL:** D1, D11

## 1. Introduction

Consumer behaviour models are commonly used theoretical frameworks which seek to explain the decision-making process of consumers purchasing goods and services (Liang, Lim, 2021). With these theoretical frameworks, the authors of the research may analyse and understand consumer behaviour. During the present times of post-COVID-19 pandemic and changes in consumer behaviour due to inflation and war in Europe, there are various factors that are influencing the consumer behaviour and intention to buy food products in the food market (Wang et al., 2022b). In European society, there is a growing issue with obesity and interest in a healthy diet for consumers, especially after the COVID-19 pandemic (Palau-Saumell et al., 2021). Consumers are becoming more aware of changes in product labels, they are considering natural (Chakraborty, Dash, 2023) or organic food purchase and consumption (Effendi, 2020; Nautiyal, Lal, 2022; Mughal, Thøgersen, Faisal, 2023) and healthier nutrition options. Their health consciousness (Pacho, Batra, 2021; Prakash, 2021) and environmental awareness are at a significant level. The focus is also placed on food waste reduction (Abu Hatab et al., 2022; Palmieri, Palmieri, 2022) as well as sustainable consumption (Tseng et al., 2020), and those research topics are currently being explored. Over time consumer behaviour changes, and it is also observed to have several impacts on the purchase intention in the food market. Recently, Genetically Modified (GM) food has appeared on the shelves, which is shaping consumer behaviour toward different categories of products (Rabbanee, Afroz, Naser, 2021). That is why it is crucial to use available theories and models to define consumer behaviour in the research on the purchase intention of food products (Mohd Suki, Majeed, Mohd Suki, 2022).

The paper presents a critical literature review of the recent literature on consumer behaviour theories and models concerning the purchase intention regarding food products. In Section 1, the authors explain the justification of the demand for a critical literature review.

Section 2 presents a full scope of the methodology of the literature review as well as the process of inclusion and exclusion of the papers in the selection process. In Section 3, all included and most often occurring consumer behaviour theories and models are introduced and divided into each sub-sections for the analysis of their usage by the authors in scientific journals. Moreover, the paper gathers all methods and the authors' perspectives on the theories and models presented in the literature. In Section 4, the authors present the main contributions of the study in conclusions, along with its limitations, while proposed areas for future research can be found in Section 5.

## 2. Methodology

The authors conducted a critical literature review with the usage of the Scopus database on 10<sup>th</sup> April 2023. Before starting the selection procedure, the following research questions were introduced:

RQ1. Which scientific journals include the most recent research on consumer behaviour in relation to the purchase intention of food products and rely on theories and models of consumer behaviour?

RQ2. What model or theory of consumer behaviour is the most commonly used in the literature on the purchase intention of food products?

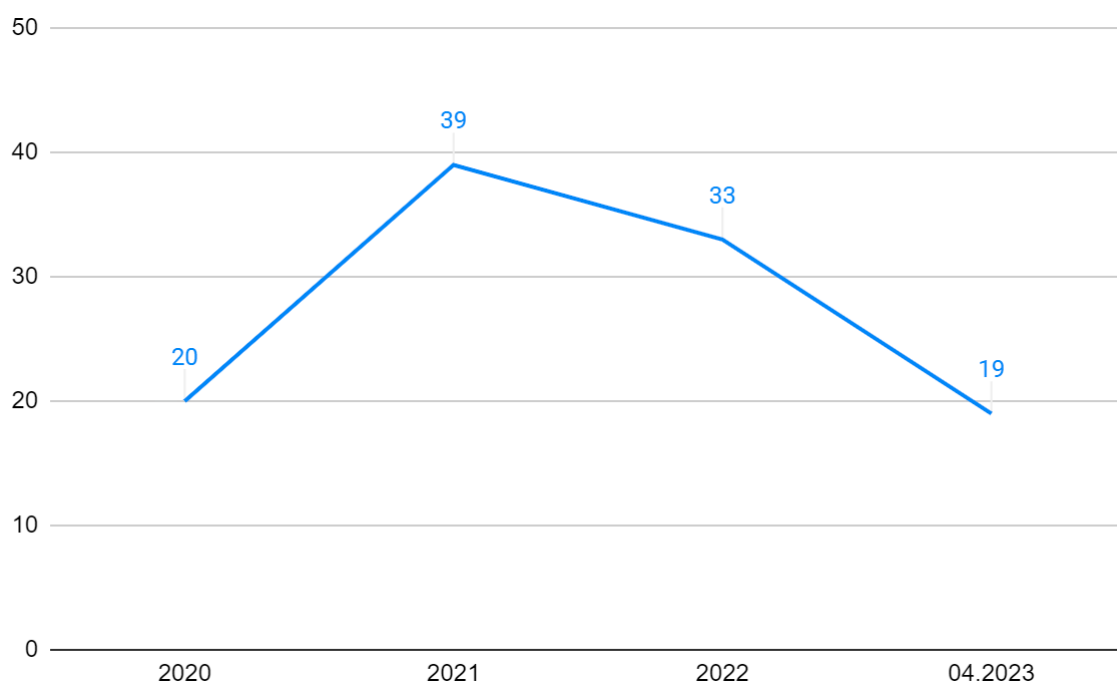
Taking into account the research questions and criteria for inclusion and exclusion, the main focus was on the following keywords: purchase AND intention\* OR consumer AND behaviour\* AND food\* AND model\* OR theory. The search result was limited to 2020–2023, i.e., to the latest journals published under the disciplines of Business, Management and Accounting, as well as Economics, Econometric and Finance according to the Scopus filters. The reason for this limitation to the last four years was related to the need to present the most up-to-date papers with dominant theories and models. In addition, the search results included, for instance, articles and book chapters. Only journals in the English language were chosen. Such a search resulted in 237 articles. Each of the 237 identified articles underwent a rigorous multi-stage screening process. Initially, the title and abstract of each publication were meticulously examined to ascertain its potential relevance to the study's focus on theories and models of consumer behaviour. Subsequently, for those articles deemed pertinent based on the initial screening, the full text was thoroughly analysed to extract and synthesise information related to the application, validation, or discussion of relevant theoretical frameworks or behavioural models. This systematic approach ensured that only publications directly addressing the core research question were included in the final synthesis. To further enhance the clarity and transparency of the selection process, it is important to note that the inclusion criteria prioritised empirical studies, theoretical expositions and comprehensive reviews that explicitly engaged with established or emergent theories and models of consumer behaviour. Publications that tangentially mentioned consumer behaviour without a substantive theoretical grounding or model application were excluded. This focused approach aimed to ensure the analytical depth and theoretical

coherence of the review, providing a robust foundation for the subsequent synthesis and discussion of consumer behaviour literature. Under this procedure, 111 journals were finally chosen for the review, as 11 were not in line with the topic of the article and 115 did not include any theory or model of consumer behaviour which was related to the consumer behaviour or purchase intention of food products.

### 3. Results

#### 3.1. General Analysis of the Papers Chosen for the Critical Review

Figure 1 presents the publication timeline of the papers chosen for the critical review. The highest percentage of journals was published in 2021 (35%), with 30% published in 2022 and 18% in 2020. What is worth emphasising is that there were 19 journals published in 2023, which is almost the same number of publications as in 2020, keeping in mind that 2023 was not completely finished during the start of analysis.



**Figure 1.** Publication timeline of articles 2020–04.2023

Source: own elaboration

According to Figure 2, the greatest number of papers were published in the British Food Journal (26 articles, 23%), Journal of Cleaner Production (10 articles, 9%) and Resource, Conservation and Recycling (6 articles, 5%). All other papers were published in many different journals, hence it can be observed that there is no strong consolidation of publishing in one or two journals in this research area.

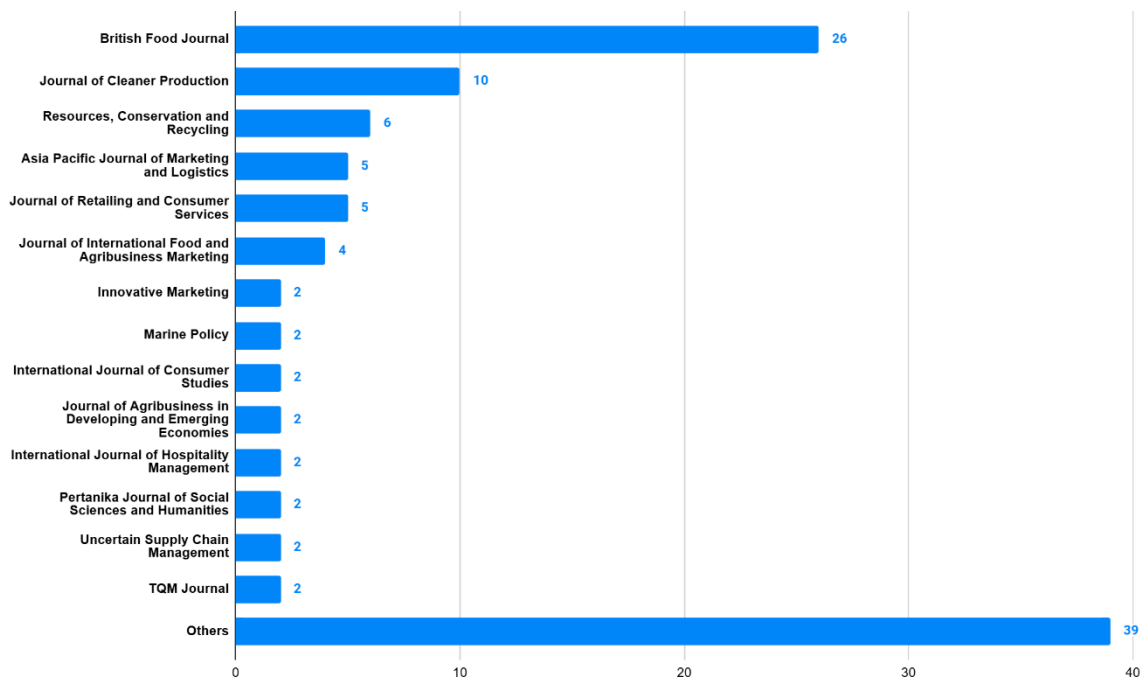
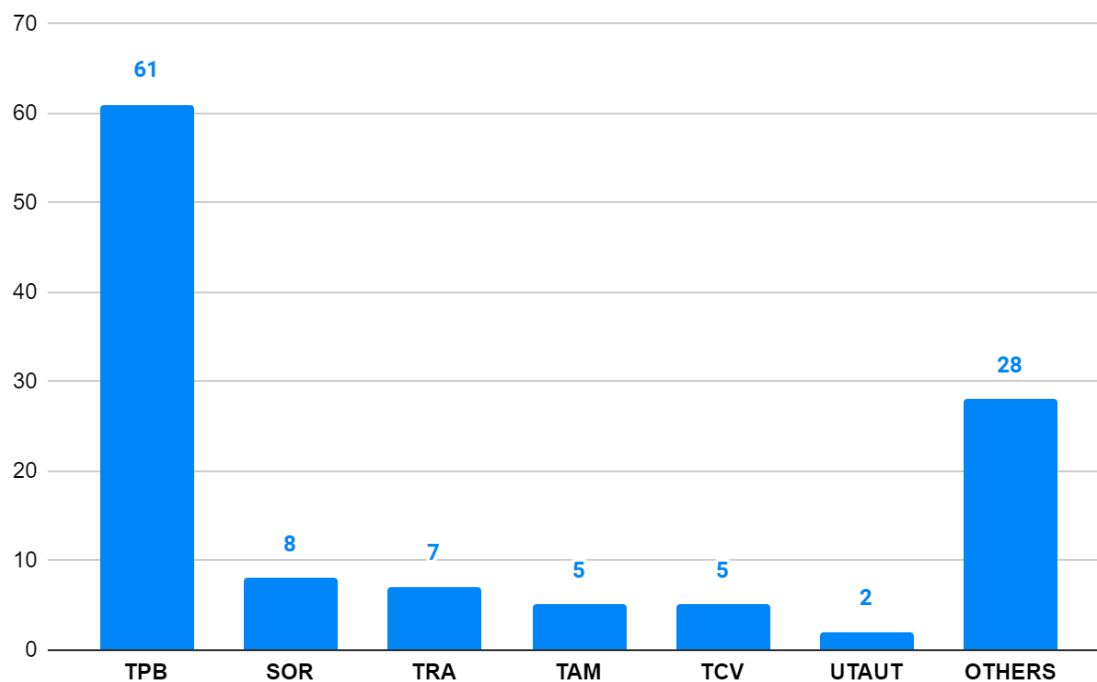


Figure 2. Publishing journals

Source: own elaboration

Figure 3 presents the frequency of appearance of theories and models on consumer behaviour in the analysed scientific papers. The most frequently used theory is the Theory of Planned Behaviour by Ajzen (53%), the second one is the Stimulus-Organism-Response model by Mehrabian-Russel (7%), and the third is the Theory of Reasoned Action by Fishbein (6%). It is also observed that 24% of other theories and models of consumer behaviour was implemented just one time in the literature. However, also the Theory of Consumption Value, Technology Acceptance Model and Unified Theory of Acceptance and Use of Technology were included in publishing journals, but with much lower frequency.



**Notes:** List of acronyms: TPB = Theory of Planned Behaviour; SOR = Stimulus-Organism-Response; TAM = Technology Acceptance Model; TRA = Theory of Reasoned Action; TCV = Theory of Consumption Value; UTAUT = Unified Theory of Acceptance and Use of Technology; OTHERS = all other models included in the papers only one time.

**Figure 3.** Frequency of occurrence of theories and models in the analysed articles

**Source:** own elaboration

### 3.2. Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) was elaborated by Icek Ajzen in 1985. The TPB is a logical selection model in which behavioural intention is the only relevant psychological antecedent for behaviour with the constructs of attitude, subjective norm and perceived behavioural control to explain behavioural intention. This model was implemented in numerous research fields in the literature and is perceived as accurate for assumptions and results. The TPB model can be also extended or modified by more predictors of intention and behaviour (Sadeli et al., 2023). Table 1 presents the analysis of the papers with the research based on the TPB. Taking into the account the analysed literature, the TPB is the most commonly used theory or model in the research on consumer behaviour in the food industry. From the authors' perspective, it very effectively explains consumer behaviour in several research issues such as (Santos, Gomes, Nogueira, 2021; Shankar et al., 2022; Fachrurrozie et al., 2023; Nguyen, Dang, Le-Anh, 2023; Sadeli et al., 2023). It is also worth mentioning that the TPB has some limitations from the authors' point of view (Thompson et al., 2020; Fraj-Andrés et al., 2023), is being modified and extended (Elhoushy, 2020; Neubig et al., 2020; Pacho, 2020; Adel, Dai, Roshdy, 2021; Kita et al., 2021; Rabbanee, Afroz, Naser, 2021; Loera et al., 2022; Miguel, Marques, Duarte, 2022; Ngo et al., 2023), and unfortunately being used in a number of research without any reflection (e.g., Amalia, Sosianika, Suhartanto, 2020; David et al., 2020;

Coşkun, Filimonau, 2021; Pacho, Batra, 2021; Prakash, 2021; Sahir et al., 2021; Saleki, Quoquab, Mohammad, 2021; Soebahar, Ghoni, Muhajarah, 2021; Syukur, Bungkilo, Jongsureyapart, 2021; Vizano, Khamaludin, Fahlevi, 2021; Ding et al., 2022; Gilal et al., 2022; Palmieri, Palmieri, 2022).

**Table 1.** Critical review of papers with the Theory of Planned Behaviour model (TPB)

| Reference                        | Methods                                                        | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------|----------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Sadeli et al. (2023)             | Partial least square – Structural equation modelling (PLS-SEM) | “Attitudes and perceived behavioural control are factors that explain behavioural intention. This is in accordance with the hypothesis of the original TPB, the TPB used in the context of SFSCs and the TPB used in the context of e-commerce social group buying.”                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Mughal, Thøgersen, Faisal (2023) | PLS-SEM                                                        | “The study demonstrates the robustness of the TPB framework with the inclusion of constructs to predict the attitude toward the behaviour: trust, health beliefs, price beliefs, and consumer ethnocentrism.”                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Fraj-Andrés et al. (2023)        | Focus group interview (FGI)                                    | “Previous research has pointed to several limitations of this theory to address the gap between intention and behaviour. Firstly, the TPB emphasises subjective norms without taking into account the components, such as moral norms, that can influence them. Secondly, the TPB assumes that all behaviours are rational, to the exclusion of other variables, such as emotions or independent effects, which are important for predicting the intention to carry out a certain behaviour. Thirdly, in the TPB, the repetition of a past behaviour denotes the importance that the individual attributes to that behaviour, but it does not entail that it will become a habit in the future.” |
| Fachrurrozie et al. (2023)       | Path analysis                                                  | “The result shows that TPB constructs can effectively explain halal food purchasing behaviour. The user's attitude toward the behaviour and subjective norms can influence their intention to purchase halal food. The user's intention influences positive decisions to purchase halal food.”                                                                                                                                                                                                                                                                                                                                                                                                   |
| Parashar, Singh, Sood (2023)     | Structural Equation Modelling (SEM)                            | “The TPB model and the considered variables were the right fit for this research. Results also reflect that there is a significant relationship between attitude and intentions.”                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Ngo et al. (2023)                | SEM                                                            | “The extended TPB succeeded in predicting 62% of the variance of intention to purchase safe vegetables.”                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Nguyen, Dang, Le-Anh (2023)      | PLS-SEM                                                        | “The results authenticated the usefulness of the TPB in studying consumer behaviours by showing that incorporating household norms can further improve the predictive capability of the model.”                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Talwar et al. (2023)             | Covariance-based structural equation modelling (CB-SEM)        | “The TPB was useful in the research, and the authors urge future researchers to extend the TPB model by examining other variables, such as personal norms and anticipated pride amongst others, as antecedents of food over-ordering via food delivery apps.”                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Reference                              | Methods                                    | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Teoh, Koay, Chai (2022)                | PLS-SEM                                    | "The TPB is indeed a useful theory for explaining consumers' food waste prevention behaviour."                                                                                                                                                                                                                                                                                                   |
| Gilal et al. (2022)                    | Exploratory Factor Analysis (EFA)          | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                             |
| Nautiyal, Lal (2022)                   | SEM                                        | "The study makes novel contributions to the field of organic purchase behaviour by validating and extending the Theory of Planned Behaviour (TPB) by which it was underpinned."                                                                                                                                                                                                                  |
| Pillai et al. (2022)                   | Partial least square (PLS)                 | "By merging the constructs of attitude and behaviour from the TPB with the constructs of the ELM, this study identifies underlying motivational factors in online persuasive communication such as argument quality, image appeal, navigation design, social presence, and connectedness, all of which create a positive attitude change toward the purchase intention in the OFDS environment." |
| Khan, Hameed, Akram (2022)             | PLS-SEM                                    | "All the variables extracted from the TPB (attitude, subjective norm, perceived behavioural control, purchase intention, and buying behaviour) appeared to have a significant impact, while the trust was found to moderate the relationship between attitude (ATT) and purchase intention (PI)."                                                                                                |
| Wen, Pookulangara, Josiam (2022)       | SEM-PLS                                    | "This study expanded the application of the Theory of Planned Behaviour by examining consumer' intentions to continue using food delivery apps and improved the authors' understanding of this theory."                                                                                                                                                                                          |
| Cavite, Mankeeb, Suwanmaneepong (2022) | SEM                                        | "Consumers' purchase intention in relation to organic food may also be affected by other factors, and not only by those in the TPB model. Specifically, for the TPB, the subjective norms factor was the only significant factor found to influence consumers' purchase intentions."                                                                                                             |
| Oehman, Babbitt, Flynn (2022)          | SEM                                        | "The TPB models presented here provide new insight into individuals' underlying beliefs and the factors that may ultimately help or hinder household food purchases."                                                                                                                                                                                                                            |
| Ding et al. (2022)                     | SEM                                        | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                             |
| Loera et al. (2022)                    | SEM                                        | "The presented extension of the TPB model including the three latent factors of trust, knowledge and norms, together with the analyses of their effects on positive moral attitudes and on the traditional TPB predictors, resulted in a more integrated framework for understanding purchase intentions for organic vegetables."                                                                |
| Matharu et al. (2022)                  | Confirmatory Factor Analysis (CFA), CB-SEM | "The findings point to a unique adaptation of the TPB comprising just two salient antecedents (attitude and subjective norms) as predictors of young consumers' purchase intention, but not perceived quality of product or price consciousness."                                                                                                                                                |

| Reference                      | Methods                           | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Shankar et al. (2022)          | SEM, CFA                          | "By using the TPB as a theoretical framework, the authors thus contribute to the advancement of the TPB in contemporary and diverse consumer behaviour domains. The study not only modelled the classic TPB constructs to investigate variables that could promote behaviour that generates food waste but also extended the theory by identifying contextually relevant constructs, such as trust in FDAs, leftover reuse routine, and shopping routine."                                                                               |
| Miguel, Marques, Duarte (2022) | SEM                               | "The presented findings suggest that the extended TPB model is applicable in determining consumers' intention to buy domestic fruits and vegetables in Portugal, also indicating ethnocentrism, behavioural, normative, and control beliefs. The extended TPB model, which is shown to be a valid and reliable instrument to predict consumer ethnocentric influence on food purchase, reinforces its use domestically by companies and researchers. It provides a valuable aid with analysis, knowledge or segmentation of the market." |
| Palmieri, Palmieri (2022)      | SEM, CFA                          | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Sahir et al. (2021)            | SEM                               | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Troise et al. (2021)           | PLS-SEM                           | "Combining the TAM and TPB provides a valid and significant model that can be used to understand OFD users' behavioural intentions."                                                                                                                                                                                                                                                                                                                                                                                                     |
| Li, Jaharuddin (2021)          | SEM                               | "The combined use of Theory of Planned Behaviour (TPB) and Reasoned Action Model (RAM) allowed for the study of consumers' purchase intention to be conducted in more holistic and systematic ways."                                                                                                                                                                                                                                                                                                                                     |
| Astrini et al. (2021)          | SEM, CFA                          | "The TPB was initially constructed from three variables: subjective norm, attitude and perceived behavioural control (PBC). Unlike previous research, this study considered cognitive and emotional beliefs as the factors that affected attitude."                                                                                                                                                                                                                                                                                      |
| Santos, Gomes, Nogueira (2021) | SEM                               | "Results presented above build on existing evidence that the TPB is suitable and adequate to investigate consumers' purchase intention regarding sustainable packaging."                                                                                                                                                                                                                                                                                                                                                                 |
| Saleki et al. (2021)           | PLS-Multigroup analysis (PLS-MGA) | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Latip et al. (2021)            | SEM, CFA                          | "The significant influence of personal attitudes in the TPB on organic purchase intention in a new normal life theoretically clarifies how a positive attitude towards organic food impacts the purchase intention in a new normal life."                                                                                                                                                                                                                                                                                                |
| Elhoushy, Jang (2021)          | PLS-SEM                           | "The study applied an extended TPB model that includes personal norms and activism. These added constructs showed better prediction for intentions in the context under investigation."                                                                                                                                                                                                                                                                                                                                                  |
| Coşkun, Filimonau (2021)       | SEM                               | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

| Reference                            | Methods  | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Vizano, Khamaludin, Fahlevi (2021)   | SEM, PLS | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Palau-Saumell et al. (2021)          | PLS-SEM  | "The inclusion of the perceived risk of being infected by COVID-19, locavorism and INLOC enriches the connotation of the TPB, thereby allowing the process of the formation of consumer behaviour to be examined more thoroughly."                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Nagaraj (2021)                       | SEM, CFA | "The findings established the prominence of the TPB through the significant role of attitude."                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Pacho, Batra (2021)                  | SEM      | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Watanabe, Freitas, Demo (2021)       | CFA      | "The findings of the study indicate that, among the TPB dimensions, only the affective attitude was not significant to explain the intention of reducing food waste in Brazil and the United States."                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Alagarsamy, Mehroliya, Mathew (2021) | CFA, SEM | "The Theory of Planned Behaviour and Social Cognitive Theory form a theoretical stance for the current research; however, only a few of the constructs from the two theories have been included. Future research is advised to consider more theories and constructs."                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Tanakinjal, Gugkang, Rithuan (2021)  | PLS-SEM  | "The paper contributes to the TPB by providing new insight into the significant impact of attitude, subjective norms, and perceived behavioural control on the intention to use food products and the actual behaviour."                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Adel, Dai, Roshdy (2021)             | PLS-SEM  | "This study extends the TPB framework by the inclusion of five additional constructs which have been hypothesised and which affect consumer attitudes toward suboptimal produce: environmental concern, food waste problem awareness, familiarity, health consciousness, and risk perceptions. In line with the theory, it proposes positive direct relationships between the three TPB constructs – attitudes, subjective norms and perceived behavioural control – and both behavioural intentions: the purchase intention and the intention to recommend the store to others. It also suggests that subjective norms and perceived behavioural control affect consumer's attitudes." |
| Rabbanee, Afroz, Naser (2021)        | SEM      | "The study extends the TPB by showing its application in the context of consumer loyalty towards GM food."                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Prakash (2021)                       | SEM      | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Burlea-Schiopoiu et al. (2021)       | SEM-PLS  | "The TPB model is based on the factors proximal to consumers. However, the influence on behaviour of distal factors at the macro level cannot be ignored."                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Soebahar, Ghoni, Muhajarah (2021)    | SEM      | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Reference                               | Methods                                       | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Syukur, Bungkilo, Jongsureyapart (2021) | Multiple regression analysis (MRA)            | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Abadi, Mahdavian, Fattahi (2021)        | Hierarchical features                         | "Research findings make known that three seminal constructs of the TPB, such as attitude, subjective norms, and behavioural control, have a positive effect on behavioural intention."                                                                                                                                                                                                                                                                                  |
| Kita et al. (2021)                      | Cluster Analysis                              | "The ETPB has been proven to play a vital role in understanding a mother's attitude regarding food choice."                                                                                                                                                                                                                                                                                                                                                             |
| Sciarelli et al. (2021)                 | PLS-SEM                                       | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Elhoushy (2020)                         | CFA, SEM                                      | "Consistent with previous studies showing that extended TPB frameworks have superior explanatory power in contexts of sustainable decisions."                                                                                                                                                                                                                                                                                                                           |
| Milijevic, Sklavounos, Rotsios (2020)   | Factor Analysis                               | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Balakrishnan, Foroudi (2020)            | SEM, EFA                                      | "In order to enhance the value of the traditional TPB model, this work included social media as a major construct and analysed the strength and direction of its relationship with corporate reputation, subjective norms, perceived control beliefs and purchase intention with respect to innovative food products. The findings of this work will open new avenues and directions for research and provide useful insights."                                         |
| Pacho (2020)                            | CFA-SEM                                       | "The study extends the Theory of Planned Behaviour (TPB) by mediating health consciousness and subjective knowledge in the TPB model. The study suggests that the inclusion of health consciousness and subjective knowledge constructs in the TPB model will improve the explanatory power in predicting the consumer's purchase intention toward organic food. Besides, the study intended to contribute to the TPB by involving knowledge and health consciousness." |
| Dangi, Narula, Gupta (2020)             | Multiple linear regression (MLR)              | "The results support the usefulness of the extended framework of the TPB model to predict organic food purchase intention among consumers in Delhi-NCR, India."                                                                                                                                                                                                                                                                                                         |
| David et al. (2020)                     | SEM                                           | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Thompson et al. (2020)                  | SEM, Weighted least square mean value (WLSMV) | "The study highlights the usefulness but also the limitations of the TPB in explaining expiry date disposal decisions, specifically that the addition of habit could improve its explanatory power."                                                                                                                                                                                                                                                                    |
| Xin, Seo (2020)                         | SEM                                           | "This study has proven the applicability of a well-established social psychological model of TPB as a personal factor for examining consumer functional food purchase intention."                                                                                                                                                                                                                                                                                       |
| Amalia, Sosianika, Suhartanto (2020)    | PLS                                           | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                    |

| Reference                                | Methods                 | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Boobalan, Nachimuthu (2020)              | SEM                     | "The contribution of this study has enhanced the predictive power of TPB through the addition of a measure responsive efficacy as an antecedent to the constructs of TPB with the support of the Protection Motivation Theory."                                                                                                                                                 |
| Cantaragiu, Ghinea (2020)                | Hierarchical regression | "The results obtained showed not only that the traditional model based on the Theory of Planned Behaviour is applicable to the study of consumer food waste in Romania but also that the model can be extended with the addition of workaholism as a direct predictor of several food waste behaviours."                                                                        |
| Brune et al. (2020)                      | Rep-MANOVA              | "Although the TPB facilitated the understanding of how participating in agritourism influences consumer behaviour, the low variance explained (20%) suggests that other constructs in the analysis might be required."                                                                                                                                                          |
| Thaivalappil, Papadopoulos, Young (2020) | MLR                     | "The TPB is a useful framework for investigating the adoption of safe food handling behaviours in older adults, especially safe storage which is an underperformed practice by this group. The study found all TPB antecedents to be predictors of behavioural intentions except attitudes, which proved to be only a significant predictor of intentions to safely thaw meat." |
| Neubig et al. (2020)                     | CFA                     | "Results regarding the extended TPB model suggest that all paths theoretically postulated by the TPB as well as the newly included construct of personal norm significantly influence the intention to reduce food waste. However, the influence of personal norm, attitude and subjective norm on intention clearly exceeds that of PBC."                                      |

Source: synthesis and direct quotes based on the analysis of listed literature

### 3.3. S-O-R Model

The Stimulus-Organism-Response (S-O-R) model was developed by Robert Session Woodworth in 1929. It describes how environmental stimuli are translated into consumer behaviour and how people make rational decisions. It was also theoretically extended by Mehrabian-Rusell in 1974 and modified by Jacoby in 2002. As people's decision-making process is not fully dependent on rational behaviour, the SOR model resolves the rational assumptions issue of Stimulus-Response Theory by paying more attention to the areas that are related to organisms' internal reactions when judging people's cognitive and affective states to explain their behaviour (Shah et al., 2021). Table 2 presents the analysis of the papers discussing the research conducted with the use of the S-O-R model. The S-O-R model is considered applicable to the research issues and explains purchase intention and consumer behaviour (Lee, Fu, Chen, 2020; Lin, Li, Guo, 2021; Marinković, Lazarević, 2021; Souki et al., 2022). In the two studies, there are not any mentions of the theory used in the paper Khalid (2021) and Wang et al. (2022a).

**Table 2.** Critical review of papers with the Stimulus-Organism-Response Model (S-O-R)

| Reference                    | Methods  | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Souki et al. (2022)          | SEM      | "Future investigations should include variables that may moderate the relationship between stimulus and organism and between organism and response, enhancing the applicability of the S-O-R Theory."                                                                                                                                                                                                                                                                                                                                                                                     |
| Wang et al. (2022a)          | CFA      | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Khalid (2021)                | SEM      | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Lin, Li, Guo (2021)          | PLS-SEM  | "The authors applied the S-O-R theory to explain consumers' continuous purchase intention related to organic foods, which expands the scope of S-O-R research and provides a theoretical basis for future research on the willingness of consumers to re-purchase organic foods."                                                                                                                                                                                                                                                                                                         |
| Marinković, Lazarević (2021) | SEM      | "The main starting point was the methodology of the S-O-R model. According to this, perceived risk and precautions related to the COVID-19 virus pandemic were observed as an external stimulus in the model."                                                                                                                                                                                                                                                                                                                                                                            |
| Shah et al. (2021)           | SEM, CFA | "This study demonstrated the effectiveness of the novel mobile channel in the S-O-R framework by using a mobile app to place food orders from fast-casual restaurants in Indonesia."                                                                                                                                                                                                                                                                                                                                                                                                      |
| Liang, Lim (2021)            | SEM      | "The S-O-R model was used as the theoretical basis of this study, the characteristics of the organic food industry (e.g., food, environment, certification, and consumers) establish a comprehensive framework with food factors (nutritional value and attitude towards organic food), an environmental factor (environmental protection effect), individual health factors (health consciousness, preference for natural food, and health risk), certification labelling factors (attitude towards organic food labelling and trust in organic food labelling) and purchase intention." |
| Lee, Fu, Chen (2020)         | SEM, CFA | "The research makes use of Mehrabian and Russell's S-O-R model to assess a theoretical trust factors–attitudes–behaviour model among consumers of organic foods."                                                                                                                                                                                                                                                                                                                                                                                                                         |

**Source:** synthesis and direct quotes based on the analysis of listed literature

### 3.4. Theory of Reasoned Action

The Theory of Reasoned Action (TRA) was proposed by Martin Fishbein in 1967. It consists of three variables: attitudes, subjective norms and behaviour intentions which result in consumer behaviour. Attitude means the positive or negative of a certain outcome and explains the human behavioural intention. Subjective norms present the impact of the perception of family, friends and peer groups. The TRA was also revised and expanded with the Theory of Planned Behaviour (TPB) and Reasoned Action Approach (RAA) to overcome discrepancies in the A-B relationship (Kumar et al., 2023). Table 3 presents the analysis of the papers with the research conducted with the use of the TRA model. In most papers, there is a missing author's perspective

on the theory and model, so in the research area, the TRA model is used without reflection. On the other hand, the TRA model is applicable to some scientific issues (Li, Jaharuddin, 2021; Kumar et al., 2023).

**Table 3.** Critical review of papers with the Theory of Reasoned Action (TRA)

| Reference             | Methods     | The authors' perspective on the theory or model                                                                                                                                                           |
|-----------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Kumar et al. (2023)   | PLS-SEM     | "The study confirms that the environmental concern has its applicability in the TRA model when studying consumer awareness towards organic food."                                                         |
| Li, Jaharuddin (2021) | SEM         | "With the application of TRA, consumers' intention of purchasing organic food was significantly underpinned by the majority of background factors from individual, social, and information perspectives." |
| Rahman et al. (2021)  | PLS-SEM     | Lack of opinion from the authors on the theory used.                                                                                                                                                      |
| Singh et al. (2021)   | CB-SEM, CFA | Lack of opinion from the authors on the theory used.                                                                                                                                                      |
| David et al. (2020)   | PLS-SEM     | Lack of opinion from the authors on the theory used.                                                                                                                                                      |
| Mohanty (2020)        | SEM         | Lack of opinion from the authors on the theory used.                                                                                                                                                      |
| Effendi (2020)        | SEM         | Lack of opinion from the authors on the theory used.                                                                                                                                                      |

**Source:** synthesis and direct quotes based on the analysis of listed literature

### 3.5. Technology Acceptance Model

The Technology Acceptance Model (TAM) was initially developed by Davies in 1989. It was established in a study of employees at IBM using computer technology, considering their perceived usefulness and ease of use as causal antecedents to acceptance and adoption. Moreover, a similar study was conducted by Davis, Bagozzi and Warshaw in 1989. They added to the model attitudes towards using technology (Tsai et al., 2023). Table 4 presents the analysis of the papers with the research based on the TAM model. The TAM model could be adapted in the research on consumer behaviour with its constructs (Wen, Pookulangara, Josiam, 2022; Tomas-Francois, Somogyi, 2023) and could be also combined with the TPB model (Troise et al., 2021). Nevertheless, in two studies by Chung et al. (2021) and Tasi et al. (2023), there is a lack of opinion from the authors on the TAM's usefulness (Chung et al., 2021; Tsai et al., 2023).

**Table 4.** Critical review of papers with the Theory Acceptance Model (TAM)

| Reference                        | Methods | The authors' perspective on the theory or model                                                                                                                                                                                                      |
|----------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Thomas-Francois, Somogyi (2023)  | CFA     | "Social factors that extended the TAM model have a major impact on the adoption of this nascent form of grocery shopping."                                                                                                                           |
| Tsai et al. (2023)               | SEM     | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                 |
| Wen, Pookulangara, Josiam (2022) | SEM-PLS | "Predictors of TAM model (including perceived innovativeness, hedonic and utilitarian motivations, perceived usefulness, perceived ease of use, and food safety risk perception) of these four basic constructs were also identified and confirmed." |
| Troise et al. (2021)             | PLS-SEM | "Combining the TAM and TPB provides a valid and significant model that can be used to understand online food delivery users' behavioural intentions."                                                                                                |
| Chung et al. (2021)              | SEM     | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                 |

**Source:** synthesis and direct quotes based on the analysis of listed literature

### 3.6. Theory of Consumption Value

The Theory of Consumption Value (TCV) was proposed by Sheth in 1991. It consists of five main consumption values that have an impact on purchase behaviour: functional, social, emotional, conditional, and epistemic. The TCV has been utilised in various contexts such as food consumption behaviour and brand loyalty (Chakraborty, Dash, 2023). Table 5 consists of the analysis of the papers with the TCV. From the authors' perspective, the inclusion of TCV theory in the research strengthens the explanatory power of the models (Mohd Suki, Majeed, Mohd Suki, 2022) and delivers a deeper understanding of consumer behaviour (Chakraborty, Dash, 2023). The implication of TCV was accompanied by the authors' comments.

**Table 5.** Critical review of papers with the Theory of Consumption Value (TCV)

| Reference                     | Methods                  | The authors' perspective on the theory or model                                                                                                                                                                             |
|-------------------------------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chakraborty, Dash (2023)      | SEM, Moderation analysis | "This research highlights the TCV which enables the long-term use of natural food products. In addition, the importance of attitude as a moderator of purchase intent provides a deep understanding of customer behaviour." |
| Chakraborty et al. (2022)     | SEM                      | "Visibility mediated the relationship between consumption values (TCV) and usage intention."                                                                                                                                |
| Tavitiyaman, Tsang, Lo (2022) | CFA                      | "The Theory of Consumption Values is still applicable to food delivery apps products and services for assessing customers' decision-making, evaluation, and behavioural intentions during an unexpected pandemic."          |

| Reference                           | Methods | The authors' perspective on the theory or model                                                                                                                                                                                                                                                        |
|-------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mohd Suki, Majeed, Mohd Suki (2022) | CB-SEM  | "By using the Theory of Consumption Values, this study examined 11 hypothesised relationships; the inclusion of the consumption values in the model strengthens the explanatory power of the model."                                                                                                   |
| Tandon et al. (2021)                | SEM     | "The study contributes toward contextualising the TCV by developing and testing context-specific consumption values in the FDA context. Thus, we extend the applicability of TCV to the study of food retailing through the examination of technology-enabled platforms – namely, food delivery apps." |

Source: synthesis and direct quotes based on the analysis of listed literature

### 3.7. Unified Theory of Acceptance and Use of Technology

The Unified Theory of Acceptance and Use of Technology (UTAUT) was formulated by Viswanath Venkatesh and co-authors in 2003. In the UTAUT, four main constructs (i.e., social influence, effort expectancy, performance expectancy, and facilitating conditions) are presented as significant factors of behavioural intention to use technology and its actual usage (Fachrurrozie et al., 2023). Table 6 gathers the analysis of the papers with the UTAUT theory. The UTAUT theory is supposed to be not useful in this research area. In Fachrurrozie et al. (2023), the construct was not found to affect the purchase intention and the research by Hong, Choi, and Joung (2023) did not include any opinion on the theory used.

**Table 6.** Critical review of papers with the Unified Theory of Acceptance and Use of Technology (UTAUT)

| Reference                  | Methods       | The authors' perspective on the theory or model                                                                |
|----------------------------|---------------|----------------------------------------------------------------------------------------------------------------|
| Hong, Choi, Joung (2023)   | CFA, SEM      | Lack of opinion from the authors on the theory used.                                                           |
| Fachrurrozie et al. (2023) | Path analysis | "UTAUT constructs (price value, hedonic motivation, and habit) do not affect the intention to buy halal food." |

Source: synthesis and direct quotes based on the analysis of listed literature

### 3.8. Other Theories and Models Available in the Papers

the literature analysis conducted shows that there are also theories and models which were used only once in the papers. Table 7 presents the analysis of the papers with the research based on the remaining theories or models available in the literature. Firstly, in many studies, there was no authors' perspective on the theory or model used within the research (Souki et al., 2020; Duarte, Teixeira, Silva, 2021; Abu Hatab et al., 2022; Farhan, 2022; Khalil et al., 2022; Ma et al., 2022; Patchimnan, Inson, Phankaew, 2022; Poon, Tung, 2022; Poonia et al., 2022; Syed, Sh Ahmad, Shah, 2022; Nguyen, Dang, Le-Anh, 2023). Secondly, most of the theories were perceived by the authors as very useful, enabling them to explain research issues (e.g., Lian, Rajadurai,

2020; Souki et al., 2020; Tseng et al., 2020; Oliveira et al., 2021; Vittuari et al., 2021; Alagarsamy et al., 2022; Ambad, Haron, Ishar, 2022; Kamboj, Kishor, 2022; Adel, Dai, Roshdy, 2023; Casas-Rosal, Segura, Maroto, 2023; Jiang, Farag, 2023; Ugunesh et al., 2023). Last but not least, none of the theories and models were extended or modified, as they allowed the researchers to completely cover the studied issues.

**Table 7.** Critical review of papers with other theories and models of consumer behaviour

| Reference                      | Theory/Model                                   | Methods                             | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------|------------------------------------------------|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nguyen, Gao, Anderson (2023)   | LENS model Brunswik 1956                       | Factor Analysis                     | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Jiang, Farag (2023)            | COM-B model Miche et al. 2011                  | MLR                                 | "This study was the first to adopt the COM-B model to explore the factors influencing the motivation, capability and opportunity of Chinese consumers to purchase PBMA, filling the search gap and providing a theoretical framework and guidance for future research."                                                                                                                                                                                                                                                                                                                                                                                                           |
| Ugunesh et al. (2023)          | Reasoned Action Approach (RAA) Fishbein, Ajzen | Individual in depth interview (IDI) | "The effectiveness of RAA was mirrored similarly in a prior research study conducted amongst UK adolescents, targeting perceived hurdles to the consumption of whole grains."                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Prelez, Wang, Shreedhar (2023) | Extend TPB                                     | LSR (Least-Squares Regression)      | "The ETPB variables were assessed before the experimental manipulation, and this could have primed participants with a waste-reduction mindset and resulted in a positive bias in the outcome estimates. There are also certain constraints to the ETPB framework adopted by the research. Firstly, it can be used to explore only one type of behaviour and, hence, may not adequately explain complex behavioural dynamics such as habit formation. Secondly, the core assumption of the model raises questions about its validity, as behaviours could also be influenced by other factors (e.g., emotions, socioeconomic circumstances, and affect) that are not considered." |

| Reference                          | Theory/Model                                                                             | Methods   | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------|------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Adel, Dai, Roshdy (2023)           | Theory of Purchase Value, Monroe and Chapman 1987                                        | PLS-SEM   | "Operationally, this study employs distinct measures of both perceived acquisition value and transaction value. It has categorised the perceived value into two dimensions; acquisition value and transaction value, as suggested by the Utility Theory and Purchase Value Theory. This distinction is believed to enable us to obtain a better understanding of the whole picture's perceived value, due to the inclusion of the psychological pleasure the purchaser might experience from purchasing a product on a deal." |
| Casas-Rosal, Segura, Maroto (2023) | Preference Ranking Organisation Method for Enrichment Evaluation (PROMETHEE), Brans 1982 | PROMETHEE | "The ordered segments obtained by the extended FlowSort method are compared to segments generated from net flows of PROMETHEE for categories of criteria, which allows us to pinpoint the consumer preferences."                                                                                                                                                                                                                                                                                                              |
| Ma et al. (2022)                   | Expectation Confirmation Theory (ECT), Oliver 1977                                       | PLS-SEM   | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Mazhar et al. (2022)               | TPB + Ecological Conscious Consumer Behaviour (ECCB)                                     | PLS       | "Subjective norms and perceived behaviour control strongly affect green purchase intention and ecological conscious consumer behaviour (ECCB)."                                                                                                                                                                                                                                                                                                                                                                               |
| Ambad, Haron, Ishar (2022)         | Social Identity Theory (SIT), Tajfel and Turner 1979                                     | SEM-PLS   | "The findings corroborate with the Social Identity Theory that people's self-concepts are shaped by their affiliation with social groupings."                                                                                                                                                                                                                                                                                                                                                                                 |
| Kamboj, Kishor (2022)              | Value-Attitude-Behaviour Hierarchy (VABH), Homer and Kahle 1988                          | PLS-SEM   | "There is a dearth of studies on the value-attitude-behaviour framework in India with respect to enlightened organic food consumption. Hence, the authors addressed this theoretical gap in the current body of the literature by utilising the VABH model as a useful predictive model. They extended the VABH model by adding green purchase intention (GPI) as a mediator between green purchase attitude (GPA) and green purchase behaviour (GPB)."                                                                       |
| Poon, Tung (2022)                  | Model Goal-Directed Behavior (MGB), Perugini and Bagozzi 2001                            | PLS-SEM   | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| Reference                   | Theory/Model                                                        | Methods                | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------|---------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Khalil et al. (2022)        | Innovation Resistance Theory (IRT), Ram and Sheth 1989              | SEM                    | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                           |
| Alagarsamy et al. (2022)    | Health Belief Model (HBM), Hochbaum et al. 1950                     | SEM                    | "The research provides empirical evidence that supports the HBM's ability to predict consumers' intention to adopt organic food as a way of life to build immunity and reap health-related benefits. HBM variables, such as perceived benefits, perceived threats and cues to action, positively influence a person's intention to purchase organic food."                                                                     |
| Farhan (2022)               | Value-Attitude-Behaviour Hierarchy (VABH), Homer and Kahle 1988     | PLS, Mann-Whitney test | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                           |
| Syed, Sh Ahmad, Shah (2022) | Self-Determination Theory (SDT), Deci and Ryan 1985                 | PLS-SEM                | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                           |
| Das, Ramalingam (2022)      | Social Cognitive Theory (SCT), Bandura 1986                         | CFA                    | "If resilience is a self-efficacy determinant of purchase satisfaction, the findings support the assertion that it is a crucial driver of behavioural processes. This strengthens conceptualisation of resilience as a critical Social Cognitive Theory (SCT) subset of self-efficacy determinants important for SCT behavioural processes such as purchase satisfaction in the setting of pandemics (SCT environmental set)." |
| Wang et al. (2022a)         | Utilisation Theory (UT)                                             | Experiment             | "The findings add to the current understanding of the Utilisation Theory."                                                                                                                                                                                                                                                                                                                                                     |
| Abu Hatab et al. (2022)     | Extended Integrative Model of Behavioural Prediction, Fishbein 2009 | SEM, MLR               | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                                                           |

| Reference                          | Theory/Model                                                     | Methods                                                                                                                           | The authors' perspective on the theory or model                                                                                                                                                                                                                                                                                                                                                |
|------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Poonia et al. (2022)               | Social Practices Theory                                          | TISM (Total Interpretive Structural Modelling), MICMAC (Impact Matrix Cross-Reference Multiplication Applied to a Classification) | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                           |
| Patchimnan, Inson, Phankaew (2022) | Black Box Model, Kotler et al. 2004                              | SEM                                                                                                                               | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                           |
| Oliveira et al. (2021)             | Means-End Chain Theory (MEC), Gutman 1982                        | EFA, SEM                                                                                                                          | "The relations between the constructs that compound the attributes, consequences and values, which are observed in the hypothetical model and tested using the SEM, show the adequacy of the Means-End Chain Theory (MEC) to explain the behaviour of consumers of coffee in capsules."                                                                                                        |
| Chen et al. (2021)                 | Sustainable Consumption Transition (SCT)                         | Fuzzy Delphi Method, Choice Experiment Method                                                                                     | "This study suggests the need for improvement and evaluation of the aspects with negative effects such as egoistic values and lack of knowledge to obtain better willingness to pay (WTP) toward Sustainable Consumption Transition (SCT)."                                                                                                                                                    |
| Duarte, Teixeira, Silva (2021)     | Consumer Perception Theory                                       | SEM                                                                                                                               | Lack of opinion from the authors on the theory used.                                                                                                                                                                                                                                                                                                                                           |
| Vittuari et al. (2021)             | Motivation-Opportunity-Ability (MOA), MacInnis and Jaworski 1989 | SEM                                                                                                                               | "The impact of uncertainty resulted in being significant on Motivation-Opportunity-Ability (MOA) constructs, suggesting that its integration into the framework could help to take into consideration and explain the role of exogenous factors and unforeseen events. In this sense, the MOA framework could be extended in the Motivation-Opportunity-Ability-Uncertainty framework (MOAU)." |
| Talwar et al. (2021)               | Stimulus-Organism-Behaviour-Consequence (SOBC)                   | CFA, SEM                                                                                                                          | "A comprehensive theory, such as Stimulus-Organism-Behaviour-Consequence (SOBC), can provide future researchers with a wider scope for investigating organic food consumer behaviour."                                                                                                                                                                                                         |

| Reference              | Theory/Model                                                          | Methods                      | The authors' perspective on the theory or model                                                                                                                            |
|------------------------|-----------------------------------------------------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tseng et al. (2020)    | Ecological Modernisation Theory (EMT), Sonnenfeld and Spaargaren 2009 | Delphi Method, Fuzzy DEMATEL | "From a theoretical perspective, the Ecological Modernisation Theory (EMT) is used to solve problems found in the transition process."                                     |
| Souki et al. (2020)    | EKB, Blackwell et al. 2011                                            | SEM                          | Lack of opinion from the authors on the theory used.                                                                                                                       |
| Lian, Rajadurai (2020) | Hierarchy of Effects Model (HEM), Lavidge and Steiner 1961            | SEM                          | "The study has proven the applicability of Hierarchy of Effects Model (HEM) in determining the consumers' organic food purchase intentions and actual purchase behaviour." |

Source: synthesis and direct quotes based on the analysis of listed literature

## 4. Conclusions and Limitations

The paper presents an extensive critical literature analysis of the most recent scientific journals with regard to the usage of the theories and models of consumer behaviour concerning the purchase intention in the food market. This paper helps with finding the most suitable theory or model, along with methodology, for future studies in this research area. The articles in this research area are published in journals such as "The British Food Journal." The critical literature review indicates that there are several theories that are dominant in the literature and the most frequently used theory or model is the Theory of Planned Behaviour (TPB), despite being introduced in 1985 and often modified and extended in the literature by other researchers. This domination of several theories might have happened as a result of consistent usage of the most popular theories and models in this research area by other authors of articles as a justification for their theoretical backgrounds. Researchers consider those theories and models as useful and helpful in explaining consumer behaviour in the food market despite the fact that in several papers the authors did not include any conclusion or view on the implemented theory or model, which should be part of the research study. On the other hand, the authors combined two or even three theoretical backgrounds to come up with complete results in their research (e.g., David et al., 2020; Li, Jaharuddin, 2021; Troise et al., 2021; Wen, Pookulangara, Josiam, 2022; Fachrurrozie et al., 2023). During the selection procedure, it was also noticeable that many papers were in line with the topic of the critical review but did not include any theories or models of consumer behaviour, which resulted in their exclusion from the analysis. There are some limitations in our research. The first limitation of this review is its reliance solely on the Scopus database for literature retrieval. While Scopus offers a broad coverage of scholarly publications, the exclusion of other significant databases, such as the Web of Science, may have resulted in the omission of potentially relevant studies. Furthermore,

the restriction to articles published in the English language may have inadvertently excluded valuable insights and research findings documented in other languages, potentially introducing a linguistic bias into the synthesis. Also, the method of critical literature review is seen in the literature as not sufficiently structured, i.e., there is no minimum quantity of publications which should be taken into consideration. Finally, the selection process employed by the authors represents a limitation, as it may have had a considerable impact on the articles chosen for inclusion.

## 5. Areas for Future Research

With regard to future research, it is recommended to focus on comparing theories and models of consumer behaviour, as this could help identify their main weaknesses as well as theoretical and practical gaps. We would also suggest conducting a literature review with different available literature analysis methods such as a systematic literature review and a bibliometric literature review. Both methods could be also used in papers in other languages than English. For subsequent reviews, it is strongly advisable to incorporate the Web of Science database in addition to Scopus. While the current review has exclusively utilised Scopus, the inclusion of Web of Science would provide a more comprehensive and potentially diverse coverage of the relevant literature, thereby enhancing the rigor and breadth of the synthesis.

## 6. Abbreviations

TPB: Theory of Planned Behaviour; SOR: Stimulus-Organism-Response; TAM: Technology Acceptance Model; TRA: Theory of Reasoned Action; TCV: Theory of Consumption Value; UTAUT: Unified Theory of Acceptance and Use of Technology; OTHERS: all other models included in the papers only one time; PLS-SEM: Partial Least Square Structural Equation Modelling; FGI: Focus Group Interview; SEM: Structural Equation Modelling; CB-SEM: Covariance-Based Structural Equation Modelling; EFA: Exploratory Factor Analysis; PLS: Partial Least Square; CFA: Confirmatory Factor Analysis; PLS-MGA: Partial Least Square Multigroup Analysis; MRA: Multiple Regression Analysis; MLR: Multiple Linear Regression; WLSMV: Weighted Least Square Mean Value; IDI: Individual In Depth Interview; TISM: Total Interpretive Structural Modelling; MICMAC: Impact Matrix Cross-Reference Multiplication Applied to a Classification; LSR: Least-Squares Regression.

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## Teorie i modele zachowań nabywców w odniesieniu do intencji zakupowych produktów spożywczych – krytyczna analiza literatury

### Streszczenie:

W obecnym dynamicznie zmieniającym się środowisku i w niestabilnej gospodarce istnieje wiele czynników, które modyfikują intencje zakupu żywności przez konsumentów. Z tego powodu w literaturze badawczej dotyczącej intencji zakupu na rynku spożywczym nadal istnieje potrzeba dalszego wykorzystania i adaptacji dostępnych modeli i teorii zachowań konsumentów. Celem artykułu jest określenie, jakie dominujące teorie i modele są stosowane w literaturze w analizie zachowań konsumentów w odniesieniu do intencji zakupu na rynku spożywczym. Dodatkowo autorzy prezentują sposoby prowadzenia badań, metody badawcze, a także perspektywy autorów artykułów na teorie lub modele, aby przedstawić przyszłe możliwości badań jakościowych i ilościowych w tym obszarze badawczym. Autorzy analizują 111 artykułów opublikowanych w latach 2020–2023. Metodą analizy literatury jest przegląd krytyczny. Wyniki wskazują, że najczęściej stosowaną teorią lub modelem w analizie zachowań konsumentów na rynku spożywczym jest teoria planowanego zachowania (TPB), niemniej jednak w kilku badaniach obserwuje się, że teorie i modele w literaturze są wykorzystywane bez podanej perspektywy lub wniosków autorów w tym obszarze badawczym.

### Słowa kluczowe:

zachowania nabywców, intencje zakupowe, produkty spożywcze, teoria, model, krytyczna analiza literatury

### JEL:

D1, D11