

AI and Organic Food Marketing – Consumer Perspectives: Influence of AI-Based Personalized Advertisements on Organic Food Buying Behavior: A Qualitative Study of Consumers in Mumbai

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Abstract: With the proliferous rise of social media and online shopping portals, consumers nowadays are continuously exposed to personalized advertisements generated through Artificial Intelligence (AI). Organic food brands are actively using AI-based algorithms to recommend products based on consumers' online searches, health interests, purchase history, and browsing behavior. The present study aims to understand how consumers in Mumbai perceive AI-based personalized advertisements related to organic food products and how these advertisements influence their purchase behavior. The study emphasizes on urban consumers between the age group of 25–45 years who regularly use digital platforms such as Instagram, YouTube, Google, and online grocery applications and have prior experience purchasing organic food products. A qualitative research approach has been adopted for the study. Data was collected through semi-structured in-depth interviews with approximately 27 consumers selected using purposive sampling. The study attempts to explore consumers' experiences with repeated product recommendations, health-focused advertisements, influencer promotions, and targeted organic food suggestions appearing on digital platforms. The collected responses were analyzed using thematic analysis to identify common patterns, opinions, and behavioral responses. The study aims to highlight that AI-driven advertisements and promotions increase awareness and curiosity regarding organic food products and often encourage trial purchases. The findings are likely to show that while AI-based personalization affects consumer attention and engagement, final purchase decisions continue to depend on factors like trust, quality of products, reviews, and previous consumption experience.

Keywords: AI, Organic food, Consumer behavior, Sustainability, Consumer Engagement, Digital Marketing.

1. Introduction

The digital revolution has fundamentally transformed the way businesses interact with consumers. With rapid advancements in Artificial Intelligence (AI), marketing has evolved from a one-size-fits-all approach to a more personalized and data-driven strategy. Today, AI enables businesses to analyse vast amounts of consumer data, including browsing history, online searches, purchase behaviour, and social media activity, to deliver advertisements and product recommendations that closely match individual preferences. As a result, consumers are increasingly exposed to personalized content that is designed to capture their attention and influence their purchasing decisions.

At the same time, consumer awareness regarding health, environmental sustainability, and food safety has grown considerably, leading to an increased demand for organic food products. Modern consumers are becoming more conscious about the quality of the food they consume and are actively seeking healthier and more responsible alternatives. Recognizing this shift in consumer preferences, organic food companies are increasingly incorporating



AI-powered marketing tools into their promotional strategies to communicate with potential buyers more effectively and create personalized shopping experiences.

The widespread use of digital platforms such as Instagram, Facebook, YouTube, Google, and online grocery applications has further strengthened the role of AI in marketing. Every click, search, purchase, and interaction made by consumers on these platforms generates valuable information that AI systems use to understand individual interests and preferences. Based on this information, consumers frequently receive personalized advertisements recommending organic food products that align with their lifestyle, dietary choices, or previous online behavior. These recommendations have become an integral part of the digital shopping experience and often influence the way consumers discover and evaluate products.

Unlike traditional advertising, AI-based personalized marketing focuses on delivering relevant content to the right consumer at the right time. This approach not only increases the visibility of products but also creates a more engaging and meaningful experience for consumers. Personalized advertisements can introduce consumers to new organic food products, provide useful health-related information, and simplify product discovery by reducing the effort required to search for suitable alternatives. Consequently, AI-driven marketing has become an important tool for businesses seeking to build stronger customer relationships and improve consumer engagement.

However, consumers do not always respond to personalized advertisements in the same way. While many appreciate receiving product recommendations that match their interests and needs, others remain cautious about the extensive use of personal data and the growing influence of AI on their online activities. In addition, although personalized advertisements may attract consumers' attention and encourage them to explore organic food products, the final purchase decision is rarely influenced by advertising alone. Factors such as trust in the brand, product quality, certification, pricing, online reviews, availability, and previous purchasing experiences continue to play a significant role in shaping consumers' buying behavior.

Over the past few years, researchers have examined various factors influencing organic food consumption, including health consciousness, environmental concern, green marketing, product quality, certification, and consumer trust. More recently, studies have also explored the application of artificial intelligence in digital marketing through machine learning, predictive analytics, recommendation systems, virtual influencers, and sentiment analysis. These technological developments have undoubtedly transformed marketing practices and improved businesses' ability to reach consumers more efficiently.

Despite these developments, limited research has specifically explored how AI-based personalized advertisements influence consumers' buying behavior towards organic food products. Most existing studies have focused either on the technological capabilities of AI or on general consumer behavior, with relatively little attention given to the interaction between personalized AI advertising and consumers' purchasing decisions in the organic food sector. Furthermore, empirical evidence from developing countries, particularly India, remains limited. Considering the rapid growth of digital commerce, increasing internet penetration, and rising demand for organic food, understanding consumer responses to AI-enabled marketing has become increasingly important.

Mumbai provides an appropriate setting for examining this phenomenon because of its large urban population, widespread use of digital technologies, and growing awareness of health and sustainable living. Consumers in the city regularly engage with social media platforms, online search engines, and e-commerce applications, where AI-generated advertisements have become a common part of their daily online experience. Exploring how these personalized advertisements shape consumers' perceptions and influence their buying decisions can provide meaningful insights into contemporary digital marketing practices.

Against this backdrop, the present study adopts a qualitative research approach to explore consumers' experiences with AI-based personalized advertisements related to organic food products. Through semi-structured, in-depth interviews with consumers in Mumbai, the study seeks to understand how individuals perceive AI-generated recommendations, targeted promotional messages, health-oriented advertisements, and influencer-based marketing on digital platforms. More importantly, it aims to examine whether these personalized marketing efforts merely capture consumers' attention or whether they genuinely influence their intention to purchase and actual buying behaviour.

The findings of this study are expected to contribute to the growing body of knowledge on artificial intelligence, digital marketing, and consumer behaviour. From a practical perspective, the study will provide valuable insights for marketers and organic food businesses seeking to develop more effective and consumer-centric AI-driven marketing strategies. At the same time, it will offer a better understanding of the factors that continue to influence purchase

decisions beyond personalized advertising, thereby supporting the development of responsible and sustainable digital marketing practices in the organic food sector.

The existing literature clearly demonstrates that substantial research has examined the influence of health consciousness, environmental concern, product quality, green marketing, corporate social responsibility, trust, certification, and sustainability on consumers' organic food purchasing behaviour. More recent studies have also explored the application of artificial intelligence in marketing through machine learning, predictive analytics, virtual influencers, personalized recommendations, and sentiment analysis.

Table 1.1 Applications of Artificial Intelligence in Food and Organic Food Marketing

Datasets, AI Algorithms, Validation Strategies, Performance Metrics and Marketing Outcomes

Application Area	Dataset Type / Size	AI Approach	Validation Strategy	Performance Metrics	Key Outcome / Benefit
Personalized food and organic product recommendations	Consumers' browsing history, purchase history, dietary preferences, food ratings and online interactions.	AI-powered recommendation systems, including content-based, collaborative and hybrid filtering, analyse consumers' preferences to recommend relevant organic food products.	Offline evaluation using cross-validation across multiple datasets.	Precision, Recall, F1-score, MAP, NDCG and Accuracy.	Provides highly personalized product suggestions, improves customer engagement, enhances shopping experience and encourages repeat purchases.
Consumer purchase prediction	Consumer demographics, lifestyle characteristics, purchase history and behavioural data.	Machine learning models such as Random Forest, SVM, Decision Trees and Artificial Neural Networks identify consumers who are most likely to purchase organic food.	Train-test split with k-fold cross-validation.	Accuracy, Precision, Recall and ROC-AUC.	Help businesses forecast purchasing behaviour, optimise promotional campaigns and improve marketing efficiency.
Consumer sentiment analysis	Online reviews, blogs, discussion forums and	Natural Language Processing (NLP) and transformer-	Cross-validation combined with human	Accuracy, Precision, Recall and F1-score.	Enables marketers to understand consumer perceptions,

	social media conversations.	based models analyse opinions, emotions and recurring themes related to organic food products.	annotation .		identify emerging trends and refine communication strategies.
Digital food marketing monitoring	Content from online grocery platforms, food delivery applications, restaurant websites and social media.	Computer vision, NLP and supervised machine learning automatically identify food promotions and digital advertisements.	Manual validation supported by AI-based classification.	Classification accuracy and Cohen's κ .	Facilitates continuous monitoring of online food marketing practices and supports evidence-based marketing decisions.
Customer segmentation	CRM databases, loyalty programme records and purchasing patterns.	AI clusters consumers with similar behaviors and preferences to support targeted marketing.	Internal and external validation of clustering models.	Silhouette score and cluster accuracy.	Improves personalized communication, customer targeting and long-term relationship management .
Demand forecasting	Historical sales data, seasonal demand and transaction records.	Regression models, XGBoost and neural networks forecast future demand for organic food products.	Hold-out validation using historical datasets.	RMSE, MAE and MAPE.	Supports inventory planning, reduces stock shortages and improves supply chain efficiency.

Source: Adapted and synthesized by the author from Bondevik et al. (2024) and Nayeri et al. (2026).

Despite these advancements, several important gaps remain. First, most AI-related studies have focused on technological applications or business performance rather than examining how AI-based personalized advertisements directly influence consumers' buying behaviour in the organic food sector. Second, existing research has largely investigated AI tools independently without integrating them with established consumer behaviour variables such as awareness, trust, perceived value, engagement, and purchase intention within a single conceptual framework. Third, much of the available evidence has been generated in developed countries, whereas empirical studies focusing on

emerging economies like India remain limited. Finally, very few studies have specifically examined consumers in metropolitan cities such as Mumbai, where rapid digital adoption, increasing health awareness, and the growing organic food market provide a unique context for understanding AI-driven consumer behaviour.

These gaps highlight the need for further empirical investigation into the influence of AI based personalized advertisements on organic food buying behavior among consumers in Mumbai, thereby providing the rationale for the present study.

2.Literature Review

A literature review was undertaken to study the use of AI in understanding the marketing trends of organic food in various countries of the world. Several studies have indicated that with the help of AI tools the buying behavior of the consumers can be transformed and contribute towards the business development and strengthen the business strategies towards the development of organic food products which is growing demand of the market. As this is to focus towards an eco-friendly & sustainable environment.

The authors highlighted that the use of AI-powered marketing tools has transformed the way organic food products are promoted.

Grace and Selvan Features such as personalized recommendations, predictive	
Grace and Selvan (2026)	Features such as personalized recommendations, predictive analytics, and automated customer interactions help businesses better understand consumer preferences, resulting in improved customer engagement and higher purchase intentions.
Hoq et al. (2025)	This study demonstrated that machine learning algorithms can effectively predict consumers' intentions to purchase organic food by analysing demographic and behavioural characteristics. The findings suggest that AI-driven predictive models can assist marketers in designing more targeted campaigns and accurately forecasting consumer demand.
Hengboriboon et al. (2022)	The study found that consumers are more likely to purchase organic food when they perceive the product to have a positive image and when companies actively engage in corporate social responsibility (CSR) and green marketing initiatives. A strong corporate reputation further strengthens consumer trust and positively influences purchase intentions.
Khan, Hameed, and Akram (2022)	Based on the Self-Determination Theory and the Theory of Planned Behaviour, the researchers concluded that consumers' attitudes, social influences, perceived behavioural control, and intrinsic motivation significantly affect their intention to purchase organic food. Among these factors, a positive attitude towards organic food emerged as one of the strongest predictors of actual buying behaviour.

The authors reported that AI-powered virtual influencers on social media can effectively encourage consumers to purchase organic food. The findings suggest that AI-driven marketing contributes to improved business performance by enabling better customer segmentation, personalized communication, and more efficient marketing campaigns. These AI applications also enhance customer satisfaction and strengthen long-term consumer relationships.

The authors identified product quality, health benefits, certification, price, promotional activities, and product availability as the major Melović et al.(2020) marketing factors influencing consumer acceptance of organic food.

They recommended improving promotional efforts and increasing market accessibility to encourage greater consumer adoption. The study emphasized that strong regulatory systems, reliable food safety standards, and recognized certification mechanisms are Price and Chen(2020) essential for building consumer confidence in organic food markets

Well-established regulatory frameworks also support the long-term growth of the organic food industry.

The author discussed the growing importance of prosumers and the sharing economy within the organic food value chain. The study suggests that greater consumer participation, digital platforms, and Dangi (2023) direct interactions between producers and consumers enhance transparency, sustainability, and value creation in organic food markets.

Overall Literature Synthesis

The reviewed studies collectively indicate that recent developments in artificial intelligence have significantly transformed the marketing of organic food products. AI enabled technologies, including personalized advertising, predictive analytics, machine learning, virtual influencers, and sentiment analysis, have enhanced marketers' ability to understand consumer behavior and deliver more personalized experiences. At the same time, traditional factors such as health consciousness, environmental concern, product quality, certification, trust, corporate social responsibility, and green marketing continue to play a vital role in shaping consumers' purchase intentions. The literature also highlights that AI-based marketing not only improves consumer engagement and marketing effectiveness but also strengthens business performance through better customer segmentation and communication. Despite these advancements, barriers such as premium pricing, limited product availability, and consumer skepticism remain important challenges for the wider adoption of organic food products.

Research Gap

Existing literature has extensively explored the influence of health consciousness, environmental concern, product quality, green marketing, trust, certification, and sustainability on consumers' organic food purchasing behaviour. Recent studies have also highlighted the growing role of Artificial Intelligence (AI) in marketing through technologies such as machine learning, predictive analytics, personalized recommendations, virtual influencers, and sentiment analysis.

However, limited research has specifically examined how AI-based personalized advertisements influence consumers' buying behaviour towards organic food products. Most studies have focused on the technological aspects of AI or its impact on business performance, with less attention given to consumers' perceptions and behavioral responses. In addition, there is a lack of empirical research integrating AI-driven personalized advertising with consumer behavior variables such as trust, awareness, engagement, and purchase intention, particularly in the Indian context. Studies focusing on metropolitan cities like Mumbai are also limited. Therefore, the present study seeks to bridge this gap by exploring the influence of AI-based personalized advertisements on organic food buying behaviour among consumers in Mumbai.

3.Research Methodology, Data Analysis and Findings Report

1. Research Methodology

The present study was done to understand consumer perceptions regarding the contribution of Artificial Intelligence (AI) in promoting online organic food marketing and purchase behavior.

The research emphasized how consumers respond to personalized advertisements, AI based recommendations, repeated online promotions, and digital engagement related to organic food products.

A qualitative research approach was adopted for this study as the objective was to understand in depth & personal opinions, perceptions, experiences, and behavioral patterns of consumers in a more detailed and interpretative manner.

The responses were collected through a structured questionnaire circulated using Google Forms. Respondents from different age groups, occupations, and educational backgrounds participated in the survey.

The sampling method used for the study was non-random convenience sampling, as respondents who were easily accessible and active on digital platforms were selected for participation.

The data collected comprised of both behavioral and opinion-based responses related to online shopping experiences, AI-based advertisements, trust towards recommendations, and purchase decisions.

The responses collected were meticulously reviewed and interpreted using thematic qualitative analysis. All the related opinions and similar and repeated patterns in responses were grouped together to identify common themes and behavioral trends among consumers. A qualitative thematic analysis method was used to analyze the open-ended responses collected through Google Forms. The responses were carefully reviewed to identify recurring patterns, opinions, perceptions, and behavioral trends among consumers regarding AI-based marketing and organic food purchases.

The dataset consisted of 27 respondents belonging to different age groups, occupations, and purchasing behaviors whereas the target was to collect at least 30-35 responses.

2. Major Themes Identified

Convenience and Time Saving
• Respondents frequently mentioned that AI recommendations help save time, simplify product search, and provide convenient browsing experiences.
Personalization Improves Engagement
• Many participants appreciated advertisements that matched their interests, search history, or online activity. • Personalized advertisements increased curiosity and product awareness.
Health Consciousness
• Health benefits emerged as one of the strongest motivations for purchasing organic food products online. • Consumers associated organic food with healthier lifestyle choices.
Brand Trust and Quality
• Consumers emphasized the importance of trusted brands, quality assurance, and previous experiences before making purchases.
Mixed Trust Toward AI Recommendations
• Some respondents trusted AI-based suggestions because they appeared relevant and useful. • Others expressed concerns regarding reliability, manipulation, or overdependence on AI recommendations.
Influence of Repeated Advertisements
• Repeated exposure to organic food advertisements influenced consumer interest and in some cases led to actual purchases.
Discounts and Offers Attract Consumers
• Discounts, offers, and attractive packaging were found to increase customer attention toward organic food products.

3. Data Analysis

The responses collected from participants show that digital platforms and AI-driven marketing strategies are becoming a

The following qualitative analysis has been prepared using actual respondent statements collected through the survey on 'AI and Organic Food Marketing – Consumer Perspectives'. The responses have been grouped theme-wise and represented using respondent codes such as R1, R2, R3, etc..

Theme 1: Personalized Advertisements and Consumer Attention

R1: *"Instagram, Zepto, Blinkit, Amazon Organic India, mantra, tattva, two brothers organic. Highly convenient and time saving. Yes I get to see many options, and I can get comparisons between products. Got discount offers and health benefits knowledge and proof"*

R2: *"Instagram, YouTube, Google, Blinkit, Amazon. I haven't used an AI assistant while shopping. I am not aware They help me select better Yes, because it often shows what i am looking for. Yes. It was good. No, because they might not be reliable"*

R3: *"Instagram, YouTube, Google, Zepto, Blinkit, Amazon. I haven't ordered according to my best knowledge Depending upon AI is bad but making it more useful will make sense My thoughts depend upon the product which I am willing to buy as mentioned example"*

R4: *"AI assistance makes shopping for products very convenient and timesaving. It helps customers by giving personalized recommendations based on their interests, previous searches, and buying behavior. AI also compares prices, suggests better alternatives"*

Interpretation: The responses indicate that consumers frequently notice advertisements that match their online interests and browsing behaviour.

Theme 2: Health Consciousness and Organic Food Preferences

R14: *"Not noticed as such. It shall be prominent Health benefits and discounts. It may or may not be based on experience"*

R16: *"Cannot remember the brand. Yes, helps to know about the product. Help to change my perception of buying organic products."*

R22: *"I did not notice as such. It shall be prominent Health benefits and discounts. It may or may not be based on experience"*

R24: *"I can't recollect the brand name. Yes, helps to know about the product Help to change my perception to buy organic products"*

Interpretation: Consumers associate organic food products with health, safety, and better lifestyle choices.

Theme 3: Convenience and Online Shopping Experience

R5: *"It is very convenient. I didn't find any problem in online shopping."*

R9: *"Helpful in searching products. It helps me to get updated. Yes, because I am getting more interested in it. Yes, sometimes I do because it shows products as per my preferences. It does affect initial purchase but eventually quality matters to me."*

R20: *"Quick and to the point suggestions. Quick and easy to understand"*

R21: *"Easy and time saving"*

Interpretation: Convenience, ease of comparison, and quick product discovery positively influence online shopping experiences.

Most of the respondents stated that they frequently encounter personalized advertisements while using platforms such as Instagram, YouTube, Amazon, Blinkit, Zepto, and Google.

Many participants mentioned that these advertisements appear according to their previous searches, online activity, interests, or browsing behaviour. This shows that consumers are highly exposed to AI-powered recommendation systems during their online interactions.

Many respondents expressed that personalized advertisements usually attract their attention because they feel more relevant and relatable compared to general advertisements. Consumers particularly appreciated advertisements that matched their interests related to health, fitness, wellness, and healthy eating habits.

Another major observation from the responses was the growing awareness and preference for organic food products among health-conscious consumers.

Many respondents associate organic food with better health, safety, quality, and a healthier lifestyle. Consumers who regularly search for health-related products online were more influenced by AI-based recommendations for organic food items as they get more information from AI due to their online presence.

The responses also highlighted the importance of trust and credibility in online purchasing behaviour.

Consumers stated that they are more likely to purchase products from brands they recognize or products that have good reviews, ratings, and repeated visibility online. Repeated exposure to advertisements increased familiarity and product recall among respondents.

At the same time, a few respondents expressed concerns regarding AI-driven marketing practices.

Some participants mentioned that excessive personalized advertisements sometimes feel annoying or repetitive. Others were doubtful and questioned the reliability of recommendations and felt that AI-based suggestions may occasionally manipulate consumer choices that may lead to adverse consequences.

Price sensitivity was also observed in the responses. Price is definitely a very important aspect of decision making for consuming any product. Most of the participants opined that discounts, offers, attractive packaging, and combo deals positively influence their buying decisions related to organic food products.

Overall, the responses suggest that AI-driven marketing significantly affects consumer awareness, engagement, and purchasing behavior in the online organic food market.

4. Major Findings of the Study

Consumers are regularly exposed to AI-powered personalized advertisements while browsing social media and online shopping platforms.

Personalized advertisements are generally considered more engaging because they match consumer interests and online behavior.

1. Health consciousness is one of the strongest reasons behind the purchase of organic food products.
2. AI-based recommendations help consumers discover new organic food brands and products.
3. Consumers prefer trusted brands, positive reviews, and quality assurance before making online purchases.
4. Repeated exposure to advertisements increases product awareness and influences purchase intention.
5. Discounts, promotional offers, and attractive product presentations positively affect consumer decisions.
6. Some consumers still have concerns regarding privacy, over-targeting, and reliability of AI-generated recommendations.
7. Digital platforms such as Instagram, Amazon, YouTube, Blinkit, and Zepto play a major role in influencing consumer buying behaviour.

5. Interpretative Findings

The study indicates that modern consumers are becoming increasingly dependent on digital platforms for discovering and purchasing organic food products.

AI-based marketing techniques are successfully helping companies reach consumers with highly personalized content, thereby improving engagement levels and product visibility.

Consumers today are not only influenced by product quality but also by the convenience and relevance offered through digital recommendations.

The findings show that consumers appreciate advertisements that align with their interests, especially when related to health and wellness.

However, the responses also reveal that consumers value authenticity and trust. Even though AI-generated recommendations create awareness, final purchasing decisions still depend heavily on brand reputation, reviews, product quality, and perceived credibility.

The study further highlights that while AI enhances marketing effectiveness, businesses must maintain ethical practices and avoid excessive targeting that may create discomfort among consumers.

6. Limitations of the Study

1. The study is based on a limited number of respondents. Further studies can be carried on a larger group with the help of interviews and surveys.
2. Responses are subjective and based on personal opinions and experiences.
3. The study mainly reflects digitally active consumers who frequently use online platforms.
4. Some respondents provided brief responses, limiting deeper interpretation.

7. Future Directions for Research

- Future studies can build on present research by conducting quantitative or mixed method studies with larger and more diverse samples to validate the findings.
- Comparative research across different cities, regions, or demographic groups may provide broader insights into consumer behaviour. Researchers can also explore the impact of emerging AI technologies, such as generative AI, chatbots, and voice assistants, on consumer decision-making. Additionally, future studies may examine variables such as privacy concerns, consumer trust, brand loyalty, and long-term engagement to gain a more comprehensive understanding of AI-driven marketing in the organic food sector.

Conclusion

- The qualitative analysis of consumer responses clearly demonstrates that AI-driven personalized marketing has a strong impact on consumer perceptions and purchasing behaviour in the organic food sector.
- Consumers generally respond positively to personalized recommendations because they simplify product discovery and improve convenience.
- Health awareness, trust, product quality, and online engagement emerged as the most significant factors influencing purchase behaviour.
- At the same time, concerns regarding privacy and excessive targeting indicate the emergence of responsible and consumer-friendly AI marketing practices.
- Therefore, the study concludes that AI-based digital marketing strategies are playing a considerably increasing influential role in shaping consumer behaviour and promoting organic food products in the online marketplace.

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