

Determinants of Consumer Buying Behaviour in the Edible Oil Sector: A Systematic Review with Reference to Gujarat

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Abstract: The issue of consumer buying behaviour in the edible oil industry is gaining more momentum with the rising concern of health, nutrition, sustainability and quality of products. This paper is a systematic literature review of research studies conducted on the determinants that have a significant role in determining consumer purchasing behavior of edible oils. The review was done based on PRISMA framework so that a transparent and systematic process of selection of studies is achieved. Therefore, 554 records were first identified in major academic databases and manual searches and then duplicate elimination and screening processes were performed. After the eligibility evaluation, 88 studies were chosen to be qualitatively synthesized. The analysis shows that the buying behaviour of consumers in the edible oil market relies on several determinants, such as price sensitivity, health consciousness, brand trust, product quality, food labeling and sustainability awareness. The practices of nutritional information and labeling were identified to have a huge impact on consumer knowledge and product judgments. In addition, the problem of environment and the ethical aspect of palm oil production and sustainable sourcing becomes more and more influential on consumer attitude and preference. Other product attributes such as origin, certification and organic attributes also identify with consumer quality and authenticity perceptions. Overall, the review proposes the ways in which consumer decision-making within the edible oil sector is multidimensional and the role of transparency, a health-oriented positioning of the food, and sustainability among the food producers and marketers.

Keywords: Consumer Buying Behaviour, Edible Oil Consumption, Food Labeling, Sustainability Awareness, Consumer Preferences

1. Introduction

Consumer buying behaviour has proven to be one of the major areas of research in the food industry particularly in the case of staple food products such as edible oils. Edible oils are an essential component of the normal diets all over the world and their buying decisions depend on various behavioural, social, and economic factors. The Theory of Planned Behavior can provide a useful theory of attitudes, subjective norms, and perceived behavioral control as predictors of consumer intentions and purchase behavior in food markets (Ajzen, 2020). In the case of the edible oils, customers look at a variety of factors in making their purchase decision about the product which include health benefits, product quality, price, and brand name. These behavioural drivers should be known to researchers and policymakers interested in promoting more sustainable and healthy food eating habits. The edible oil market too has undergone a great change due to the technological advancement, Globalization and the changes in the consumer lifestyle. Nominatively, the emergence of digital platforms has expanded marketing and selling horizons of online edible oil (e-commerce market, in particular) (Apsana et al., 2024). The changes have modified consumer buying behaviour in terms of ease of access of product information, ease to compare, and ease to evaluate, as a consumer, several options of products before making a purchasing decision.

The choice of consumers towards edible oils is usually influenced by certain product characteristics like taste, functionality, origin, and nutritional features. A study investigating the use of vegetable oil shows that consumers often weigh functional qualities of oils such as cooking qualities as well as perceived health value when using cooking mediums (Maruyama et al., 2024). In the same way, food consumption behaviour is also subject to contextual influences including food waste attitudes, food availability, and shopping conditions that impact buying, and food



consumption behaviour (Ni-Ying et al., 2025). It has also seen labeling and product information take greater roles in influencing consumer perceptions of edible oils. It has been identified that the combination of several labels, such as organic, sustainability, and quality certifications, can greatly affect consumer preferences and intentions to buy particular food items (Paffarini et al., 2025). Moreover, food labelling consciousness among various demographic categories, especially age and level of education, can also affect how consumers use nutritional information to buy edible oils (Paliwal et al., 2025).

Social-demographic factors and psychological attitudes also affect consumer behaviour in food products. The socio-demographic population may influence consumer appraisal of food quality and prioritization of product attributes (Panzone et al., 2016). Moreover, consumer nudging strategies and behavioural interventions have been discussed as the possible methods to promote healthier food options, proving that even minor alterations in food environment can change consumer preferences (Petrescu et al., 2016). Sustainability awareness and environmental issues have also become a significant force in influencing the consumer attitudes to edible oil products. Indicatively, the perception of consumers about the production and sustainability of palm oil affect the acceptance or rejection of palm oil-based food products in most markets (Plasek et al., 2021). Additionally, the emerging demand of natural and minimally processed food items proves a growing consumer concern of food authenticity and naturalness in contemporary food systems (Roman et al., 2017).

Health factors are one of the greatest drivers of edible oil buying decisions. Perceived health benefits and nutritional value are the main factors consumers consider when deciding between various cooking mediums, including vegetable oils, seed oils, or other cooking fats (Sami et al., 2023). Moreover, the systematic studies on palm oil intake indicate that the consumer attitudes to health, environmental sustainability, and ethical food production practices are crucial determinants of food purchasing behaviour (Savarese et al., 2022). Experience and consumer perceptions are also important in influencing consumption patterns of edible oil. The research on the consumption of olive oils show that attitudes towards the quality of food, cultural traditions and personal experience can affect the purchase behaviour and product choices (Sgroi et al., 2024). The increased demand of healthier and environmentally friendly food products in certain markets has also increased consumer demand on organic foods, especially to consumers who believe that organic foods can have better health impacts (Singh et al., 2025). The shift to traditional and minimally processed oils like cold-pressed edible oils is also changing the consumer preferences to products that are perceived to have greater nutritional values and natural processing procedures (Prathyusha et al., 2025).

Oil production and product development have also enabled innovation in the way consumers prefer. As an illustration, the invention of functional oils and nutritionally fortified oil blends has raised consumer awareness to alternative cooking oils with better health effects and stability during cooking (Torri et al., 2019). Moreover, some new food items, including red palm oil, have attracted attention due to their possible health effects and nutrition (Tai et al., 2022). Consumer segmentation research revealed that various consumer groups have different priorities when choosing food products, such as healthiness, sustainability, and product quality (Verain et al., 2016). Meanwhile, marketing statements like palm oil free, palm oil sourced with sustainability, etc. might have a tremendous impact on consumer attitudes and a desire to buy the product (Vergura et al., 2019). Likewise, in food markets where concerns about palm oil consumption are on the rise, consumer worries have been found to affect the attitude and behavioural intentions (Verneau et al., 2019).

Food labeling policies are also significant to influence consumer perceptions and demands of edible oil products in the market. Research on obligatory labeling shows that the availability of clear and comprehensive information regarding the composition of food can affect consumer intentions to purchase labeled food products (Zhang et al., 2021). The results indicate that well-marked labeling procedures and accurate product data can assist consumers to make better buying choices and ensure food supply chain transparency.

The main goal of this systematic literature review is to review and synthesize existing studies on the determinants of consumer buying behaviour in edible oil industry. The research shall determine the determinants of consumer buying behavior such as health consciousness, product qualities, labelling, sustainability, and socio-demographic factors. Moreover, the review also aims at exploring the emerging trends in edible oil consumption and establishing a holistic view of how the determinants influence consumer preferences and buying behaviour in the edible oil market.

2. Methods

2.1 Study Design

The present study used a systematic literature review (SLR) method in order to find and synthesize empirical evidence on the determinants of consumer buying behaviour in the edible oil industry with respect to Gujarat. The PRISMA (Preferred Reporting Items: Systematic Reviews and Meta-Analyses) 2020 guidelines were used to make the review transparent, replicable, and rigorous in selecting and synthesizing the studies. The PRISMA framework

offered a systematic method of locating, filtering, evaluating eligibility, and including pertinent research to analyze. Also, the PICO framework was used to delimit the scope of the research and to develop the search strategy, eligibility criteria, and data extraction process. The aim of the review was to conduct a systematic literature review to determine the main determinants that affect consumer purchasing behaviour in regards to edible oils.

2.2 PICO Framework

The research question was well organized using the PICO framework (Population, Intervention, Comparison, Outcome) as it showed the scope of the review. The population used in this research was the consumers who were buying edible oil products in the various markets with specific focus on the Indian and regional consumer behaviour patterns as applicable to Gujarat. The intervention involved variables that determine the consumer purchasing behaviour like price sensitivity, brand loyalty, health awareness, packaging characteristic, product quality perceptions, availability and promotional effects. The comparison aspect entailed analyzing the disparity in preferences of consumers as far as the products, brands or groups of consumers where such comparisons were reported in the sample studies. The results were aimed at behaviour change results such as purchase intention, brand preference, consumer attitude toward edible oils and actual purchasing behaviour. Using the PICO framework also served to make sure that the review was narrowed down to the most important determinants that define the edible oil consumption behaviour.

Table 1. PICO Framework Used in This Systematic Review

PICO Element	Description
Population (P)	Consumers purchasing edible oil products across different markets, particularly households and individual consumers involved in cooking oil consumption, with contextual relevance to Gujarat and similar consumer markets.
Intervention (I)	Determinants influencing edible oil buying behaviour, including price sensitivity, brand loyalty, health awareness, packaging attributes, product quality perception, availability, and promotional activities.
Comparison (C)	Comparisons between consumer groups (e.g., demographic segments, income groups, urban vs. rural consumers) or between different edible oil types and brands where such contrasts were reported in the selected studies.
Outcome (O)	Consumer purchase intention, brand preference, consumption patterns, and behavioural responses related to edible oil purchasing decisions.

The PICO framework made sure that the research objectives were matched with the evidence that was synthesized during the review.

2.3 Eligibility Criteria

In order to guarantee uniformity and consistency in the selection of articles, pre-determined inclusion and exclusion criteria were used in the process of performing the reviews. The studies had to cover consumer behaviour of edible oil or some related food oil products, study at least one determinant of consumer decision to buy, and it had to be an empirical study based on quantitative, qualitative, or mixed research methods. Peer-reviewed English journal articles published in the year 2000 or later and in the full-text format were only considered. Studies were not included in case of being conceptual, editorials, abstract of conferences without comprehensive empirical data or those articles that did not specifically relate consumer buying behaviour to edible oils and other food products. Also, insufficiently rigorous studies, lack of data, and articles that were not written in English were also not included in the final synthesis.

2.4 Information Sources

The extensive literature review involved a set of major academic databases that were identified to publish the research in marketing, consumer behaviour, food consumption, and agricultural economics. The databases that have

been searched are Scopus, Web of Science, ScienceDirect, SpringerLink. These databases were chosen as they have a wide range of the peer-reviewed journals of high quality in the spheres of business, food science, and consumer research. Besides the database search, reference screening and citation tracking were also performed using hand searches to find other relevant studies that could not have been obtained with the use of the initial database search.

2.5 Search Strategy

The search strategy was formulated to identify the relevant studies that discussed consumer buying behaviour in the edible oil industry in a systematic way. A set of keywords and Boolean operators was applied to consider all available literature. Consumer behaviour and edible oils were the keywords applied which were employed in different combinations to locate the pertinent research in the selected databases. The key search terms used included consumer buying behaviour, purchase intention and consumer preference as coupled with product related search terms such as edible oil, cooking oil and consumption of food oil. And or were utilized to reduce and expand the search results with the help of the databases. As an example, search terms were also constructed by having the terms consumer behaviour and edible oil-related keywords in order to locate studies that assessed reasons behind purchasing behaviour. All databases considered the same adaptations to these search terms but indexing and searching were possible in each of the databases. This systematic search methodology aided in ensuring that pertinent research on determinants of consumer buying behaviour in the edible oil industry was retrieved and used in the review.

2.6 Study Selection

The PRISMA framework was used in the study selection and involved the identification, screening, eligibility, or inclusion, and final inclusion steps. A total of 554 records were first located by searching databases and screening manually. The potentially relevant studies were then evaluated to be included in full-text after the elimination of duplicates and title and abstract screening according to the preset inclusion criteria. Lastly, 88 studies were chosen as they met all eligibility criteria and were incorporated in the qualitative synthesis.

2.7 Data Extraction

A structured data extraction framework was used to extract the data which would guarantee consistency in the extraction of pertinent data contained in each of the selected studies. The main study characteristics that were observed during the extraction process were the name of author, the publication year, study country or region, research design, sample characteristics, determinants studied as well as reported behavioural outcomes. Other relevant data associated with theoretical modeling, variables of measurement and analysis methods were also recorded where possible. This logical methodology enabled the comparisons and syntheses of the studies to give rise to similar patterns and determinants that affected consumer purchasing behaviour in the edible oil market.

2.8 Risk of Bias Assessment

The quality of the methodology of the studies included was measured in the established quality assessment tools in order to make sure that the synthesized evidence could be reliable. Quantitative research was evaluated against NIH Quality Assessment Tool whereas also the Critical Appraisal Skills Programme (CASP) checklist provided the relevant criteria to be used where suitable. The Mixed Methods Appraisal Tool (MMAT) was used to conduct studies with mixed methodology. Evaluation was done on areas like adequacy of sample, validity of measurement instrument, clarity of the research design and suitability of statistical analysis. Studies that passed acceptable standard standards were only retained and included as part of the final synthesis.

2.9 Data Synthesis

Because different studies adopted different research designs, study contexts, and measurement methods, a narrative thematic synthesis methodology was adopted. The results of the chosen articles were syntactically processed and clustered into large groups of determinants that affect consumer purchasing behaviour within the edible oil industry. These were price sensitivity, health consciousness, brand perception and brand loyalty, packaging and product quality, availability and convenience and promotional influences. Its purpose of synthesis was to establish the common behavioural trends and emerging consumer preferences as far as consuming edible oil is concerned.

2.10 Ethical Considerations

This systematic review simply used the literature that has already been published in peer-reviewed journals and, thus, did not imply any direct contact with human participants. Consequently, this study did not need any form of ethical approval. All the sources that were used were referenced in accordance with academic integrity and transparency.

3. Results

3.1 Study Selection

The process of study selection was based on the PRISMA 2020 framework and it is summarized in Figure 1. 554 records were first determined, of which 434 were found in the academic databases (Springer, ScienceDirect, Scopus, and Web of Science), and 120 were located as a result of manual screening. The total number of studies to be screened in terms of title and abstract was 498 after eliminating 51 duplicate records and 5 non English publications. This step saw the elimination of 210 records because they did not relate to consumer buying behaviour in the edible oil industry. The remaining 288 articles were then evaluated using pre-established inclusion criteria on whether they were eligible as full-text articles. In this step, 205 of them were eliminated as not directly relevant to the edible oil industry (n = 98), low-quality methodology (n = 95), and incomplete or missing data (n = 7). Lastly, 88 articles were of all the quality criteria and were included under qualitative synthesis.

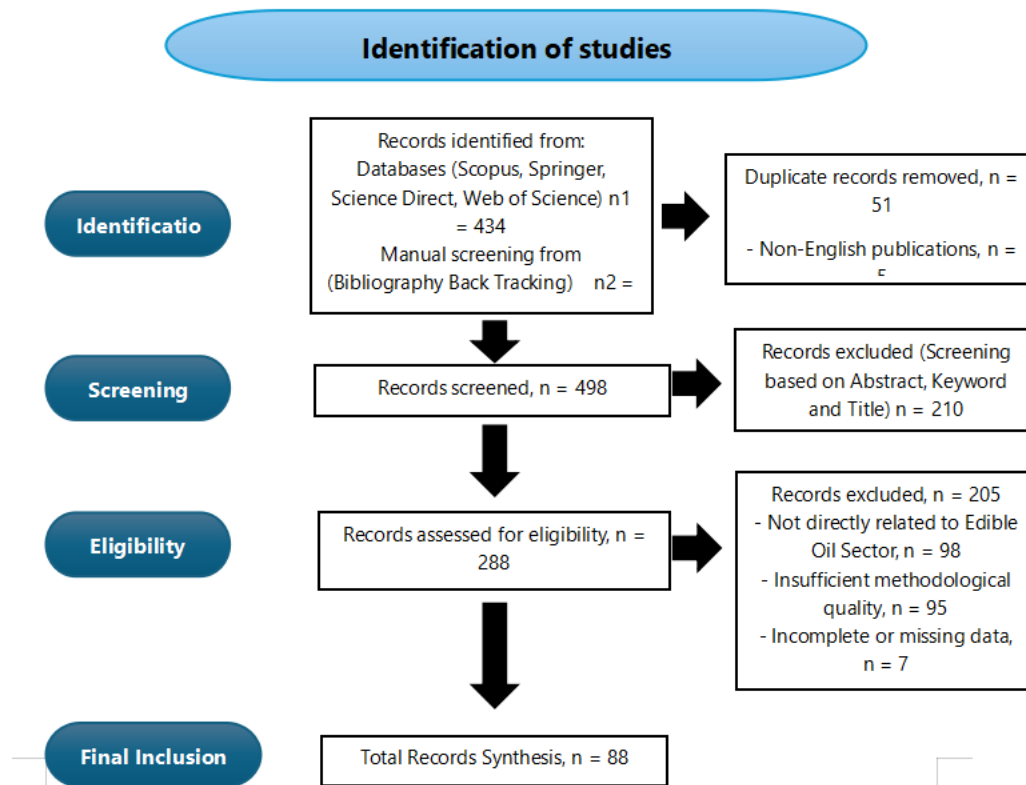


Figure 1. PRISMA Flow Diagram Showing the Identification, Screening, Eligibility, and Inclusion of Studies

3.2 Characteristics of Included Studies

The 88 studies that are a part of the presented systematic review represent a very different range of research settings exploring consumer behaviour regarding edible oils and food products. These have been carried out under different geographical locations, such as India, European nations and other foreign markets as this represents the difference in consumer preferences, food buying behaviour and sustainability. The majority of the included studies adopted quantitative research designs, with most of them using survey methods, regression analysis, structural equation modelling (SEM) and discrete choice experiments to investigate determinants of consumer purchasing decisions. Some papers were directly dedicated to studying consumer perceptions and consumer buying behaviour towards edible oils, and some papers studied similar aspects like the consumption of organic foods, sustainability qualities, food labeling, and consumer behaviour towards palm oil or olive oil products. All these studies are informative about the variables that have a bearing on the consumer decision making in food and edible oil markets. Among the studies that were chosen, the most prevalent factors that affected consumer buying behaviour comprised price sensitivity, health consciousness, product quality perceptions, brand reputation, packaging information, sustainability attributes, and food labelling. Other studies also looked at the wider behavioural motivation like environmental awareness, trust in food label and consumer attitudes towards sustainable food production.

Table 2. Characteristics of Some of The Included Studies on Consumer Buying Behaviour in the Edible Oil

Sector

Author and Year	Study Design / Method	Sample / Country	Determinants Examined	Main Behavioural Outcomes
Albaladejo-García et al. (2025)	Choice experiment	Consumers, Spain	Product origin, ecological attributes	Consumers prefer oils with ecological and local origin attributes
Biswas et al. (2025)	Mixed methods	Households, India	Consumption patterns, health awareness	Lifestyle and dietary habits influence edible oil selection
Borrello et al. (2019)	Survey / Regression	Consumers, Europe	Sustainability perception, palm oil attitudes	Sustainability concerns influence consumer preferences
Carzedda et al. (2021)	Choice experiment	Consumers, Italy	Organic certification, product origin	Organic and origin labels increase perceived product value
Hilmi et al. (2025)	Systematic review	International studies	Sustainability preferences	Environmental awareness influences food purchasing behaviour
Hinkes and Christoph-Schulz (2020)	Survey	Consumers, Germany	Palm oil labeling, sustainability information	Label information influences acceptance of palm oil products

Ikonen et al. (2020)	Meta-analysis	International consumers	Front-of-package labeling	Nutritional labels influence healthier purchasing decisions
Jean et al. (2025)	Choice experiment	Consumers, France	Biodiversity information	Environmental information influences product selection
Jesadiya et al. (2023)	Survey	Consumers, Gujarat, India	Brand awareness, price, health attributes	Consumer awareness influences edible oil purchasing behaviour
Kabir et al. (2025)	Survey / SEM	Consumers, Bangladesh	Sustainability attitudes, trust	Trust and environmental concern influence organic food purchase
Lieke et al. (2024)	Survey	Consumers, Europe	Palm oil claims, labeling	Label claims affect consumer perception of food products
Lu et al. (2025)	Survey	Consumers, China	Attitudes toward organic food	Positive attitudes increase purchase intention
Machová et al. (2022)	Survey	Consumers, Europe	Green marketing strategies	Environmental marketing influences consumer behaviour
Campos et al. (2011)	Systematic review	International studies	Nutrition labeling	Nutrition labels influence food purchasing decisions

3.3 Behavioural Determinants and Outcomes

Among the 88 studies used, there were a number of determinants that stood out as significant predictors of consumer buying behaviour within the markets of edible oil and related food products. The determinants affect consumer buying intentions, brands, and consumption behaviors. The results prove that consumer purchasing choices are determined by the integration of economic, psychological, informational, and sustainability-related factors. Price sensitivity is one of the most significant factors that are observed in the studies and have a significant impact on brand choice and buying rate among consumers. A larger number of consumers consider the price/cost and value of money of edible oil products, especially in price elastic markets. Health consciousness also became a critical influence in that consumers are also more concerned with nutritional features, cholesterol level, and perceived health benefits when choosing edible oils. Brand perception/brand trust is another powerful factor that influences consumer loyalty and repeat purchase. Established brands are likely to receive more consumer trust based on the perceived quality, reliability, and familiarity. Moreover, the perception of the product quality and the details of packaging are also significant to influence consumer attitudes to edible oils. Consumer trust and influence buying can be increased through clear labeling, nutritional labeling and certification labels. In a number of studies, sustainability and environmental awareness were also found to be emerging drivers of behaviour. Certain consumers are revealing preference to products that focus on environmentally responsible production or sustainable sourcing. Moreover, availability, convenience, and retail access can also affect purchase behaviour because they can impact consumer access to various edible oil brands and types of products. Table 3 summarizes the major behavioural determinants included in the studied papers and their related consumer outcomes.

Table 3. Summary of Determinants Influencing Consumer Buying Behaviour in the Edible Oil Sector

Determinant Category	Specific Variables	Behavioural Effects	Supporting Studies
Price Sensitivity	Price level, affordability, discounts	Influences purchase frequency and brand switching	Jesadiya et al. (2023)
Health Consciousness	Nutritional value, cholesterol awareness	Encourages preference for healthier edible oils	Biswas et al. (2025)
Brand Trust and Loyalty	Brand reputation, familiarity	Leads to repeat purchases and brand preference	Jesadiya et al. (2023)
Product Quality and Origin	Organic certification, product origin	Increases perceived product value	Carzedda et al. (2021)
Food Labeling and Information	Nutrition labels, product information	Improves consumer understanding and purchasing decisions	Campos et al. (2011)
Sustainability Awareness	Environmental concerns, sustainable sourcing	Influences preference for responsibly produced oils	Borrello et al. (2019)
Environmental Attributes	Biodiversity information, ecological claims	Encourages environmentally conscious purchasing	Jean et al. (2025)

Marketing and Information	Green marketing communication	Shapes consumer attitudes toward sustainable products	Machová et al. (2022)
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3.4 Emerging Trends in Consumer Buying Behaviour in the Edible Oil Sector

Along with the determinants found in the selected studies, several emerging trends in consumer buying behaviour in edible oils and food oil products were also observed. The trends are indicative of changing consumer preferences due to the growing health awareness, accessibility to product information, sustainability issues and changing food consumption behavior. The main trend that is observed in the literature is the increasing sensitivity of health consciousness in the use of edible oil. Consumers are becoming more concerned about the nutritional content of edible oils, such as cholesterol content, fatty acid content and perceived health value. This change has led to an increased demand towards oils that are thought to be healthier and a move towards better-informed buying. The other trend, which is changing, is the increasing impact of food labelling and nutritional facts in consumer behaviour. Consumers tend to judge the quality and safety of their products by the packaging details, the listing of ingredients, the labeling of certifications, etc. The labeling will help the consumer to compare the product and make a proper decision when buying edible oil. The other trend is linked to the high demand of consumers towards green and sustainable food. Additional studies have indicated towards the fact that consumers are more aware of environmental issues associated with food production and they might prefer to purchase products that are more oriented on sustainable sourcing or environmentally conscious production. Moreover, brand reputation and product quality assurance are also becoming essential to consumers as they buy edible oils. Established brands and certified products are more likely to create consumer confidence and trust. More than this, the presence of products in various retail channels and better accessibility both in the traditional and modern retail settings has had impact in consumer purchase behaviour in terms of offering convenience and product diversity. The trends reveal that consumer purchasing behaviour in the edible oil industry is changing due to the increased social, health and environmental influence. Table 4 summarises these trends and their implications on consumer behaviour.

Table 4. Emerging Trends in Consumer Buying Behaviour in the Edible Oil Sector

Trend Category	Description	Implications	Supporting Studies
Health-Oriented Consumption	Consumers increasingly consider nutritional value and health benefits when selecting edible oils	Increased demand for healthier edible oil options	Biswas et al. (2025)
Food Labeling and Transparency	Greater reliance on nutrition labels and certification information	Improves consumer trust and informed decision-making	Ikonen et al. (2020)
Sustainability Awareness	Rising consumer concern about environmental impacts of food production	Encourages preference for sustainable edible oil products	Borrello et al. (2019)
Organic and Natural Products	Growing interest in organic and natural food products	Consumers associate organic products with health and sustainability	Lu et al. (2025)
Product Origin and Ecological Attributes	Consumers value locally produced and environmentally responsible oils	Origin and ecological labels influence purchasing decisions	Albaladejo-García et al. (2025)

Green Marketing Influence	Marketing emphasizing environmental responsibility influences consumer behaviour	Enhances consumer perception of sustainable products	Machová et al. (2022)
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3.5 Risk of Bias Assessment

Risk of bias was determined to measure the methodological quality of the studies included. The use of appropriate quality assessment tools depended on the research design of a study. The NIH Quality Assessment Tool was used to assess quantitative studies, and applicable criteria in the Critical Appraisal Skills Programme (CASP) checklist were taken into consideration. Mixed method studies were evaluated with the Mixed Methods Appraisal Tool (MMAT). In general, the studies included had a moderate to high methodological quality. To analyse the determinants of consumer buying behaviour, most of the studies employed well structured survey tools, appropriate sampling and the appropriate method of statistical analysis. Nevertheless, some studies found certain limitations, such as self-reports, poor geographical coverage, and cross-sectional research design, which can impact the generalization of results. Regardless of these constraints, the majority of studies were of acceptable methodological quality and could be included in the qualitative synthesis. Table 5 highlights the findings of the risk of bias evaluation of the studies included.

Table 5. Risk of Bias Assessment of Some Included Studies

Study	Tool Used	Risk Rating	Key Notes
Albaladejo-García et al. (2025)	CASP	Low	Well-designed choice experiment with clear variables and robust statistical analysis
Biswas et al. (2025)	MMAT	Low–Moderate	Mixed-method design; minor limitation due to self-reported consumption data
Borrello et al. (2019)	NIH	Low	Large consumer sample and clear regression analysis
Carzedda et al. (2021)	CASP	Low	Strong experimental design examining origin and organic attributes
Hilmi et al. (2025)	CASP	Low	Systematic review with transparent methodology and structured analysis
Hinkes and Christoph-Schulz (2020)	NIH	Moderate	Survey-based design with possible response bias
Ikonen et al. (2020)	CASP	Low	Comprehensive meta-analysis with rigorous statistical synthesis
Jean et al. (2025)	CASP	Low	Real consumer choice experiment with reliable measurement variables

Jesadiya et al. (2023)	NIH	Moderate	Regional sample limited to Gujarat consumers
Kabir et al. (2025)	NIH	Low	Robust SEM modelling and validated measurement constructs
Lieke et al. (2024)	NIH	Moderate	Consumer perceptions vary across regions, limiting generalizability
Lu et al. (2025)	NIH	Low	Strong statistical analysis examining attitudes and purchase intention
Machová et al. (2022)	NIH	Low–Moderate	Green marketing variables measured through cross-sectional survey
Campos et al. (2011)	CASP	Low	Well-structured systematic review examining nutrition labeling effects

Synthesis of findings was conducted using a narrative thematic approach wherein the findings in the research included were merged. The synthesis showed that there are some important areas that affect consumer purchasing behaviour in the edible oil industry. These areas represent the economic, psychological, informational, and contextual factors of the influence of consumer purchase decision making. Key themes as derived by the studies are price sensitivity, health consciousness, brand trust and loyalty, product quality and packaging information, sustainability awareness as well as retail accessibility. All these areas demonstrate the influence of such attributes on the choice of consumers considering not only such characteristics of products, but also socio-economic and environmental factors. The synthesis structure resulted in a thematic structure, which is presented graphically in Figure 2.

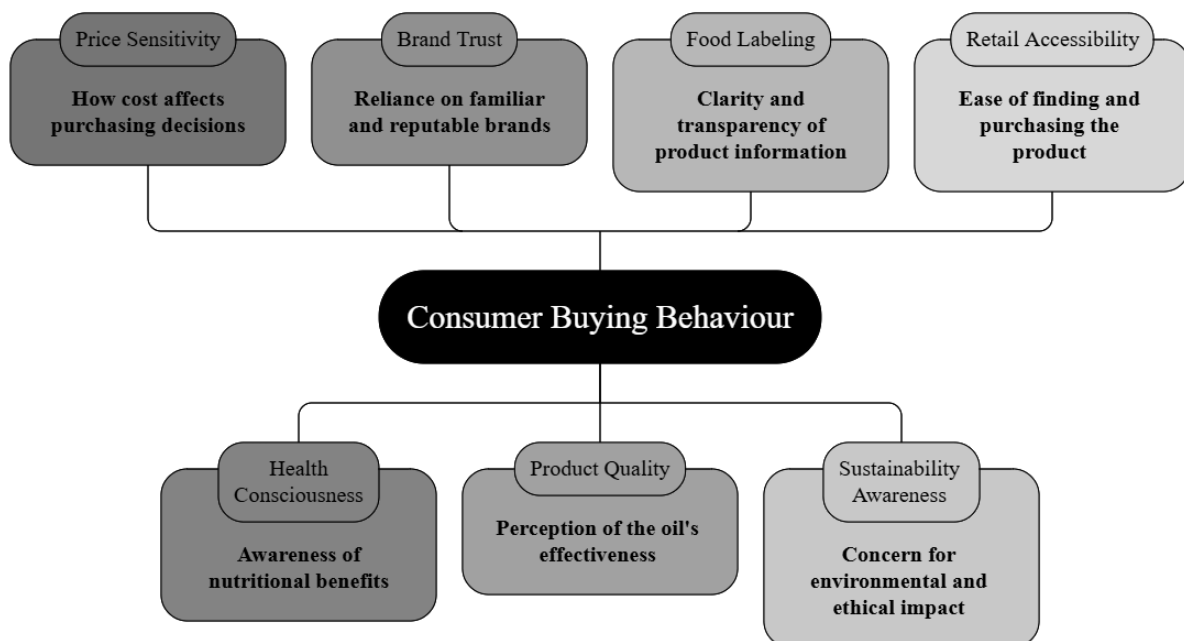


Figure 2. Thematic Map of Determinants Influencing Consumer Buying Behaviour in the Edible Oil Sector

3.6 Conceptual Framework of Consumer Buying Behaviour in the Edible Oil Sector

The theoretical construct elaborated in this research deliberately leaves out the popular variables like price

sensitivity, health consciousness and brand trust/loyalty out of the main model. This was arrived at due to the fact that these variables were brought up multiple times throughout the literature reviewed and they already stood as being dominant and well-reported determinants of consumer behaviour. These variables were always revealed as common explanatory variables in the synthesis of included studies, and discussed and concluded that they had a strong and repeated effect on purchase intention, brand choice, and repeat buying. Thus, their re-integration into the main framework would not add much new theoretical value. Rather, the framework puts more emphasis on comparatively less saturated but more significant determinants i.e. food labeling, sustainability awareness, product origin/ecological attributes and green marketing- which was raised in the review as emerging determinant in consumer trust, perceived value and consequently consumer buying behaviour. This will enable the framework to make a more valuable contribution to the literature as it will move the focus away on the already well-established drivers to the changeable determinants that more accurately reflect the shifting priorities of consumers in the edible oil industry. Figure 3 shows the conceptual framework that demonstrates the relationship between emerging determinants, mediating variables and consumer buying behaviour.

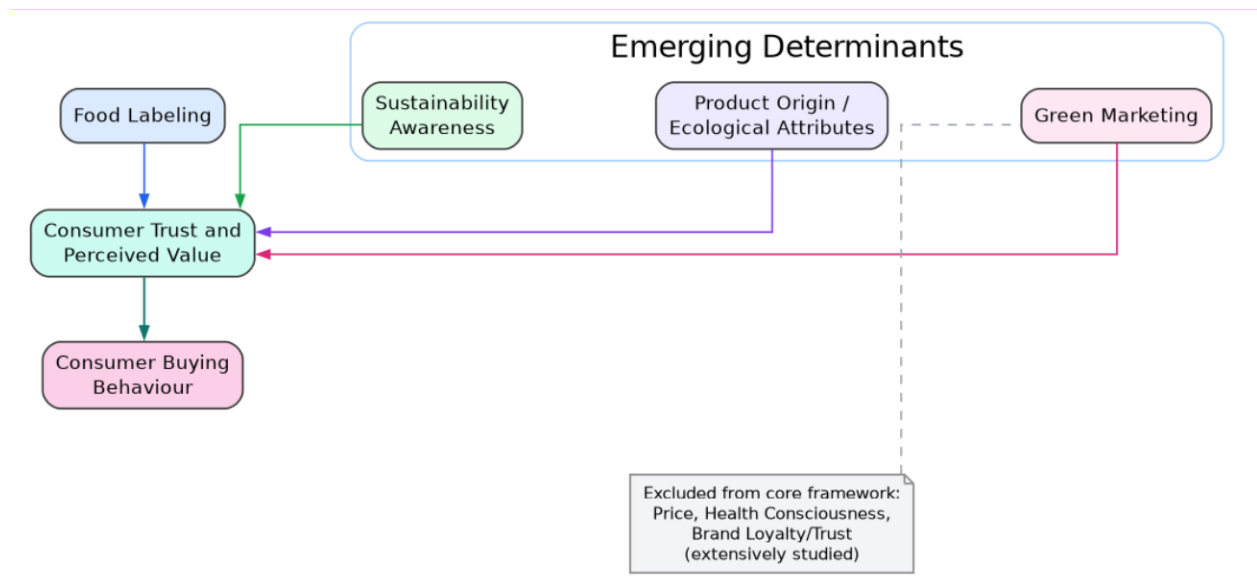


Figure 3. Conceptual framework of consumer buying behaviour in the edible oil sector

The model identifies the role of emerging determinants, including food labeling, sustainability awareness, product origin/ecological attribute, and green marketing and their role in consumer trust, perception of value, and purchase behaviour, but does not consider well-researched drivers such as price, health-consciousness, and brand-related issues.

4. Discussion

This is a systematic literature review which has integrated findings of fourteen studies that investigated determinants of consumer buying behaviour in the edible oil industry. The findings show that the process of consumer decision making regarding the purchase of edible oil is influenced by a blend of economic, health, informational, and sustainability oriented factors. Consumer awareness and perception of edible oil consumption patterns is one of the most influential determinants that have been identified throughout the literature. An example is a mixed-method study that was carried out in Puducherry, which revealed that eating behaviors, food lifestyles, and cultural cuisine consumption play an important role in determining the kind of edible oils households consume (Biswas et al., 2025). Likewise, a study in Gujarat indicates that consumer awareness about the brands of edible oils, their health benefits, and cost also have a significant influence on the buying behavior as well as the choice of brands (Jesadiya et al., 2023). These results show that the consumer behaviour in the edible oil market is directly related to socioeconomic state and the level of individual awareness.

A healthy lifestyle has become a spur to edible oil buying behaviour. Food products are being judged more and more on their health benefits and the nutritional value that they create before consumers make a decision to purchase or not to purchase the goods. Nutrition labeling on food packages is very important in the development of consumer perception about food products and their effect on making healthy buying behavior (Campos et al., 2011). Likewise, the study on the same topic of nutrition labeling on the front displays evidences that accessible and clear nutritional information may play a significant role in the consumer perception and promote healthier food consumption (Ikonen et al., 2020). Concerning edible oils, the above findings indicate that the consumers use labeling data like fat

content, cholesterol content, and nutritional claims to determine the suitability of a product. Consequently, nutritional transparency and product positioning on health-based products are emerging as a more significant commonality in consumer behaviour within the edible oil industry.

The other major determinant that has been determined in the literature is pertinent to the issue of sustainability with regard to edible oil production and consumption. The topic of consumer attitudes toward sustainable production practices especially in relation to palm oil has been highly discussed in the past years. The analyses of consumer preference to palm oil products with sustainability demonstrate that the level of environmental consciousness and ethical concerns is significant in terms of the determination of purchasing behaviour (Borrello et al., 2019). Moreover, attitudes toward palm oil products and food products associated with palm oil are highly dependent on the perception of the consumer about sustainability certifications and eco-labels (Hinkes and Christoph-Schulz, 2020). Furthermore, attitudes and buying behaviour can be greatly affected by the consumer perception of palm-oil-related labels and marketing claims, especially when the consumers consider that such labels represent environmental responsibility and ethical sourcing procedures (Lieke et al., 2024). Besides, a systematic review dedicated to the topic of sustainable palm oil consumption points to the fact that consumer knowledge about environmental concerns and sustainable sourcing policies has a strong influence on food buying behaviour in various areas (Hilmi et al., 2025). These results show that issues relating to sustainability are increasingly incorporated into consumer decision making.

The consumer buying behaviour in the edible oil market also depends on product attributes that include the origin of products, organic certification and biodiversity information. The studies on extra virgin olive oil have proven that consumers tend to perceive the products origin and ecological qualities of the food products when they assess them (Albaladejo-Garcita et al., 2025). On the same note, the research examining what consumers like regarding organic and origin-certified olive oil products has shown that geographical origin and organic certification are important factors that enhance perceived product value (Carzedda et al., 2021). Further, the inclusion of information related to biodiversity in food labeling has proven to impact consumer tastes, as well as make consumers more willing to purchase environmentally conscious products (Jean et al., 2025). These results suggest that consumers are gradually becoming more demanding on edible oils in terms of their prices, quality as well as environmental and ethical factors.

Edible oil purchasing behaviour can also be identified by consumer attitude towards organic and sustainable food items. Findings of studies regarding continuance intention of organic food products indicate that trust in consumers, environmental awareness, and a sense of product perceived benefit are important elements in long-term buying behaviour (Kabir et al., 2025). In the same vein, consumer perception and attitudes to organic food products have a vehement effect on purchase intentions, in particular, consumer attitudes and perceptions about food production that value health and sustainability (Lu et al., 2025). Furthermore, research examining the strategies of green marketing identifies that environmental marketing communication can sway consumer perception and make people adopt more sustainable consumption behavior (Machová et al., 2022). The results of this study indicate that marketing communication conducted with a focus on sustainability and environmental responsibility can have a significant impact on the preferences of consumers towards the consumption of edible oil products.

The findings of this systematic review can be applicable to researchers and practitioners. Theoretically, the review indicates that the multidimensional combination of determinants in consumer purchasing behaviour in the edible oil industry includes determinants like health awareness, product information, sustainability issues and product attributes. The determinants interact with each other in influencing the perception of the consumers and the purchasing decisions. A viable option is that, to meet the demands of the consumers to new expectations, manufacturers and marketers of edible oil products ought to resort to greater focus on increasing the visibility of their products, enlighten consumers on the nutritional value of their products and promote sustainability features. In addition, labeling, consumer awareness campaigns and certification can also help in making informed decisions and eating in the edible oil market in a responsible manner.

5. Future Research Directions

1. Focus on Emerging Determinants

New determinants that need attention by future research include sustainability awareness, food labeling, and product transparency. Even though these factors are becoming increasingly significant in consumer decision-making, they are still rather understudied in comparison with traditional variables.

2. Role of Product Origin and Ecological Attributes

The research question on the impact of product origin, traceability, and ecological characteristics on consumer perceptions and purchasing behaviour requires further research. These facets can lead to the insight into the pattern of environmentally conscious consumption.

3. Impact of Green Marketing Strategies

The research needs to be conducted in the future to test the usefulness of green marketing efforts in creating consumer confidence, perceived worth and buying intentions. This has especially applied to the background of the growing environmental awareness among consumers.

4. Regional and Demographic Comparisons

Comparative studies in various regions and consumer groups are required in order to understand the variation in purchasing behaviour. These studies have the capacity to enhance the external validity of results and bring into view cultural and socio-economic factors.

5. Advanced Methodological Approaches

Future studies ought to take a longitudinal study design and superior analysis methods to learn more about the dynamic behaviour of consumers. By including the intervening variables like trust, and perception, it is possible to increase the explanatory efficiency of research models.

6. Conclusion

The systematic literature review that has investigated the determinants that influence consumer purchasing behaviour in the edible oil industry by harmonising evidence of individual studies across different markets and situational contexts. The findings indicate that the purchasing pattern of consumers is determined by an economic, health-related, informational, and sustainable-based interaction. It was found that price sensitivity, health conscious, quality of products and brand trust are most determinant factors that affect consumer preference to edible oil products. In addition, better nutrition information and food labeling have also increased consumer awareness enabling consumers make better purchasing decisions. The increase in the importance of sustainability concerns in the determination of consumer attitudes towards edible oils is also observed in the review, as far as palm oil production, consumption of organic foods, and food accountable practices are concerned. There are other product attributes that influence the quality and authenticity perceptions among the consumers such as the source and certification and naturalness of the product. This means that the behaviour of the consumers in the edible oil market is getting more complex with consumers taking into consideration the functionality and ethical worthiness of foodstuffs. In practice, the producers and marketers of edible oils should work towards improved transparency, provide unequivocal nutritional education and sustainable production techniques to appeal to the ever-changing consumer demands. It is also possible to conduct further studies on the regional differences in the patterns of oil consumption of edible oils and the impact of the new trends in health and green initiatives in continuing to affect the consumer buying behaviour.

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