

Kushwah, S., Dhir, A., & Sagar, M. (2019). Understanding consumer resistance to the consumption of organic food. A study of ethical consumption, purchasing, and choice behaviour. *Food Quality and Preference*, 77, 1-14.

The study explores the factors influencing consumer resistance to organic food consumption. The study uses a mixed-methods approach that combines qualitative and quantitative data to analyze consumer behavior related to ethical consumption, purchasing, and choice behavior. The authors identify several factors contributing to consumer resistance, including a lack of awareness, negative perceptions, and high prices. The study provides valuable insights for policymakers, marketers, and researchers interested in promoting ethical and organic food consumption. The authors suggest that marketers should focus on building trust and transparency in organic food claims, while policymakers can play a role in educating consumers about the benefits of organic food and promoting its availability and affordability. Moreover, this article provides a valuable contribution to understanding consumer behavior related to ethical consumption and highlights the importance of addressing consumer resistance to promote sustainable consumption practices.

Aertsens, J., Verbeke, W., Mondelaers, K., & Van Huylenbroeck, G. (2009). Personal determinants of organic food consumption: a review. *British food journal*, 111(10), 1140-1167.

The study comprehensively reviews the personal factors that influence organic food consumption. The authors review existing literature on the topic and identify several personal determinants that play a role in consumers' decision-making process, such as health consciousness, environmental concerns, food safety, and trust in the organic label.

The study provides valuable insights for policymakers and marketers promoting organic food consumption. The authors suggest that policymakers can encourage organic food consumption by promoting public awareness of the benefits of organic food and implementing policies that make it more accessible and affordable. Marketers can also target consumers with personalized messages that appeal to their values and motivations.

This journal offers a comprehensive analysis of the personal determinants of organic food consumption and highlights the importance of understanding these factors to promote sustainable consumption practices.

Azzurra, A., Massimiliano, A., & Angela, M. (2019). Measuring sustainable food consumption: A case study on organic food. *Sustainable production and consumption*, 17, 95-107.

The study concluded that consumers' values, beliefs, and attitudes toward the environment and health influenced their intentions to purchase organic food. Additionally, the study developed a measurement scale consisting of three dimensions: environmental, social, and economic sustainability, which were reliable and valid for measuring sustainable food consumption.

The findings of this study have important implications for policymakers, food producers, and marketers who seek to promote sustainable food consumption. Policymakers can use the measurement scale to monitor sustainable food consumption and design policies encouraging sustainable food production and consumption. Food producers and marketers can use the findings to develop sustainable food products and effective communication strategies that resonate with consumers' values, beliefs, and attitudes. Overall, this study contributes to the literature on sustainable food consumption and offers practical implications for promoting sustainable food consumption.