



Consumer Purchase of Safety Food Certified Product: a Quantitative Systematic Literatur Review

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Abstract. This study aims to review relevant studies concerning consumer purchase of safety food certified products, a total 18 studies related to the consumer purchasing behavior of safety food certified products in top tier journals have been identified to the recommended systematic literature review methodology. A systematic literatur review approach was implemented to examine, summarize and finally interpret the relevant research stream pertaining to consumer purchase of safety food certified product. A high concern with safety products who are especially worried about the safety products prevalence of food safety incident causes costumer to lower their confidence in food safety and costumers tend to become less sensitive to price. Findings would helps re- searcher in food safety studies to consider critical issues in food safety.

Keywords: *Safety food certificated product, preception, consumer behavior, marketing strategy.*

1 Introduction

The world's population in 2025 according to data (Worldometer, 2025) is 8.2 billion the increase in the number of people from year to year makes dependence on safe and quality food a necessity, improving the quality of life from year to year becomes a basic human need. The growth of the world's population, the increase in global trade, and the process of industrialization have posed various threats in the food production and distribution chain. These threats include risks that can be detrimental to human health, such as disease transmission, chemical contamination, errors in storage and transportation, poor sanitation, fraud in food products, and the use of hormones and antibiotics. In addition, climate change can also reduce agricultural productivity and food products, which ultimately affects food availability. Therefore, effective risk management and mitigation efforts are needed to ensure food safety. (Bah, 2025)

Today's consumers are very care to food and beverages based on food safety. The food safety crisis that occurred in the country in other parts of the world, such as in the case of mad cows in England in 1996, contamination *Enterohaemorrhagic Escherichia coli* (EHEC) in Germany in 2011 and the meat crisis in 2017 in Brazil made consumers

more vigilant. Safety food crisis other than reducing the level of consumer confidence can also reduce the company's reputation which has an impact on the economic stability of a country. (Suhaimi et al., 2024). As food safety problems increase, consumers are worried about the health risks posed by food consumption, so that consumer awareness arises in choosing food products that are safe against health standards. This food safety is a global issue related to the 2nd Sustainable Development Goal, namely zero hunger which essentially relies on hunger prevention, food safety, nutritional improvement and supporting the safety of certified food products.

Issues related to food safety and sustainability are now a major concern at the global level. In a situation affected by various challenges such as the global financial crisis of 2008, the world's rapid population growth, climate change, natural disasters, as well as the recent COVID-19 pandemic, it is important for every individual, especially consumers, to have awareness and responsibility in supporting a sustainable future for the earth. Türkiye which is among the top ten countries with the largest agricultural economies in the world, has an advantage in producing a wide variety of food commodities. However, the problem of malnutrition and consumption inequality is still a significant challenge, even though food production is abundant and the level of food waste is also high. (Erol et al., 2023).

There have been several studies that have reviewed purchasing behavior but focused on halal food and beverages, such as the one conducted (Secinero & Calandra, 2021), which conducted research by simply including the words "Halal" and "Food" resulting in extensive and non-specific searches. Another study was conducted (Naeem et al., 2020) by analyzing 24 main themes to obtain the results of the four most discussed themes of authorial origin, methodology used, respondents' beliefs, and type of journal. The most recent literature study research on consumer behavior was conducted by (Maminirina Fenitra et al., 2024) adopting the Theories Framework Context-Characteristics-Methods (TCCM) by analyzing the theories adopted in halal food consumption, the context of halal food consumption behaviors that have been researched, the characteristics of journals that have been researched, What methods are used to study these issues. The research that has been conducted focuses on halal food and drinks. Researchers have not found similar studies but focus on consumer behavior toward food safety certificates.

The focus of this research aims to identify and evaluate previous studies on: (1) consumer decisions in purchasing food that has been certified food safety and (2) the relevance of purchasing food products that have been certified food safety with applicable health standards in accordance with the provisions.

2 Literature Review

One of the important factors that affect a person's life besides trust is health. Unsafe food can cause disease and malnutrition, especially in children, the elderly and vulnerable groups. Providing safe food is important in supporting pagan resilience (Khanal et al., 2024). The World Health Organization has defined food safety as the conditions and conditions necessary to ensure that food remains safe, nutritious and

suitable for human consumption at every stage, from production, processing, storage, distribution to its presentation (KILIÇ et al., 2020). Efforts to prevent foodborne diseases, maintain food quality, and build sustainable food systems are crucial aspects in achieving the main goal of food safety. Food safety is closely related to economic stability, the sustainability of the agricultural sector and environmental conservation, therefore guaranteeing food safety also plays a strategic role in supporting national economic development (Bah, 2025).

Research conducted (Bah, 2025) on consumer knowledge of food safety reported that 76% of consumers know the concept of food safety and as many as 24% of consumers have heard of food safety. On the other hand, the research conducted (Bolek, 2020) Consumer concerns about food safety vary from the addictive ingredients used, bacterial contamination, Genetically Modified Organisms (GMOs), antibiotic hormones and contamination of chemical ingredients. As many as 61% of respondents considered addictive substances to be very dangerous, 53% of respondents categorized bacterial contamination as dangerous contamination. To prevent food safety issues and minimize the loss of economic potential, various food safety certificates are implemented, the types of certificates where food goes include Good Manufacturing Practice (GMP), Hazard Analysis and Critical Control Points (HACCP), ISO 22000 and the British Retail Consortium (BRC) (Bah, 2025).

The main principle of GMP is to ensure that food products are produced and distributed through an efficient system, run by well-trained and qualified staff, in a hygienic environment, and in accordance with good production and quality management practices (Jarvis, 2014). Process control by assessing the hazards and risks of each stage of the process and monitoring of critical points in food hygiene is defined as HACCP (Jarvis, 2014). Pillay and Viktor (2006) in (Kafetzopoulos et al., 2013) describe ISO 22000 as an international standard that integrates food safety principles by combining elements of GMP and HACCP. The British Retail Consortium (BRC) is a certification that focuses on risk and risk management to evaluate and ensure food safety, the BRC is divided into several sectors such as food safety standards, food safety standards for packaging and consumer safety standards (IPB, 2025).

The GMP program focuses on the analysis and control of these factors to ensure the production of high-quality food with lower levels of destructive microorganisms, thereby contributing to food safety and helping to prevent the transmission of foodborne diseases, HACCP and GMP have the same goal as controlling production activities to ensure food safety in each process (De Oliveira et al., 2016). Denyer & Tranfield, (2009) in (Baltazar et al., 2025) define systematic literature review (SLR) as a methodology by evaluating the perspectives, contributions, and summary of previous research to convey possible clear conclusions about the theme being analyzed. In the field of management research, various methodological approaches can be used to review the development of the scientific literature, for example, bibliometric analysis uses quantitative techniques to assess and monitor the output of the scientific literature by analyzing metadata (Zupic & Čater, 2015). The quantitative approach in literature study research examines the relationship between scientific elements such as researchers, citation keywords and author collaboration. Meanwhile, comprehensive literature study research is used to identify the suitability and situate previous research (Baltazar et al., 2025).

3 Research Methodology

This literature study uses systematic procedures and steps, the process of analyzing all the literature on consumer purchasing behavior towards food safety certified products. The literature is summarized and summarized. The methodology applied is in accordance with the methods developed by (Rashman et al., 2009) and deepened by research (Fauzi, 2023), this literature selection procedure consists of four steps; Time horizon, Database selection, Article selection and article classification.

3.1 Time Horizon

As a new field in quantitative studies of the application of food safety concepts develops slowly, the high attention of consumers to food safety is expected to increase research trends from academia to see the latest research from the time range used in this article over the past 10 years.

3.2 Database Selection

The articles analyzed have relevance to the criteria, the main databases come from Scopus, Emerald and Web of Science. These three databases have a good reputation for article publication (Mongeon & Paul-Hus, 2016).

3.3 Article Selection

Articles are selected based on a systematic review process of keywords determined by searching various sources with similar terminology in the literature. Keywords "purchase", "purchasing", "buy" and "buying". And terminology for "certificate", "safety food certificate", "safety logo", and "safety food brand". Terminology for Consumer, "Customer", "User": "Buyer" and "Purchaser". Terminology for Good Manufacturing Practice, "GMP". Terminology for Hazard Analysis and Critical Control Points, "HAACCP". ISO 22000 terminology, "ISO 22000:2018". British Retail Consortium terminology, "BRC" (illustrated in Figure1).

3.4 Article Classification

The bibliographic classification structure is used to determine the type of certification used, the list of classified articles is contained in the table below. The following table is classified and identified based on the type of certificate and the type of method used.

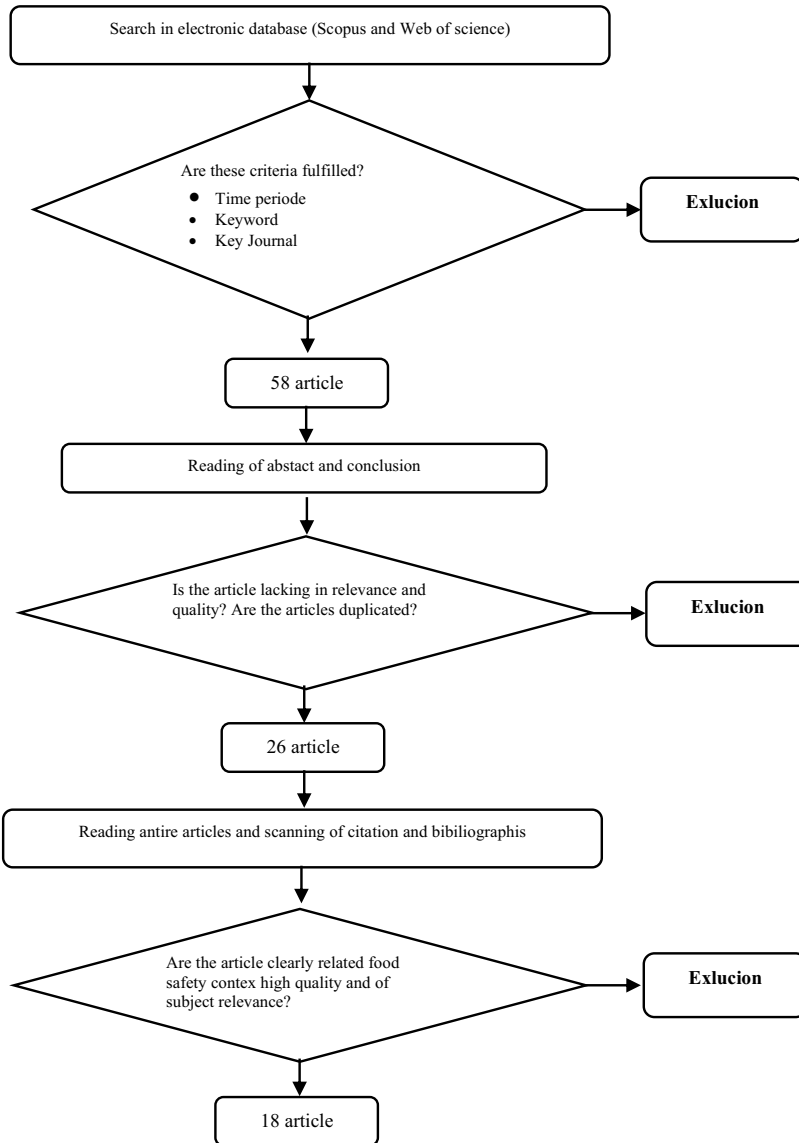


Figure 1. Article Sorting Flow

4 Findings and Discussion

4.1 Findings

The results of this study use a literature review approach with a database was selected from articles related to food safety certificates. Data sorting was carried out 3 times in order to get the appropriate results from the initial number of 80 articles from Scopus articles and Web of Science articles. From the 80 articles, data was then sorted based on the latest time horizon, keywords and journal keywords which resulted in 58 articles, then from the 58 articles were sorted again by reading the abstract and the conclusion was obtained 26 suitable articles. Furthermore, for the 26 available articles, another sorting was carried out by reading the entire article and looking at the citations whether or not it was in accordance with this research and the results of 18 articles were obtained in accordance with the following research:

Table 1. Recap of Penelitian results

Yes	Authors	Year	Journal	Sample and method (Software)	Contex	Certificate
1.	(Roy <i>et al.</i> , 2018)	2017	Journal Consumer Behavior	308 Respondens, SPSS AMOS (PLSSEM)	Food Safety Scandals	N/A
2.	(Wongpraw mas & Canavari, 2017)	2017	Food Policy	350 respondents, Multinomial Logit, Random parameter logit, Laten Class Generalize mixed Logit, Ngene 1.1.1 Software	Food Safety Labelled	GMP, Haccp, Q Mark
3.	(Amfo <i>et al.</i> , 2019)	2019	Journal of agribusiness in developing and emerging economies	300 responden in Tamale Metropolitan, Ghana. Ordinary Least Square (OLS), N/A	Food safety attributes, Food safety consciousness	N/A
4.	(E. Wang <i>et al.</i> , 2019)	2019	Food Policy	702 Respondes In China, Mixed Logit Model, N/A	Food Safety Knowledge, Food Safety Attributes, Food	Organic Certification, HACCP Safety Certificate
5.	(J. Wang <i>et al.</i> , 2020)	2019	Food Control	844 Ressenponden, SEM, N/A	Food safety attribute, Food Safety Behavior, Food Safety Certification	Pork Certified

6.	(The et al.2020)	2020	Food Control	844 Responden, Multinomial Logit, Rank ordered Logit (ROL), N/A	Food Safety Indicators	VietGap, Global Gap
7.	(Bolek, 2020)	2020	Trends in food science & technology	990 responden in Turkey,SAS General Linear Models, Anova test, DMRT, SAS Software Version 8.0	Food safety knowledge, food safety authorities	N/A
8.	(Liu et al.,2020)	2020	Food Control	2092 Responden, SSI Web 7.0	Food Safety certification, Food Safety Attributes, Food Safety Attributes, Food Safety Concern.	N/A
9.	(Jain & Nadu, 2021)	2021	International Journal of Food Science and Nutrition	144 responden in Chennai India, SPSS and Anova $p < 0.05$	Food safety logo, Food certification, Food safety behavior	N/A
10.	(Borda et al., 2021)	2021	Food Control	985 responden, Chi-Square tests, Anova, SPSS statistic 20, Amos 20	Food Safety knowledge, Food certificate, Food safety labell, Food safety information	N/A
11.	(Gedikoğlu & Gedikoğlu,2021)	2021	Food Control	1,016 respondens,Anova, Stata Software	Food Safety Certificate	Hazard Analysis and Critical Control Points (HACCP)
12.	(Bannor et.al., 2024)	2022	Journal of agribusiness in developing and emerging economies	130 Respondens, Multinomial Probit Regression Model, Stata	Food safety attribute, food safety consciousness	N/A
13.	(Quevedo Silva et al., 2022)	2022	Food Control	862 Responden,Structural Equation Modeling (SEM), Partial Least Square (PLS), N/A	Food Safety Attributes, Food Traceability	Beef Certified

14.	(Erol et al.,2023)	2023	Foods	2400 Responden in Turkey, Pearson Correlation test, Kurskall Walis tes, Chi-Square, SPSS	Food Purchasing habits, Food safety atributes	N/A
15.	(Feng et al., 2023)	2023	Britsh Food Journal	1590 Renspondens, Analysis of Covariance (ACNOVA), IBM SPSS Statistic 23.0, Structural Equation Modeling (SEM),Mplus 8	Food Safety Knowledge , Food safety purchase intention,Food safety Incident, Food Safety Atributes	N/A
16.	(Czernyszewicz & Wiśniewska, 2024)	2023	Central European Management Journal	388 responden, IBM SPSS Statistics.27.	Food Safety Company	N/A
17.	(Caliskan & Kınık, 2024)	2024	Years	175 student health and safety depar- tement of university in Turkey, Anova, SPSS 25.0	Food Safety ConsenFood safety behavior	N/A
18	(Pham et al., 2025)	2025	Journal of agribusi- ness in de- veloping and emerg- ing econo- mies	1365 Responden, Conditional logit dan Mixed logit Model STATA	Food Safety Atribute	VietGAP (Viet- nameese Agri food Supply), USDA (organik certifica- tion)

The findings in the study show that research related to food safety certificates is widely conducted in Asia, especially in China with 4. According to (J. Wang et al., 2020) the certification of agricultural products in China is divided into three food standard hierarchies that have been in effect since 1990: Hazard-free food or known as Pollution free food, "Green Food" and "Organic Food". In (Zhang et al., 2018) the Chinese government's National Food Safety Standards updated its food safety law covering eight aspects of food safety, namely: (1) Limits on contaminants such as pathogenic organisms, pesticide residues, veterinary drug residues, biotoxins, heavy metals, and other materials that can harm human health and that may be contained in food, food additives, and food contact materials. (2) The functional class, use, and maximum level of use of food additives. (3) Requirements of nutritional ingredients for primary and secondary foods for infants and other specific populations. (4) Labeling, marking and instruction requirements related to food safety requirements. (5) Hygiene requirements for pagan production. (6) Quality requirements related to food safety. (7) Food inspection procedures and analysis methods related to food safety. (8) Other

content that needs to be codified in food safety standards.

4.2 Discussion

The findings of this literature review research are that the food safety context that is most often used as a benchmark in research is: (1) A food safety tribute, (2) Food safety certificates, (3) Awareness and knowledge about food safety, (4) Food safety standards, (5) Food safety institutions, traceability in food safety. Food safety attributes are the most frequently studied context (Bannor et al., 2024; Feng et al., 2023; Le et al., 2020; Liu et al., 2020; Pham et al., 2025; E. Wang et al., 2019). This is in accordance with research conducted by (Wu et al., 2021) on consumer trust and systems in food, consumers trust food quality and safety at the time of purchase if the product conveys food attributes/labels on the packaging. Food traceability is also an important source of information for consumers (Bolek, 2020) in his research get 70% of respondents between the ages of 25-50 Consider the attribute to Food Safety The product is very important and influences the purchase decision, (Erol et al., 2023) on his research over 73 % of consumers consider important "Expired Date", "Allergen and food additive information label"

The second context that is most often discussed in the found article is awareness and knowledge about food safety by user. (Borda et al., 2021; Liguori et al., 2022; Liu et al., 2020; Maitiniyazi & Canavari, 2021; Shafiee & Wahab, 2021; E. Wang et al., 2019; J. Wang et al., 2020). Consumers are willing to pay more on sustainable food products and food products that are inspected or certified by third parties to ensure the safety of their products (Erol et al., 2023). (Borda et al., 2021) Categorize in their research about consumer concerns about the food safety hazards, 61% user Consider that Food additives are very dangerous. Genetically modified foods (GMOs) are considered dangerous to very dangerous by 93% of consumers, not only that point other indicator as much as 50% consumers also highlights the dangers Residue hormones, pesticide residues and Residue antibiotics in meat almost half of respondents willing to pay more on organic-certified products.

Consumer concerns about danger food safety inseparable from the incident food abuse committed by Manufacture Company that change consumers' views of food safety. Research conducted (Peng et al., 2015) The food safety scandal involving a yogurt and jelly company broadcast by the media influenced a consumer trust crisis, which affected new products more than the old ones. This is in line with research (Roy et al., 2018) which explains the importance of triggering emotional responses among consumers when attempting brand recovery through various means. The foundation of restoring consumer trust depends on the authenticity and improvement of product quality. Food safety and traceability institutions represent the third most frequently studied research context. The relationship between these institutions and food traceability lies in the issuance of food safety certificates, either by the government or through third parties. The most fundamental and globally recognized types of food safety certificates are Good Manufacturing Practice (GMP) and Hazard Analysis and Critical Control Points (HACCP) According to (Chhikara et al., 2018) GMP dan HACCP be basic system in the implementation of ISO 22000 known as Food Safety Management System (FSMS).

According to (De Oliveira et al., 2016) GMP can be applied in the production process of food, medicine and equipment production, The GMP program focuses on the analysis and control of these various factors to produce high-quality food by reducing the number of spoiled microorganisms and ensuring food safety, because GMP is one of the main ways to prevent disease consequences of food insecurity. In line with the research conducted (Geraldo et al., 2024) On the quality of smoked fish in Ghana, GMP application has a positive impact on indicator microbiological quality with no *Coliform* dan *E. coli* found while in some previous studies on the existence of smoked fish *Coliform* and *E.Coli* found in finished products, this positive thing due to the timing when the process is completed and use personal protective equipment throughout the production process on the other hand, the application GMP can significantly lower level peroxide and histamine residues to the extent accepted, in general the application of GMP can improve the quality of smoked fish in Ghana.

The basic principles of HACCP, according to (Chhikara et al., 2018) can be effective and rational inguarantee Stages of safety food from the harvest to finished products and consumed. The relationship between HACCP and consumer was studied by (Gedikoğlu & Gedikoğlu, 2021) in the United States younger consumers are more likely to aware of HACCP certification and worried about food safety, however gender and level education level does not have a significant effect on HACCP certificate. In addition to ensuring the quality of food safety for consumers, HACCP certificates also have an effect on the business company. Research conducted by oleh (Barbancho-Maya & López-Toro, 2022) Several factors have been identified as reasons for companies to pursue food safety system certification. Internal factors include the desire to reduce production errors, enhance the efficiency of production costs and raw material usage, and improve employee capabilities and commitment. External factors driving companies to adopt food safety certification involve gaining access to new market targets and complying with regulatory requirements in specific regions, thereby enabling companies to compete globally and enhance brand image.

The most common approach widely used in evaluating consumer purchases of food safety certified products and the approach *Covariance-based Structural Equation Modeling* (CB)-SEM and *partial least square* (PLS)-SEM. According to (Dash & Paul, 2021) Underlying differences in CB-SEM and PLS-SEM is quite clear, if the purpose of the research is to tests and confirms existing theories then the right method is CB-SEM, on the other hand, if the purpose of the research is to make predictions and develop new theories, then the methode the appropriate is PLS-SEM.

CB-SEM is essentially designed to test existing theoretical frameworks, including measurement models and structural models (e.g., assessing whether a theorized relationship is actually present in the data). This is done by comparing the covariance matrix estimated by the theoretical model with the covariance matrix obtained from the data current, Another feature of CB-SEM is that this approach uses a basic factor and relies on the assumption that one common factor underlying the relationship between the indicators, In other words, the covariate relationship between the buffered indicators arises because of these factors. (Hair & Alamer, 2022).

Characteristics of PLS-SEM is used in social knowledge-based researched consider using PLS-SEM according to (Hair & Alamer, 2022) Data characteristics; get used to analyze small samples, absence of distributional assumptions, can be used as long as

the value is lost below a reasonable level, Works on metric data and ordinal data. Model characteristics; handle constructs measured with single and multi item sizes, easily combine reflective and formative measurement models, Can handle model complex with many relationships structural, no circlesal that is allowed by the structural model.

5 Conclusion

This review describes three major contexts that are most often used as a benchmark for consumer purchase researchon food safety certificates, this study shows that quantitative research on consumer purchases of food safety certificates continues to develop and will continue to increase. Globally applicable food safety certificates such as GMP and HACCP are the most frequently discussed. This research has its first limitations, this research only focuses on the context that has been most often researched over the last decade. Second, the study focuses on food certificates that are valid globally, there needs to be more research on other food safety certificates such as organic certificates and others.

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