ESAFIO ONLINE
ISSN 2317-949X

Disponível em
desafioonline.ufms.br
Desafio Online, Campo Grande, v.14, n.1, Jan./Abr. 2026
DOI: 10.55028/q32hmr06

VALOR PERCEBIDO: UM CAMINHO PARA ESTABELECER DIETAS SAUDÁVEIS?

PERCEIVED VALUE: A PATH FOR ESTABLISHING HEALTHY DIETS?

Rafaela Flores Kuff
Universidade Federal de Mato Grosso do Sul - UFMS
rfkuff@gmail.com
https://orcid.org/0000-0001-7981-0062

Ani Caroline Machado
Universidade Federal de Mato Grosso do Sul - UFMS
ani.machado@ufms.br
https://orcid.org/0009-0000-4359-3238

Caroline Pauletto Spanhol
Universidade Federal de Mato Grosso do Sul - UFMS
caroline.spanhol@ufms.br
https://orcid.org/0000-0002-0979-4594

Filipe Quevedo-Silva
Universidade Federal de Mato Grosso do Sul - UFMS
quevedo.silva@ufms.br
https://orcid.org/0000-0001-7494-4651

Resumo

Apesar da necessidade de adotar dietas mais saudáveis, mesmo aplicando intervenções de marketing, estas são mais eficazes em reduzir a alimentação não saudável do que em aumentá-la. Isso pode ser devido à complexidade de uma escolha controversa que prioriza saúde, nutrição e sustentabilidade. Ao mesmo tempo, pode significar escolher alimentos que não representam encontros sociais ou uma fonte de prazer. Este estudo seleciona sistematicamente a literatura existente para explorar como o constructo multidimensional do valor percebido pode ser empregado para entender as escolhas alimentares saudáveis. Através de análise bibliométrica e conceitual, os resultados mostram que o foco da pesquisa mudou para discutir preocupações de

Peer Review under the responsibility of Escola de Administração e Negócios da Universidade Federal do Mato Grosso do Sul ESAN/UFMS.

saúde e ambientais, que estão intimamente relacionadas aos valores utilitários e hedônicos. A partir das descobertas, o estudo demonstra caminhos para pesquisas futuras.

Palavras-chave: Valor hedônico; Alimentos saudáveis; Escolha alimentar; Alimentos orgânicos; Valor utilitário.

Abstract

Despite the need to adopt healthier diets, even by applying marketing interventions, they are more effective at reducing unhealthy eating than increasing it. This may be due to the complexity of a controversial choice that prioritizes health, nutrition, and sustainability. Still, it may mean choosing food that does not represent social encounters or a source of pleasure. This study systematically selects extant literature to explore how the multidimensional construct of perceived value can be applied to understand healthy food choices. Through bibliometric and conceptual analysis, the results show that the focus of research shifted to discuss health and environmental concerns, which are closely related to utilitarian and hedonic values. From the findings, the study demonstrates paths for future research.

Keywords: Hedonic value; Healthy food; Food choice; Organic food; Utilitarian value.

1. Introduction

Healthy diets are a current priority for the world's population, and initiatives are endeavored mainly by the FAO (Food and Agriculture Organization of the United Nations) and the WHO (World Health Organization), which have been working towards goals to achieve more healthy and sustainable diets (FAO & WHO, 2019). Under this perspective, the USFDA (United States Food and Drug Administration) has been working on a reformulation and more precise definition of what constitutes healthy food, proposing that foods containing a “healthy” claim on their package should be aligned with nutrition science. Therefore, they should be composed partly of fruits, vegetables, grains, proteins, and dairy and cannot contain too much saturated fat, sodium, or added sugars (United States Food and Drug Administration, 2022).

Despite the need to adopt healthier diets, Cadario and Chandon (2020) identified that interventions, such as nudges, are more effective at reducing unhealthy eating than increasing healthy eating. The most recent approaches consider nudging effects (Blom et al., 2021; Vecchio & Cavallo, 2019), trust (Lazaroiu et al., 2019) and availability (Pechey & Marteau,

2018). Although extant literature considers some of the broader aspects of food choice, its multidimensionality characteristic is not always discussed to disentangle how healthy diets can be preferred over unhealthy ones. According to Cadario and Chandon (2018), there is a need to understand what efforts can increase healthy eating.

Rozin and Vollmecke (1986) mention that people do not eat nutrients; they eat foods. Researchers have considered the many functions that foods may have in society over time. It can be a source of pleasure, worry, or stress, and it can have social (Rozin et al., 1999; Rozin & Vollmecke, 1986) as well as cultural and symbolic functions (Fischler, 1988). Moreover, there is a broad consensus that food choice is complex and surrounded by multiple motivations (Canetti et al., 2002; Chen & Antonelli, 2020; Köster, 2009; Rozin et al., 1999; Rozin & Vollmecke, 1986).

An exciting and recent stream of research demonstrates the possibility of understanding healthy food adoption by applying the concept of perceived value to organic food consumption (De Toni et al., 2018; Watanabe et al., 2020). The consensus about the perceived value construct is that it is (as much as food choice is) multidimensional (Sweeney & Soutar, 2001). Considering the evolution of the concept, the customer value was approached from a goods and brand perspective (Sweeney & Soutar, 2001), and it has been seen as a potential antecedent of repurchase intention for organic foods (De Toni et al., 2018).

For instance, García-Salirrosas et al. (2024) highlight that perceived value, including emotional, financial, and perceived quality, significantly impacts the brand image of healthy foods and consumer loyalty. Moreover, the study highlights the importance of perceived value concerning quality and tangible health benefits, which reflects a predominant influence on consumers' purchasing decisions.

Emotional connection and social values are essential for consumer loyalty (Curvelo et al., 2019; García-Salirrosas et al., 2025 . For instance, emotional value has been identified as a great predictor of purchase intention for organic food, encompassing the feelings of pleasure and well-being associated with consuming organic products. Furthermore, taste and health concerns are mostly related to the emotional side, rather than the functional side, i.e., they associate eating organic with a healthier lifestyle, rather than focusing on health benefits or taste. They can sacrifice taste and appearance in favor of health-related attributes (Curvelo et al., 2019).

Economic value has become less relevant in purchase decisions of healthy foods; therefore, the focus of healthy food brands should be on creating emotional bonds and promoting social responsibility, products that meet functional needs and consumer well-being,

which strengthens brand loyalty, encouraging healthy food consumption (García-Salirrosas et al., 2025)

From a complementary perspective, a specific group of health-conscious consumers may exhibit distinct behaviors regarding healthy food purchases, indicating clearer health standards to evaluate product quality and social and environmental responsibility, and emotional satisfaction is mostly valued (Albornoz et al., 2024), complimentary, Lee et al. (2018) identify knowledge as a significant predictor of perceived value for healthy foods.

Therefore, recognizing that consumer perceptions, beliefs, and experiences play a vital role in shaping their value assessments and purchase decisions (Sweeney and Soutar, 2001), and that they value the emotional connection with healthy food purchases, we pose the following question: Can healthy diets be promoted through the perceived value perspective focusing on consumer well-being? Based on this, we aim to explore how the multidimensional construct of perceived value can be applied to understand healthy food choices, focusing on the positive aspects of food (e.g., pleasure and the anticipation of meals).

Through a bibliometric and systematic review of the employment of perceived value to understand healthy food choices, we propose to identify and categorize the most evident dimensions of perceived value and how they may contribute to disentangling the consumer dilemma with healthy foods. Literature reviews improve research fields, help approach problems, and stimulate future research (Kraus et al., 2022) toward solutions. Hence, we explore this potential in this review to make future propositions from the streams identified.

Understanding the factors that influence healthy food choices can assist FAO and WHO in developing campaigns and policies that consider cultural and individual aspects, making healthy diets more appealing and aligning them with population preferences. This approach supports the objectives of the FAO Strategic Framework 2022-2031, which aims for more efficient, inclusive, resilient, and sustainable agri-food systems, promoting "better nutrition" and “a better environment”. By investigating how consumers' perceived value impacts healthy and sustainable food choices, we contribute to transforming food systems, focusing on enhancing nutrition in all its forms (FAO, 2021).

The paper is structured as follows: First, we define and discuss the context of food choice for healthy foods. Second, we present the review method, followed by bibliometric and conceptual analyses. Finally, we conclude and demonstrate paths for future research and list the limitations.

2. Methodology

We conducted a bibliometric study to identify the most evident dimensions of perceived value present in the extant literature about the consumption of healthy foods. Despite acknowledging the limitations associated with relying solely on one database, the literature survey was carried out through the Scopus database, one of the main databases in the social sciences area, and has more than twenty thousand active journals (Mongeon & Paul-Hus, 2016).

The option to use only one database presents a limitation that permeates a discussion in scientometrics. For instance, Web of Science and Scopus exhibit an underrepresentation of some fields compared to the natural sciences and engineering. There are also limitations regarding language coverage; therefore, relying solely on one of them can lead to incomplete or biased assessments of scientific activity (Mongeon & Paul-Hus, 2016).

However, several newer scholarly databases have emerged in recent years, including Dimensions, Microsoft Academic Search, and others. For instance, the Dimensions database provides greater coverage in the social sciences compared to the Web of Science and Scopus. Singh et al. (2021) identify that Dimensions has a higher proportion of publications in Social Sciences (14.4%), Scopus (8.7%), and Web of Science (6.7%) are lower in the same field.

Therefore, our choice for Scopus is grounded in its well-established reputation and broader acceptance in bibliometric research. It ensures consistency in our bibliometric analysis, while we simultaneously acknowledge the potential language and field biases inherent in both Scopus and Web of Science (Mongeon & Paul-Hus, 2016; Singh et al., 2021).

Table 1 contains the search protocols, specifying the keywords used, the time interval, the date of the searches, and the inclusion filters.

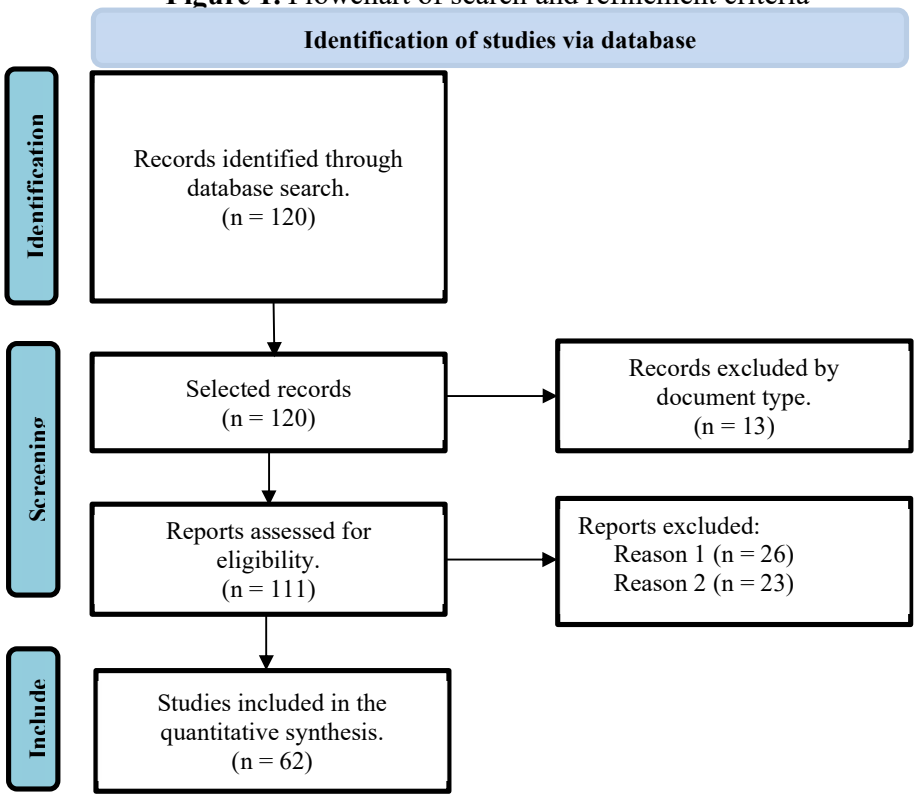
Table 1. Search protocol and document collection details.

Feature	Description
Search string	("value perception" OR "perceived value" OR "judgment value" OR "consumer value" OR "customer value") AND ("healthy food*" OR "fresh food*" OR "organic food*" OR "low-fat food*" OR "high protein food*" OR "unprocessed food*" OR "low carbohydrates food*")
Databases	Scopus
Search options	Article Title, abstract, and keywords
Search date	2 June 2023
Temporal range	Up to June 2023
Inclusion filters	Articles and Reviews in English

Source: Authors

The criteria described above were applied based on the data collection and refinement process PRISMA-S (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) (Rethlefsen et al., 2021). The preliminary result consisted of 62 articles, as demonstrated in Figure 1.

Figure 1. Flowchart of search and refinement criteria



Source: Authors

Therefore, the first search strategy returned 120 documents, filtered into empirical and review articles, reducing them to 111. Since the study's objective is to verify how the perceived value can be used to understand healthy food choices, a first reading of the abstracts was carried out to confirm the relationship with the topic of interest, and 85 articles remained in this stage. A new reading was performed to verify the abstracts, resulting in the maintenance of 62 articles.

Data analysis will be performed through the R package Bibliometrix, which contains the most extensive set of techniques for conducting scientific mapping (Moral-Muñoz et al., 2020). Furthermore, it is open-source and imports data from the main databases, such as Scopus and Web of Science (Aria & Cuccurullo, 2017) and is widely used in research (Caputo et al., 2021).

After conducting exploratory analyses to assess the data quality and publication trends, the analyses to achieve the proposed objective are thematic maps demonstrating the evolution

of themes considering authors' keywords. They also consider clusters of themes by using the walktrap clustering algorithm, "a random-walk-based clustering technique that computes the distance between two nodes using a fixed number of steps utilizing the probability matrix" (Halim et al., 2021, p. 9). Additional analyses comprise a word cloud and a co-occurrence map to access the holistic structure of all authors' keywords.

3. Results

This section aims to provide the bibliometric analysis results and explore the research question: Can healthy diets be promoted through the perceived value perspective, focusing on consumer well-being?

3.1 Summary of collected metadata.

The first analysis comprised assessing the quality of collected articles to identify which analysis should be performed properly. Therefore, Table 2 presents a data summary, and Table 3 demonstrates the completeness of collected metadata.

Table 2. Summary of data

Description	Results
Main Information About Data	
Timespan	1997:2022
Sources (Journals, Books, etc)	43
Documents	62
Annual Growth Rate %	10.07
Document Average Age	6.06
Average citations per doc	32.87
References	4619
Document Contents	
Keywords Plus	162
Author's Keywords	210
Authors	
Authors	164
Authors of single-authored docs	7
Authors Collaboration	
Single-authored docs	8
Co-Authors per Doc	2.84
International co-authorships %	32.26
Document Types	
Article	59
Review	3

Source: Authors

As Table 2 shows, the average age of the collected documents is six years. Therefore, this is a recent topic that has been gaining more attention over the last six years; most of the documents are written by multiple authors, and only eight were written by a single author. The rate of international co-authorship, i.e., the index of international collaboration between authors involving several countries in developing a relevant theme, is 32.26%, therefore a substantial number. Finally, there are far more articles than reviews available.

Table 3 describes missing data to assess the reliability of analyses and demonstrates that conducting analyses based on Keywords Plus, References, and Science Categories is risky. Therefore, these three metadata will not be used in the following analyses.

Table 3. Completeness of metadata

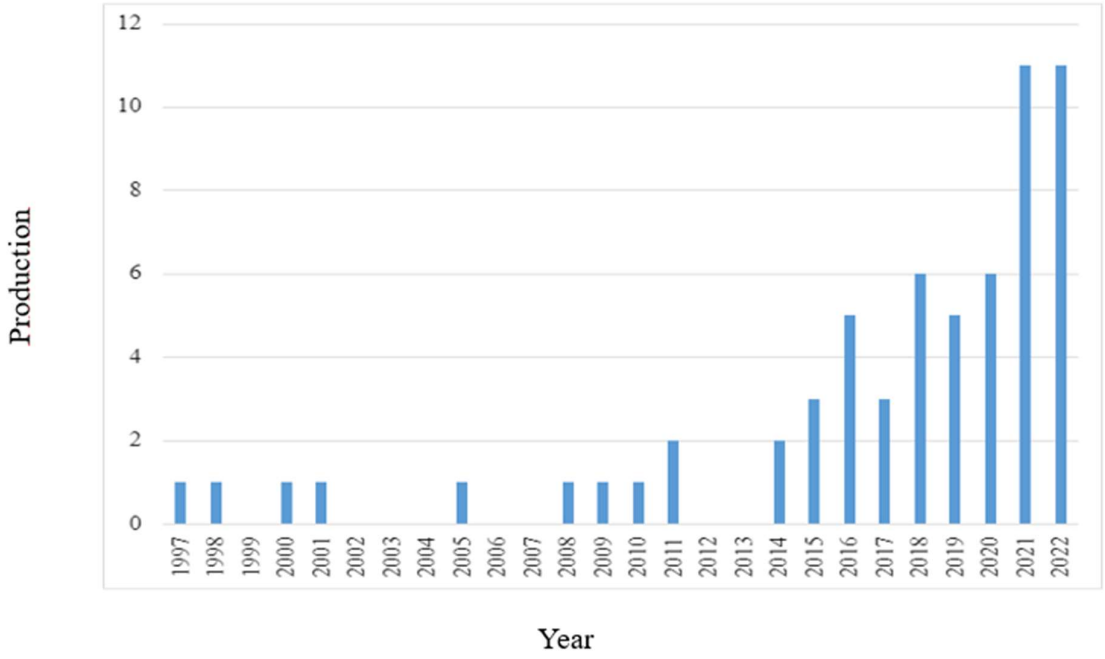
Metadata	**Missing counts**	**Missing %**
Abstract	0	0.00
Affiliation	0	0.00
Author	0	0.00
Cited References	0	0.00
Document Type	0	0.00
Journal	0	0.00
Language	0	0.00
Publication year	0	0.00
Title	0	0.00
Total Citation	0	0.00
DOI	3	4.84
Corresponding Author	4	6.45
Keywords	4	6.45
Keywords Plus	42	67.74
Number of Cited References	62	100.00
Science Categories	62	100.00

Source: Authors

3.2 Scientific Production Trends

Regarding the annual scientific production growth, Figure 2 demonstrates a significant growth of publications about perceived value and healthy food from 2021 to 2022. The Annual Growth Rate for 1997-2023 is 10.07 %, a substantial number.

Figure 2. Annual Scientific Production



Source: Authors

Some years presented no production, with the most productive period being from 2014 onwards, and the high production volume of 2022 includes one of the three reviews collected, through which Leyva-Hernández et al. (2022) demonstrate the values that stand out in emerging economies' studies about healthy food choices. The authors identified emotional, conditional, and epistemic values, which may briefly indicate that emotions or feelings are associated with healthy food choices, while novelty and interest also play a role. However, conditional value proposes that external circumstances and situations influence consumer choice. Therefore, healthy food choices may be context-dependent, and this can be a positive stimulus or a strong constraint.

Table 4 shows the five countries that lead the scientific production of healthy food choices and perceived value. According to the results, most of the production is endeavored by emerging markets (Brazil, Malaysia, South Korea, and China), considering that they hold 82.25% of the collected articles; therefore, the example mentioned above of Leyva-Hernández et al. (2022)'s review may represent some of these countries' production.

Table 4. Top 5 most productive countries

Classification	Country	Publications	TC	AAC
1º	United States	18	160	32.00
2º	China	14	197	39.40
3º	Brazil	13	61	61.00
4º	Malaysia	12	76	25.30
5º	South Korea	12	-	-

**TC = Total Citations, AAC = Average Article Citations*

Source: Authors

Table 5 demonstrates the Top 10 most cited documents, illustrating that the Brazilian scenario is highly influential. Three of the ten most cited documents depict Brazilian consumers regarding organic foods, which describes an emerging country market.

Table 5. Top 10 most cited documents

Paper	Journal	Sample	TC
Konuk (2019)	Journal of Retailing and Consumer Services	Turkey	184
Thøgersen et al. (2015)	International Marketing Review	China and Brazil	152
Hemmerling et al. (2015)	Organic Agriculture	Review	126
Lazaroiu et al. (2019)	Frontiers in Public Health	Review	101
Lee & Hwang (2016)	Food Quality and Preference	USA	90
Watanabe et al. (2020)	British Food Journal	Brazil	80
Pearson et al. (2011)	British Journal of Nutrition	Australia	78
Vecchio et al. (2016)	International Journal of Consumer Studies	Italy	77
Lim et al. (2014)	Journal of Global Marketing	Malaysia	64
De Toni et al. (2018)	Journal of Food Products Marketing	Brazil	61

*TC = Total Citations

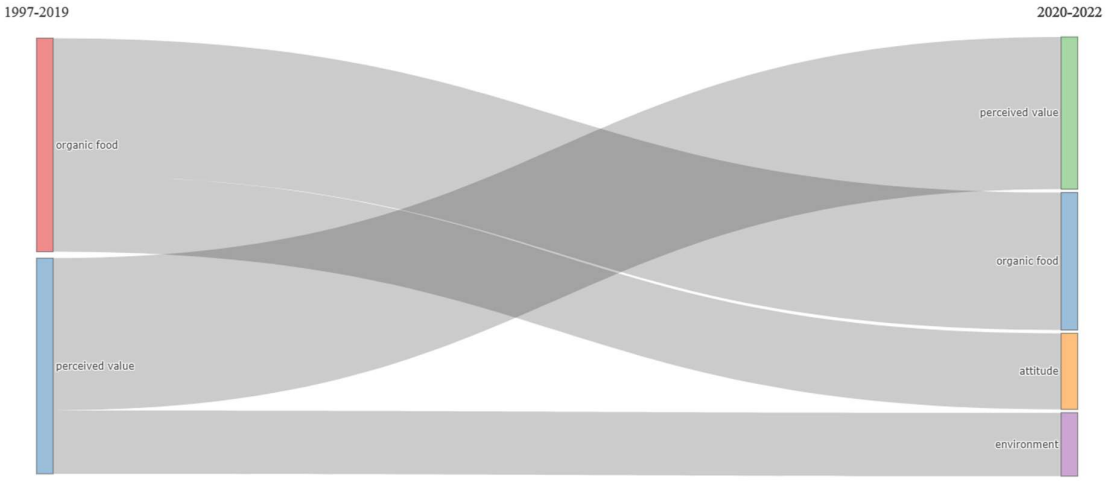
Source: Authors

3.3 The interplay between healthy food choices and perceived value

To illustrate and explore how the multidimensional construct of perceived value can be applied to understand healthy food choices, this subsection is dedicated to investigating the possibility of future marketing approaches to focus on the positive aspects of food (e.g., pleasure and the anticipation of meals) and consumer well-being through perceived value.

The first analysis conducted for this purpose is thematic evolution, presented in Figure 3. The analysis was based on 210 authors' keywords, using the cluster method walktrap. It is visible how the theme has evolved from a restrictive view of organic food to exploring consumers' attitudes about it. Attitude in the food domain is often specified as the consumer's overall attitude toward food, integrating their beliefs about its outcomes (Ajzen, 2001). The study of Thøgersen et al. (2015) illustrates this by identifying that attitudes regarding healthiness, taste, and environmental friendliness are relevant to Chinese and Brazilian consumers regarding organic foods, which leads attention to the other aspect of Figure 3: perceived value has evolved from a restrict view and integrates, in studies from 2020 to 2022, the environment perspective, which demonstrates the studies focus on the association between healthy food choices and sustainable consumption.

Figure 3. Thematic Evolution

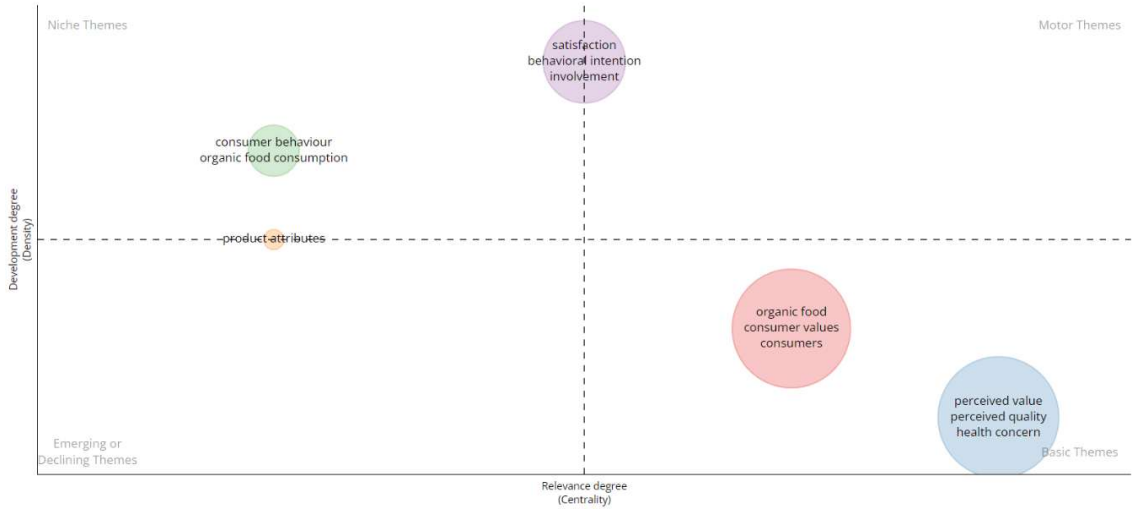


Source: Authors

Evidence shows that consumers are generally willing to pay moderately more for sustainability-labelled products, which can include neutral information about the food, its production processes, or the packaging and/or claims about the sustainability performance of those (Cook et al., 2023). This demonstrates that clear information regarding the origin and production practices of food may strengthen the consumer's connection to both health and sustainability, ultimately fostering a more conscious approach to their dietary decisions through perceived value.

To take a closer look at the first period (1997-2019), Figure 4 demonstrates the themes approached in the documents by clusters (walktrap method, based on 210 authors' keywords). The upper left quadrant represents niche themes that were less developed until 2019, which are "consumer behaviour," "organic food consumption," and "product attributes". These are high-density themes. Therefore, they were highly developed.

Figure 4. Thematic map (1997-2019)



Source: Authors

The lower left represents emerging themes with low centrality and density. The themes with the most significant number of works in the upper and lower right quadrants are the motor themes and the basic and central themes. Motor themes have high centrality and density and will likely be treated systematically over time. Notably, themes such as "satisfaction," "behavioral intention," and "involvement" appear to be transitioning from peripheral to motor themes, indicating their growing importance.

For instance, Wang (2010) identifies that purchase intention is influenced by brand preference, which in turn is affected by consumer satisfaction. Therefore, considering healthy foods, stronger preferences lead to a higher purchase intention. Furthermore, consumer involvement increases when emotional and social elements are highlighted, suggesting that products that evoke emotions or connect to social groups can intensify this involvement, a finding consistent with Curvelo, Watanabe & Alfinito (2019) and García-Salirrosas et al. (2025), reinforcing the idea that emotional and social elements play a crucial role in shaping consumers' decisions to engage with healthy food options.

The basic themes demonstrate a high number of documents. Usually, these themes are becoming important. Until 2019, these themes included "organic food," "consumer values," and "consumers," while the other cluster indicated "perceived value," "perceived quality," and "health concern".

These themes resonate with earlier discussions, particularly the notion that food choice is multifaceted and driven by various motivations, as outlined by Chen and Antonelli (2020). For instance, the framework they propose suggests that factors such as personal values and social influences significantly impact consumer behavior. Table 6 provides the list of all articles that represent the perceived value cluster of the map in Figure 4.

Table 6. Articles from 1997-2019 representing the perceived value cluster

Authors	Title	TC
Konuk (2019)	The Influence of Perceived Food Quality, Price Fairness, Perceived Value and Satisfaction on Customers' Revisit and Word-of-mouth Intentions Towards Organic Food **Restaurants**	184
Lee & Hwang (2016)	The Driving Role of Consumers' Perceived Credence Attributes in Organic Food Purchase Decisions: A Comparison of Two Groups of Consumers	90
Finch (2006)	The Impact of **Personal Consumption Values and Beliefs** on Organic Food Purchase Behavior	56
Ness et al. (2010)	Modelling Consumer Behavioural Intentions Towards Food With Implications for Marketing Quality Low-input and Organic Food	38
Jin et al. (2017)	The Health Conscious **Restaurant** Consumer: Understanding the Experiential and Behavioral Effects of Health Concern	24

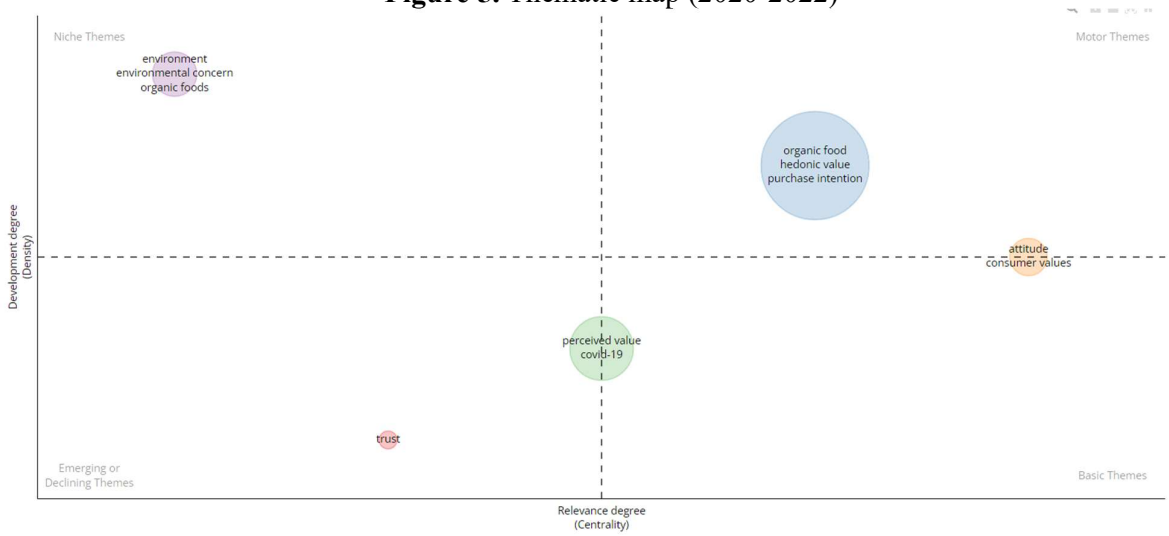
Sumi & Kabir (2018)	Factors Affecting the Buying Intention of Organic Tea Consumers of Bangladesh	21
Jin et al. (2018)	Examining the Healthy Food Consumption in **Full-service Restaurants**: Quality or Non-quality Cues?	5
Tiilikainen & Huddleston (2000)	Effect of **Environmental Soundness** on Consumers' Food Evaluation, and Willingness to Buy	4

**TC = Total Citations*

Source: Authors

Table 6 shows that most of the articles of the perceived value cluster until 2019 focused on restaurants and eating outside, which is not the focus of this research. Figure 5 demonstrates the thematic structure from 2020 to 2022. From 2020, the thematic structure changed, and perceived value went from a basic theme to having a higher density. Therefore, it became more developed. Its average centrality may be due to its coupling with COVID-19, an emerging theme of the period. It was not a highly developed theme yet but demonstrates average relevance.

Figure 5. Thematic map (2020-2022)



Source: Authors

An interesting emerging theme that appears in this period is "trust", and the slightly relevant that appear highly developed in this period are "environment," "environmental concern," and "organic foods." Motor themes are represented by "organic food," "hedonic value," and purchase intention," which, together with "attitude" and "consumer values," indicate high relevance and development degree in this period. To effectively leverage these insights, transparent communication regarding sourcing, production practices, and health benefits becomes essential for building consumer trust. Specifically, health-conscious

consumers are looking for quality in healthy food products and are increasingly concerned about the social and environmental impacts of the ones they choose (Albornoz et al., 2024).

These themes are closely associated with brand communication. Hughes et al. (2023) highlight that the trust and credibility of health claims significantly impact consumer perception. When consumers perceive a claim as true and valuable, it can influence their choices toward healthier foods and enhance their appreciation for the enjoyment linked to these products. The authors also emphasize that consumer values such as health, sustainability, and ethics in food choices are central in this context, alongside hedonic value, which refers to the pleasure and satisfaction consumers derive from their food choices.

Table 7 provides the list of all articles that represent the perceived value cluster of the map in Figure 5.

Table 7. Articles from 2020-2022 representing the perceived value cluster

Authors	Title	TC
Sultan et al. (2021)	How Perceived Communication Source and **Food Value** Stimulate Purchase Intention of Organic Food: an Examination of the Stimulus-organism-response (Sor) Model	39
Hamid et al. (2020)	Influence of Food Safety Concerns and **Perceived Value** Among Working Adult Population in Malaysia	16
García-Salirrosas et al. (2022)	Factors Influencing Loyalty to **Health Food Brands**: An Analysis From the Value Perceived by the Peruvian Consumer	5
Sanjib et al. (2021)	Covid Stimulating Organic Food Consumption: Exploring Factors of Consumer Buying Behaviour	2
Yu et al. (2022)	Value Acquisition, Value Co-creation: The Impact of **Perceived Organic Grocerant Value** on Customer Engagement Behavior Through Brand Trust	0
Linh & Minh (2022)	Factors Affecting Intention to Buy Organic Food After The Covid-19 Pandemic: Case of Vietnamese Customers in Higher Education	0

**TC = Total Citations*

Source: Authors

Table 7 shows that from 2020 and then, the papers about perceived value approached mostly brands and direct buying to prepare meals, which is more representative of the focus of our study. A word cloud was also conducted to obtain a more holistic view of authors' keyword structure, considering 210 authors.

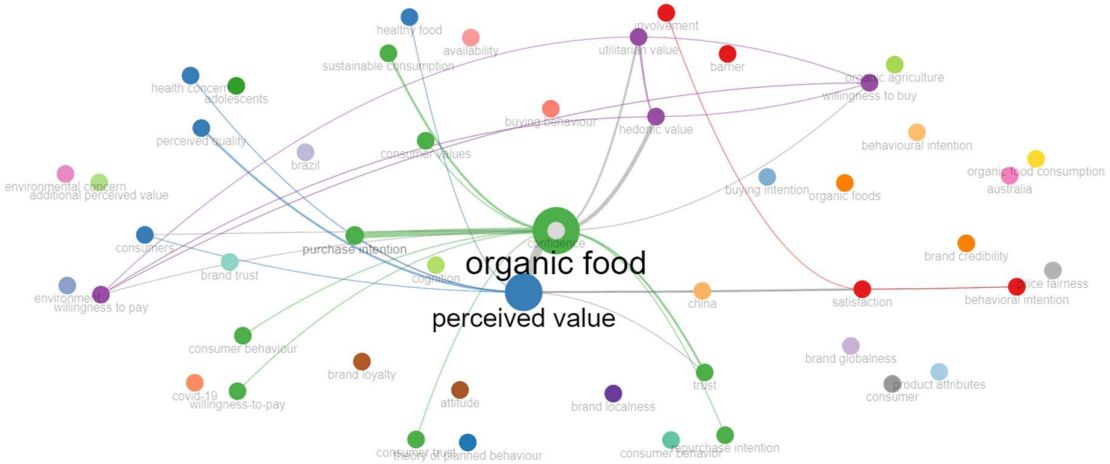
Figure 6. Word Cloud

Source: Authors

The most frequent words are demonstrated by the most salient ones in Figure 6. A clearer view of the value types is provided, as we can observe the presence of “consumer values,” “hedonic values,” and “utilitarian values.”

In addition, the co-occurrence network analysis, based on the Walktrap algorithm and 210 authors' keywords, reveals that “perceived value” is primarily associated with concepts such as “perceived quality”, “health concern”, and “healthy food”.

Figure 7. Co-occurrence network of authors` keywords



Source: Authors

In contrast, the literature emphasizes the association of organic food with “utilitarian value”, “hedonic value”, “trust”, “sustainable consumption”, and “consumer values”. This difference suggests that the values related to healthy foods have not yet achieved the same prominence in research as the more in-depth and comprehensive exploration of organic foods. Despite this difference, organic foods are usually used as a context to explore consumer preferences for attributes such as healthfulness.

3.4 How utilitarian and hedonic values contribute to healthy food choices.

From bibliometric findings, we took a closer look at the most mentioned values: hedonic and utilitarian. They are discussed by Sweeney & Soutar (2001) and are seen as rational and emotional components of value, or, as the authors mention, they can refer to ‘thinking and feeling’ dimensions.

The co-occurrence analysis demonstrated that they are mostly connected with organic food, as confirmed in the articles. Ghali-Zinoubi (2021) connects the constructs with organic food by stating that the hedonic (feeling and emotional dimension) relates to taste and a pleasant experience of consuming food that attends to health and environmental purposes. On the other hand, according to Sultan et al. (2021), the utilitarian perspective relates to a product's functional utility. Therefore, organic food can help consumers achieve their goals, as they see it as beneficial to their health and sustainable purposes. This is the overall performance they can expect when buying.

An interesting finding by Maehle et al. (2015) distinguishes between hedonic and utilitarian, demonstrating that the importance of attributes like "environmental sustainability" is generally lower for hedonic items (such as ice cream) than for utilitarian products (like milk). Therefore, consumers may place more value on hedonic aspects in some contexts and utilitarian in others.

Notably, both value dimensions relate to health and sustainability outcomes; one perspective poses that the consumer feels a significant contributor to their health and the planet, while the other ensures that this is the actual outcome to be expected. Although the hedonic perspective is often mentioned as “pleasure-seeking” (Ghali-Zinoubi, 2021), an additional perspective must be considered. As Rozin and Vollmecke (1986) noted we must identify the real motivation for eating food and distinguish it from the historical cause of acceptance, as eating something may be motivated by a tasteful experience. However, pleasure may come from the social valuation and physiological effects, and we propose that this is coherent with organic and healthy food (vegetables and fruits). This is demonstrated by Kamboj and Kishor (2022),

who identified the effect of social value on consumers' green purchase attitude (GPA), green purchase intention (GPI), and green purchase behavior (GPB) towards organic food.

To elucidate the additional documents that corroborate the present discussion, Table 8 summarizes the main empirical findings of articles discussing hedonic and utilitarian values and their interplays.

Table 8. Main empirical findings of articles that discuss hedonic and utilitarian values and their interplays.

Article	Main findings	Implications
Sultan et al. (2021)	• A one-unit increase in perceived organic food value would result in a 57% and a 58% increase in hedonic and utilitarian attitudes. • Perceived organic food value has more substantial effects on both hedonic and utilitarian attitudes than marketing communications.	Perceived organic value incites health and sustainability outcomes, assuring consumers that their objectives will be attained through consumption.
Ghali (2020)	• Utilitarian value substantially influences WTP, while hedonic value has a more substantial influence on WTB. • the hedonic value of organic food mainly elicits WTB in the case of the interviewed sample.	WTP is associated with the warranty of purchasing the desired outcomes (health and well-being). At the same time, WTB is affected by the feeling of positively contributing to their health and the planet.
Mohammed (2020)	• Hedonic characteristics such as taste, outward appearance, freshness, and other sensory features of organic goods raised consumers' preference for organic food products and thus influenced their buying intentions. • Utilitarian value has a more significant impact on consumer intention to purchase organic food.	Being assured that the product will encompass their needs for contributing to health and sustainability purposes is more relevant than sensory characteristics.

**WTP = Willingness to Pay; WTB = Willingness to Buy.*

Source: Authors

The results demonstrate that it is possible to approach the consumption of healthy foods with marketing efforts through perceived value from a positive perspective, as the main reason consumers choose products typical of a healthy diet is for agreeing with health and sustainability purposes, which incites pleasure.

However, contextual factors must also be considered for analyses. By Mohammed (2020), the utilitarian value has a significant impact on purchasing. For instance, in a study of adolescents, Pearson et al. (2011) explored fruit and vegetable consumption and identified that the perceived value of healthy eating and support of best friends are positive predictors of consuming more fruits and vegetables, with self-efficacy and home availability of fruits and vegetables being the most consistent. Therefore, availability will imply consumption.

4. Conclusions

This study systematically selects extant literature to explore how the multidimensional construct of perceived value can be applied to understand healthy food choices, focusing on the positive aspects of food. Through bibliometric and conceptual analysis, the results show that the focus of research shifted to discuss not only health concerns but also environmental concerns, which are highly related to consumers' values, thus reinforcing the predominance of preoccupation with being environmentally friendly and healthy.

The picture is an interplay between hedonic and utilitarian values and sustainability and health purposes; the utilitarian value is demonstrated to be more relevant to the consumer when choosing organic and healthy foods (vegetables and fruits). This means there is still a superficiality in understanding how these values contribute to a more positive healthy food choice experience since the hedonic value, which incites emotional evaluation, may be related to the social value. Therefore, pleasure may come not only from freshness and taste but from the enjoyment of fulfilling duties with themselves, society, and the planet, in addition to feeling social approval.

Based on the results, marketing interventions should emphasize both values: utilitarian, such as health benefits and sustainability, and hedonic, such as feelings of pleasure and well-being associated with consuming these products, which are more connected with the emotional side, for instance, living a healthier lifestyle, instead of prioritizing taste (Curvelo, Watanabe & Alfinito, 2019).

Considering advertising, emotional pleasure can be explored by inciting cooking and sharing healthy meals with friends and family, for instance. Promoting the hedonic and sensory aspects can further involve creating engaging content, such as recipe videos, vibrant photos of healthy dishes, and partnerships with chefs or influencers who create meals that are both healthy and delicious.

Barbosa and Añaña (2023) explored the impact of digital influencers´ recommendations on the purchase intention of healthy food and identified that vibrant photos and enticing recipe videos can promote the growth of the healthy food market. In addition, collaborating with chefs or influencers boosts credibility and highlights the enjoyment of healthy eating. By creating relatable and community-focused advertising, brands can deepen their impact on potential consumers' purchase decisions.

On the other hand, education about the nutritional and environmental benefits of healthy diets can help increase the perceived utilitarian value by demonstrating how healthy food

choices contribute to environmental sustainability (Lee, Jin, and Kim, 2018). For instance, Quevedo-Silva et al. (2024) identified that consumers who perceive themselves as having nutrition knowledge are less likely to be influenced by social factors, they feel confident in their understanding, and rely more on their judgment, than on the approval of others, their knowledge is based on nutrition and diet, however, this can empower them to make decisions that not only promote personal health but also align with environmental considerations.

Regarding public policies, clear and informative labeling on food products should highlight nutritional benefits and ingredients, assisting consumers in making healthier choices. By Quevedo-Silva et al. (2024), consumers often rely on nutritional labels to make informed decisions, and suggest that labels should be clear and detailed to meet the needs of various consumer segments, including those with varying levels of nutritional knowledge.

In addition, local food markets should be fostered to make healthy, fresh, and organic options more accessible. Increasing the diversification of food offerings and creating a favorable environment for consumption through availability and incentives is essential (Fanzo et al., 2020). From this perspective, short supply chains are crucial for conserving biodiversity, ensuring food security, and generating jobs and income (Lima et al., 2019).

The findings demonstrate paths for future research. Future studies could focus on integrating more of the food choice literature and perceived value, as this can improve empirical designs (by including additional variables) and deepen the comprehension of the results.

Future research could explore not only organic food consumption but also healthy food in general, such as general fruits and vegetables. This broader approach may yield insights that are more applicable to the wider population, given the ongoing discussions regarding the perceived taste and benefits of organic foods and their alignment with sustainable production practices (Kabir & Islam, 2022). Therefore, studies could examine the perceptions and behaviors of consumers about non-organic healthy food options, providing a more comprehensive understanding of overall healthy eating habits.

It's promising to investigate how the pleasure of eating differs from social enjoyment and to what extent each of them influences the intention to consume healthy food. For instance, conducting experiments that manipulate social contexts (e.g., choosing food in the presence of peers versus alone). The effect of these contexts on their choices can clarify how social enjoyment influences healthy food consumption. Researchers could also investigate how consumers' willingness to pay more for sustainable products relates to their perception of health and pleasure in their consumption experiences.

The results also demonstrate that the themes such as "trust" and "perceived value" are emerging since 2022, therefore, there is a need for research to explore these, for instance, to investigate how different communication strategies can impact consumer trust in health claims made by food brands. Finally, there's an opportunity to explore how transparency in information about product origins and production practices influences not only perceptions of quality but also purchase intention and brand loyalty among health-conscious consumers (García-Salirrosas et al., 2025)

The article effectively investigates whether consumers' perceived value influences their healthy food choices and contributes to a broader understanding of healthy food consumption. This focus on perceived value emphasizes the importance of transforming food environments to enhance nutrition across all forms, supporting individual health and environmental sustainability.

However, limitations are recognized beyond the selection of one database, including the focus on secondary data, which could limit the depth of analysis and the applicability of results. Also, by opting for bibliometric analysis, the study may overlook qualitative nuances, and the findings may be influenced by specific cultural or regional factors, biases inserted by the selected articles, making it difficult to generalize the results. This is also a limitation of opting for one database instead of more; this choice may introduce bias and affect the reliability of the results, mainly language and field biases.

5. References

Ajzen, I. (2001). Nature and Operation of Attitudes. *Annual Review of Psychology*, *52*(1), 27–58. https://doi.org/10.1146/annurev.psych.52.1.27

Albornoz, R., García-Salirrosas, E. E., Millones-Liza, D. Y., Villar-Guevara, M., & Toyohama-Pocco, G. (2024). Using the Theory of Perceived Value to Determine the Willingness to Consume Foods from a Healthy Brand: The Role of Health Consciousness. *Nutrients*, *16*(13). https://doi.org/10.3390/nu16131995

Barbosa, B., & Añaña, E. (2023). The influence of Instagrammers' recommendations on healthy food purchase intention: The role of consumer involvement. *Cuadernos de Gestión*, *23*(1), 75–86. https://doi.org/10.5295/cdg.221693ea

Canetti, L., Bachar, E., & Berry, E. M. (2002). *Food and emotion*. www.elsevier.com/locate/behavproc

Caputo, A., Pizzi, S., Pellegrini, M. M., & Dabić, M. (2021). Digitalization and business models: Where are we going? A science map of the field. *Journal of Business Research*, *123*, 489–501. https://doi.org/10.1016/j.jbusres.2020.09.053

Chen, P. J., & Antonelli, M. (2020). Conceptual models of food choice: influential factors related to foods, individual differences, and society. In *Foods* (Vol. 9, Issue 12). MDPI. https://doi.org/10.3390/foods9121898

Cook, B., Costa Leite, J., Rayner, M., Stoffel, S., van Rijn, E., & Wollgast, J. (2023). Consumer Interaction with Sustainability Labelling on Food Products: A Narrative Literature Review. *Nutrients*, *15*(17), 3837. https://doi.org/10.3390/nu15173837

Curvelo, I. C. G., Watanabe, E. A. de M., & Alfinito, S. (2019). Purchase intention of organic food under the influence of attributes, consumer trust and perceived value. *Revista de Gestao*, *26*(3), 198–211. https://doi.org/10.1108/REGE-01-2018-0010

De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of Perceived Value and Repurchase Intention of Organic Food. *Journal of Food Products Marketing*, *24*(4), 456–475. https://doi.org/10.1080/10454446.2017.1314231

Di Vaio, A., Palladino, R., Hassan, R., & Escobar, O. (2020). Artificial intelligence and business models in the sustainable development goals perspective: A systematic literature review. *Journal of Business Research*, *121*, 283–314. https://doi.org/10.1016/j.jbusres.2020.08.019

Fanzo, J., Drewnowski, A., Blumberg, J., Miller, G., Kraemer, K., & Kennedy, E. (2020). Nutrients, Foods, Diets, People: Promoting Healthy Eating. *Current Developments in Nutrition*, *4*(6), nzaa069. https://doi.org/10.1093/cdn/nzaa069

FAO. (2021). *Strategic Framework 2022-31*. https://openknowledge.fao.org/server/api/core/bitstreams/29404c26-c71d-4982-a899-77bdb2937eef/content

FAO, & WHO. (2019). *Sustainable Healthy Diets Guiding Principles*. https://www.who.int/publications/i/item/9789241516648

Finch, J. E. (2006). The Impact of Personal Consumption Values and Beliefs on Organic Food Purchase Behavior. *Journal of Food Products Marketing*, *11*(4), 63–76. https://doi.org/10.1300/J038v11n04_05

Fischler, C. (1988). Food, self and identity. *Social Science Information*, *27*(2), 275–292. https://doi.org/10.1177/053901888027002005

García-Salirrosas, E. E., Escobar-Farfán, M., Esponda-Perez, J. A., Millones-Liza, D. Y., Villar-Guevara, M., Haro-Zea, K. L., & Gallardo-Canales, R. (2024). The impact of perceived value on brand image and loyalty: a study of healthy food brands in emerging markets. *Frontiers in Nutrition*, *11*. https://doi.org/10.3389/fnut.2024.1482009

García-Salirrosas, E. E., Esponda-Perez, J. A., Millones-Liza, D. Y., Haro-Zea, K. L., Moreno-Barrera, L. A., Ezcurra-Zavaleta, G. A., Rivera-Echegaray, L. A., & Escobar-Farfan, M. (2025). The Influence of Healthy Lifestyle on Willingness to Consume Healthy Food Brands: A Perceived Value Perspective. *Foods*, *14*(2), 213. https://doi.org/10.3390/foods14020213

García-Salirrosas, E. E., Millones-Liza, D. Y., Esponda-Pérez, J. A., Acevedo-Duque, Á., Müller-Pérez, J., & Sánchez Díaz, L. C. (2022). Factors Influencing Loyalty to Health Food Brands: An Analysis from the Value Perceived by the Peruvian Consumer. *Sustainability (Switzerland)*, *14*(17). https://doi.org/10.3390/su141710529

Ghali, Z. Z. (2020). Effect of utilitarian and hedonic values on consumer willingness to buy and to pay for organic olive oil in Tunisia. *British Food Journal*, *122*(4), 1013–1026. https://doi.org/10.1108/BFJ-06-2019-0414

Ghali-Zinoubi, Z. (2021). On linking socioeconomic status to consumer willingness to buy and pay for organic food. *Journal of Food Science and Technology*, *58*(3), 1042–1050. https://doi.org/10.1007/s13197-020-04618-9

Halim, Z., Sargana, H. M., Aadam, Uzma, & Waqas, M. (2021). Clustering of graphs using pseudo-guided random walk. *Journal of Computational Science*, *51*, 101281. https://doi.org/10.1016/j.jocs.2020.101281

Hamid, J. A., Azam, S. M. F., & shukri, S. mohd. (2020). Influence of Food Safety Concerns and Perceived Value among Working Adult Population in Malaysia. *Systematic Reviews in Pharmacy*, *1*(11), 799–807. https://doi.org/10.5530/srp.2020.1.102

Hemmerling, S., Hamm, U., & Spiller, A. (2015). Consumption behaviour regarding organic food from a marketing perspective—a literature review. *Organic Agriculture*, *5*(4), 277–313. https://doi.org/10.1007/s13165-015-0109-3

Jin, N. (Paul), Lee, S.-M., Slocum, S. L., & Merkebu, J. (2018). Examining the healthy food consumption in full-service restaurants: quality or non-quality cues? *Journal of Foodservice Business Research*, *21*(4), 394–419. https://doi.org/10.1080/15378020.2018.1432923

Jin, N. (Paul), Line, N. D., & Lee, S.-M. (2017). The health conscious restaurant consumer. *International Journal of Contemporary Hospitality Management*, *29*(8), 2103–2120. https://doi.org/10.1108/IJCHM-03-2016-0170

Kabir, M. R., & Islam, S. (2022). Behavioural intention to purchase organic food: Bangladeshi consumers' perspective. *British Food Journal*, *124*(3), 754–774. https://doi.org/10.1108/BFJ-05-2021-0472

Kamboj, K., & Kishor, N. (2022). Influence of Customer Perceived Values on Organic Food Consumption Behaviour: Mediating Role of Green Purchase Intention. *FIIB Business Review*, 231971452211252. https://doi.org/10.1177/23197145221125283

Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, *50*, 103–110. https://doi.org/10.1016/j.jretconser.2019.05.005

Köster, E. P. (2009). Diversity in the determinants of food choice: A psychological perspective. *Food Quality and Preference*, *20*(2), 70–82. https://doi.org/10.1016/j.foodqual.2007.11.002

Kraus, S., Breier, M., Lim, W. M., Dabić, M., Kumar, S., Kanbach, D., Mukherjee, D., Corvello, V., Piñeiro-Chousa, J., Liguori, E., Palacios-Marqués, D., Schiavone, F., Ferraris, A., Fernandes, C., & Ferreira, J. J. (2022). Literature reviews as independent studies: guidelines for academic practice. *Review of Managerial Science*, *16*(8), 2577–2595. https://doi.org/10.1007/s11846-022-00588-8

Lazaroiu, G., Andronie, M., Uță, C., & Hurloiu, I. (2019). Trust Management in Organic Agriculture: Sustainable Consumption Behavior, Environmentally Conscious Purchase Intention, and Healthy Food Choices. In *Frontiers in Public Health* (Vol. 7). Frontiers Media S.A. https://doi.org/10.3389/fpubh.2019.00340

Lee, H.-J., & Hwang, J. (2016). The driving role of consumers' perceived credence attributes in organic food purchase decisions: A comparison of two groups of consumers. *Food Quality and Preference*, *54*, 141–151. https://doi.org/10.1016/j.foodqual.2016.07.011

Lee, S.-M., Jin, N. (Paul), & Kim, H.-S. (2018). The Effect of Healthy Food Knowledge on Perceived Healthy Foods' Value, Degree of Satisfaction, and Behavioral Intention: The Moderating Effect of Gender. *Journal of Quality Assurance in Hospitality & Tourism*, *19*(2), 151–171. https://doi.org/10.1080/1528008X.2016.1230036

Leyva-Hernández, S. N., González-Rosales, V. M., Galván Mendoza, O., & Toledo-López, A. (2022). Main Factors that Explain Organic Food Purchase Intention: A Systematic Review. *Innovar*, *33*(87), 93–108. https://doi.org/10.15446/innovar.v33n87.105509

Lim, W. M., Yong, J. L. S., & Suryadi, K. (2014). Consumers' Perceived Value and Willingness to Purchase Organic Food. *Journal of Global Marketing*, *27*(5), 298–307. https://doi.org/10.1080/08911762.2014.931501

Lima, A. F., Silva, E. G. de A., & Iwata, B. de F. (2019). Agriculturas e agricultura familiar no Brasil: uma revisão de literatura. *Retratos de Assentamentos*, *22*(1), 50–68. https://doi.org/10.25059/2527-2594/retratosdeassentamentos/2019.v22i1.332

Linh, L. N., & Minh, D. T. (2022). Factors Affecting Intention to Buy Organic Food after the Covid-19 Pandemic: Case of Vietnamese Customers in Higher Education. *Hunan Daxue Xuebao/Journal of Hunan University Natural Sciences*, *49*(9), 85–99. https://doi.org/10.55463/issn.1674-2974.49.9.11

Maehle, N., Iversen, N., Hem, L., & Otnes, C. (2015). Exploring consumer preferences for hedonic and utilitarian food attributes. *British Food Journal*, *117*(12), 3039–3063. https://doi.org/10.1108/BFJ-04-2015-0148

Mohammed, A. A. (2020). What motivates consumers to purchase organic food in an emerging market? An empirical study from Saudi Arabia. *British Food Journal*, *123*(5), 1758–1775. https://doi.org/10.1108/BFJ-07-2020-0599

Mongeon, P., & Paul-Hus, A. (2016). The journal coverage of Web of Science and Scopus: a comparative analysis. *Scientometrics*, *106*(1), 213–228. https://doi.org/10.1007/s11192-015-1765-5

Ness, M. R., Ness, M., Brennan, M., Oughton, E., Ritson, C., & Ruto, E. (2010). Modelling consumer behavioural intentions towards food with implications for marketing quality low-input and organic food. *Food Quality and Preference*, *21*(1), 100–111. https://doi.org/10.1016/j.foodqual.2009.08.012

Pearson, N., Ball, K., & Crawford, D. (2011). Predictors of changes in adolescents' consumption of fruits, vegetables and energy-dense snacks. *British Journal of Nutrition*, *105*(5), 795–803. https://doi.org/10.1017/S0007114510004290

Quevedo-Silva, F., Kuff, R. F., & Foscaches, C. (2024). Healthy food purchase intention: The moderation effect of intuitive thinking and perceived knowledge. *Journal of International Food & Agribusiness Marketing*, 1–19. https://doi.org/10.1080/08974438.2024.2409104

Rethlefsen, M. L., Kirtley, S., Waffenschmidt, S., Ayala, A. P., Moher, D., Page, M. J., Koffel, J. B., Blunt, H., Brigham, T., Chang, S., Clark, J., Conway, A., Couban, R., de Kock, S., Farrah, K., Fehrmann, P., Foster, M., Fowler, S. A., Glanville, J., … Young, S. (2021). PRISMA-S: an extension to the PRISMA Statement for Reporting Literature Searches in Systematic Reviews. *Systematic Reviews*, *10*(1), 39. https://doi.org/10.1186/s13643-020-01542-z

Roh, T., Seok, J., & Kim, Y. (2022). Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust. *Journal of Retailing and Consumer Services*, *67*. https://doi.org/10.1016/j.jretconser.2022.102988

Rozin, P., Fischler, C., Sarubin, A., Wrzesniewski, A., & Rozin, P. (1999). Attitudes to Food and the Role of Food in Life in the U.S.A., Japan, Flemish Belgium and France: Possible Implications for the Diet-Health Debate. In *Appetite* (Vol. 33). http://www.idealibrary.comon

Rozin, P., & Vollmecke, T. A. (1986). *FOOD LIKES AND DISLIKES*. www.annualreviews.org

Sanjib, B., Pradeep, R. K., & Vinod, S. (2021). Covid stimulating organic food consumption: Exploring factors of consumer buying behaviour. *Indian Journal of Ecology*, *48*(spl), 59–63.

Singh, V. K., Singh, P., Karmakar, M., Leta, J., & Mayr, P. (2021). The journal coverage of Web of Science, Scopus and Dimensions: A comparative analysis. *Scientometrics*, *126*(6), 5113–5142. https://doi.org/10.1007/s11192-021-03948-5

Sultan, P., Wong, H. Y., & Azam, M. S. (2021). How perceived communication source and food value stimulate purchase intention of organic food: An examination of the stimulus-organism-response (SOR) model. *Journal of Cleaner Production*, *312*. https://doi.org/10.1016/j.jclepro.2021.127807

Sumi, R. S., & Kabir, G. (2018). Factors Affecting the Buying Intention of Organic Tea Consumers of Bangladesh. *Journal of Open Innovation: Technology, Market, and Complexity*, *4*(3), 24. https://doi.org/10.3390/joitmc4030024

Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*.

Thøgersen, J., de Barcellos, M. D., Perin, M. G., & Zhou, Y. (2015). Consumer buying motives and attitudes towards organic food in two emerging markets. *International Marketing Review*, *32*(3/4), 389–413. https://doi.org/10.1108/IMR-06-2013-0123

Tiilikainen, A., & Huddleston, P. (2000). Effect of Environmental Soundness on Consumers' Food Evaluation, and Willingness to Buy. *Journal of International Food & Agribusiness Marketing*, *11*(2), 23–43. https://doi.org/10.1300/J047v11n02_02

United States Food and Drug Administration. (2022, November 28). *A Fresh Take on What "Healthy" Means on Food Packages*. https://www.fda.gov/consumers/consumer-updates/fresh-take-what-healthy-means-food-packages#:~:text=%E2%80%9CTo%20make%20healthier%20food%20choices,sodium%2C%20or%20added%20sugars.%E2%80%9D

Vecchio, R., Van Loo, E. J., & Annunziata, A. (2016). Consumers' willingness to pay for conventional, organic and functional yogurt: evidence from experimental auctions. *International Journal of Consumer Studies*, *40*(3), 368–378. https://doi.org/10.1111/ijcs.12264

Wang, E. S. T. (2010). Impact of multiple perceived value on consumers' brand preference and purchase intention: A case of snack foods. *Journal of Food Products Marketing*, *16*(4), 386–397. https://doi.org/10.1080/10454446.2010.509242

Watanabe, E. A. de M., Alfinito, S., Curvelo, I. C. G., & Hamza, K. M. (2020). Perceived value, trust and purchase intention of organic food: a study with Brazilian consumers. *British Food Journal*, *122*(4), 1070–1184. https://doi.org/10.1108/BFJ-05-2019-0363

Yu, W., He, M., Han, X., & Zhou, J. (2022). Value acquisition, value co-creation: The impact of perceived organic grocerant value on customer engagement behavior through brand trust. *Frontiers in Psychology*, *13*. https://doi.org/10.3389/fpsyg.2022.990545