

Review

The Influence of Social Media Platforms on Promoting Sustainable Consumption in the Food Industry: A Bibliometric Review

Claudiu Coman ^{1,*} , Anna Bucs ² , Vasile Gherheș ³ , Dana Rad ⁴  and Mihai Bogdan Alexandrescu ⁵ 

¹ Faculty of Sociology and Communication, Transilvania University of Brasov, 500036 Brașov, Romania

² Department of Sociology and Social Sciences, University of Craiova, 200585 Craiova, Romania; anna.bucs@gmail.com

³ Department of Communication and Foreign Languages, Interdisciplinary Research Center for Communication and Sustainability, Politehnica University of Timisoara, 300006 Timișoara, Romania; vasile.gherhes@upt.ro

⁴ Center of Research, Development and Innovation in Psychology and Social Work, Aurel Vlaicu University of Arad, 310032 Arad, Romania; dana@xhouse.ro

⁵ Faculty of Juridical and Economics Science, Spiru Haret University, 030045 Bucharest, Romania; mihai.alexandrescu@spiruharet.ro

* Correspondence: claudiu.coman@unitbv.ro

Abstract

The increased trend of globalization and the ever-growing world population have produced significant challenges to sustainable consumption goals, especially in the food industry. Production, transportation, and consumption of food have a major impact on sustainability. This bibliometric review aims to offer a comprehensive analysis of the influence of social media platforms on sustainable consumption in the food industry. Based on a literature search in the ISI Web of Science (WoS) database, we identified 38 documents by applying three filters: “sustainable consumption,” “food industry,” and “social media”, and a detailed screening process, a final set of 29 articles was selected for analysis. The selection criteria ensured relevance and alignment with the research objectives. We conducted a qualitative thematic analysis to identify emerging trends, aiming to highlight the potential of social media in raising awareness, cultivating sustainable consumption practices, and creating change in the food industry. The findings indicate that social media is a powerful tool not only for influencer marketing and brand communication but also for consumer empowerment and behavioral change. Our review identified key themes such as the prevalence of influencer-based food marketing, challenges related to misinformation, consumer demand for transparency, and the growing integration of big data and personalized marketing strategies. We argue that social media can significantly contribute to sustainability goals when responsibly used by marketers, educators, and policymakers.

Keywords: sustainable consumption; food industry; social media; bibliometric review; sustainability; stakeholders; policymakers



Academic Editor: Flavio Boccia

Received: 5 May 2025

Revised: 19 June 2025

Accepted: 24 June 2025

Published: 28 June 2025

Citation: Coman, C.; Bucs, A.; Gherheș, V.; Rad, D.; Alexandrescu, M.B. The Influence of Social Media Platforms on Promoting Sustainable Consumption in the Food Industry: A Bibliometric Review. *Sustainability* **2025**, *17*, 5960. <https://doi.org/10.3390/su17135960>

Copyright: © 2025 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

1.1. Sustainability Context

Sustainable consumption in the food industry refers to the use of food products and services that meet present nutritional needs without compromising the ability of future generations to meet theirs. This concept includes responsible resource management across

the entire food supply chain, including production, distribution, marketing, and waste management. It also considers social, environmental, and economic factors, such as reducing carbon footprints, improving transparency, and cultivating ethical labor practices [1,2].

Over the past decade, the rise of social media (SM) has significantly transformed how individuals engage with food content and make consumption decisions. Unlike traditional media, social media platforms offer immediate, interactive, and personalized content. These platforms, ranging from Facebook to TikTok, have shifted toward participatory media in which users, brands, and influencers co-create narratives around food, health, and lifestyle choices.

1.2. Media Shift

We find ourselves in a new era of unlimited information, where social media has transformed into a powerful tool for influencer partnerships, campaigns, “what I ate in a day” videos, and paid advertisements. It seems like brands in the food industry increasingly use influencer appearances to align with consumer values, to shape public perception, to capitalize on influencers’ bodies and appearances to sell their product, or to advocate for their value and uniqueness [3]. Consumers often perceive these products endorsed by food influencers to be more trustworthy and desirable, compared to those promoted by traditional marketing channels [4,5].

1.3. Influencer Marketing

Influencer marketing strategies can significantly influence purchasing behaviors, especially when the influencer is seen as credible and relatable [6,7]. Sponsored posts, social relationships, and marketing tactics are frequently used to enhance the appeal and effectiveness of food marketing on social media [8].

This also applies to vulnerable groups such as children. Some researchers argue that influencer campaigns on SM can increase immediate food intake among children, particularly when unhealthy foods are promoted. Interestingly, healthy food promotion by influencers did not increase food intake in children [9,10].

The consensus among researchers is that the field is still developing, meaning that ongoing research is needed to fully understand the longitudinal effects and best practices [11,12]. Amidst these innovations and emerging trends, consumers are increasingly challenged by the overwhelming volume of content, which contributes to continuous cognitive stimulation and potential information fatigue. Cancel culture has become popular, and every day, a new controversy or a new story emerges about one product or a sustainable food movement.

1.4. Ethical Concerns

Social media influencers often share content about nutrition and health that can be misleading or false, exploiting their large followings to spread misinformation. Viral posts can reduce perceived deception and increase sharing, especially when users feel a social connection with the influencer [13].

Furthermore, customers have started to voice their demands more and more about ethical food choices, sustainable solutions for production systems, transparency on animal welfare, and food labeling. Globally, we see a new trend of creating awareness on social media about sustainable food consumption. International efforts like “Slow Food” [14] and other initiatives have been implemented to motivate customers to be more aware of where their food comes from and its nutritional values, production processes, and packaging [15]. There is a “trust deficit” between consumers and food companies, with only a minority expressing messages about food safety and production processes. This leads to a demand for traceability and open communication throughout the supply chain [16]. A paradigm

change has occurred, transforming the purchasing phenomenon into behaviors rooted in ethical values. Customers look to buy products that minimize environmental and health impacts [17].

Many consumers lack knowledge about sustainable packaging alternatives and their environmental implications, which can negatively influence their decision making [18,19]. Researchers advocate for clear communication based on evidence and for regulated sustainable labels. This would help customers make the best choices and would contribute to closing this knowledge gap [17,20].

Influencer marketing extends across most domains, including the food, hospitality, and tourism sectors, aiming to promote local cuisine, restaurants, and culinary experiences [6,21]. Ethical eating in tourism and hospitality refers to choosing foods that are sourced and consumed taking into account animal welfare and environmental sustainability [22,23]. There is a gap in how these ethical aspects translate to actual behaviors, where factors such as time, budget, and convenience block sustainable food choices for tourists, even among Gen Z, generation that is more aware regarding sustainable choices [23,24].

Parbey [25] conducted a review, analyzing 31 publications, aiming to examine how food and nutrition information is promoted in Ghana. Key findings stipulate that while traditional media like TV and radio remain influential, social media is taking over among urban youth. The review recommends stronger regulations on food marketing on social media to protect public health.

Basrowi [26] similarly carried out a review on the impacts of nutritional marketing from influential journals indexed on PubMed, Elsevier, ProQuest, and Google Scholar. Results show that claims made in nutrition marketing strongly influence consumer behavior and food choices.

These claims often promote health solutions but can oversimplify or manipulate information creating unrealistic expectations. The authors advocate for integrity, transparency, and regulation in nutrition marketing to prevent misinformation.

In addition, Chowdhury [12] used the method of bibliometric review to analyze how the widespread use of social media changed the agri-food sector. They found that online media, combined with credulous audiences and limited accountability, increases the risk of misinformation (unintentional spread of false info) and disinformation (intentional spread of false info). In addition, they argue that these issues are underexplored in the agri-food sector, especially within digital agricultural communities.

1.5. Gaps in Research

Most of the reviews we consulted for this literature review focus on the impact of influencer marketing among young consumers, such as children and adolescents [27]. They highlight the need for transparency of sponsored content and regulation to protect vulnerable groups [10].

Notably, we report new technologies based on AI [28] and innovations (e.g., 3D food printing, artificial meat) in the field. These technologies offer customized foods, thus opening new possibilities for customers and producers [29,30]. For example, cultured meat and precision fermentation are becoming more sustainable alternatives to traditional animal products. These alternatives offer a solution to environmental and ethical concerns while meeting consumer demand for protein sources [31]. We observe a trend toward plant-based meat alternatives and natural foods. Some argue that these products are expected to change the market in the following years [29]. What remains to be seen, however, is whether these alternatives are actually sustainable, not just from an environmental perspective, but from ethical and economic standpoints.

Although several reviews have examined the role of social media in influencing food choices, these often focus on specific demographics (e.g., youth or urban populations), platforms (e.g., Instagram or YouTube), or marketing strategies (e.g., influencer endorsement). Few studies offer a comprehensive thematic synthesis of the literature that connects sustainability, the food industry, and social media across global contexts.

1.6. Study Aim

This bibliometric review addresses this gap by analyzing 29 peer-reviewed articles retrieved from the ISI Web of Science database. We identify key themes and trends, offering insights based on evidence into how social media can be used to promote sustainable food consumption. In doing so, it also highlights implications for scholars, marketers, and policymakers interested in using digital platforms to drive sustainability in the food sector. By adopting a qualitative approach, we can deepen our understanding of how social media influences sustainable food consumption; we can identify key themes and trends to then make some practical suggestions to policymakers and scholars within the field. Furthermore, this study aims to describe the paradigm change in social media communication regarding food consumption. Previous research has focused on the negative effects on the younger generation and emerging food trends such as plant-based alternatives. Our study aims to contribute to closing the gap on understanding the complex relationships between customer purchasing behaviors, influencer marketing strategies, customer empowerment on social media, and misinformation. In addition, it explores the dual function of SM: marketing tool and feedback source. Based on the revised literature, we formulated two research objectives:

- O1: To analyze existing research on the role of SM platforms in promoting sustainable consumption practices within the food industry, identifying key themes and trends.
- O2: To provide insights and recommendations for policymakers on using SM as a tool to promote sustainable consumption.

In addition, to help us achieve these goals, we identified the following research questions:

- RQ1: What changed over time in communication about food consumption on social media?
RQ2: What challenges, such as misinformation or trust issues, affect SM as a tool for promoting sustainable food consumption?

2. Materials and Methods

To align the literature search with the research objectives and ensure that the findings addressed our research questions, we conducted a systematic search of the ISI Web of Science (WoS) database. We applied three filters: “sustainable consumption,” “food industry,” and “social media.” The initial search identified 38 records, all of which were screened for inclusion. No duplicates were found. The following inclusion criteria were applied:

- Articles published in journals indexed in the ISI WoS database;
- Publication dates between 2012 (the earliest relevant entry) and 2025 (the time of review);
- Articles written in English;
- Studies focused on food and social media, including consumer behavior, marketing, sustainability, and communication;
- Full-text availability for detailed review.

We limited our search to English-language publications in the WoS database due to accessibility and indexing reliability. However, we acknowledge this as a limitation, as relevant research in other languages or indexed elsewhere may have been omitted.

The data extraction process was conducted using a structured Excel 365 spreadsheet. Key information, such as authorship, publication year, study design, methodological approach, sample characteristics, and main findings, was recorded for each article. This approach ensured methodological consistency and data organization throughout the review process. A summarized version of the extracted data is presented in Appendix A.

Qualitative analysis was performed using an inductive thematic synthesis. We closely read the selected articles to identify recurring themes, topics, and patterns, which were then categorized into ten core dimensions. The analysis involved open coding followed by clustering of codes into broader thematic categories. This process allowed for a detailed understanding of how social media influences sustainable consumption practices within the food industry.

Figure 1 (PRISMA workflow) illustrates the screening and selection process of the reviewed articles, from identification to final inclusion. Table 1 outlines the ten key dimensions identified during thematic analysis, including topics such as food marketing on social media, misinformation and health claims, sustainable eating behavior, consumer empowerment, and technological innovation. These elements provided a consistent base for structuring the results and discussion sections of the paper.

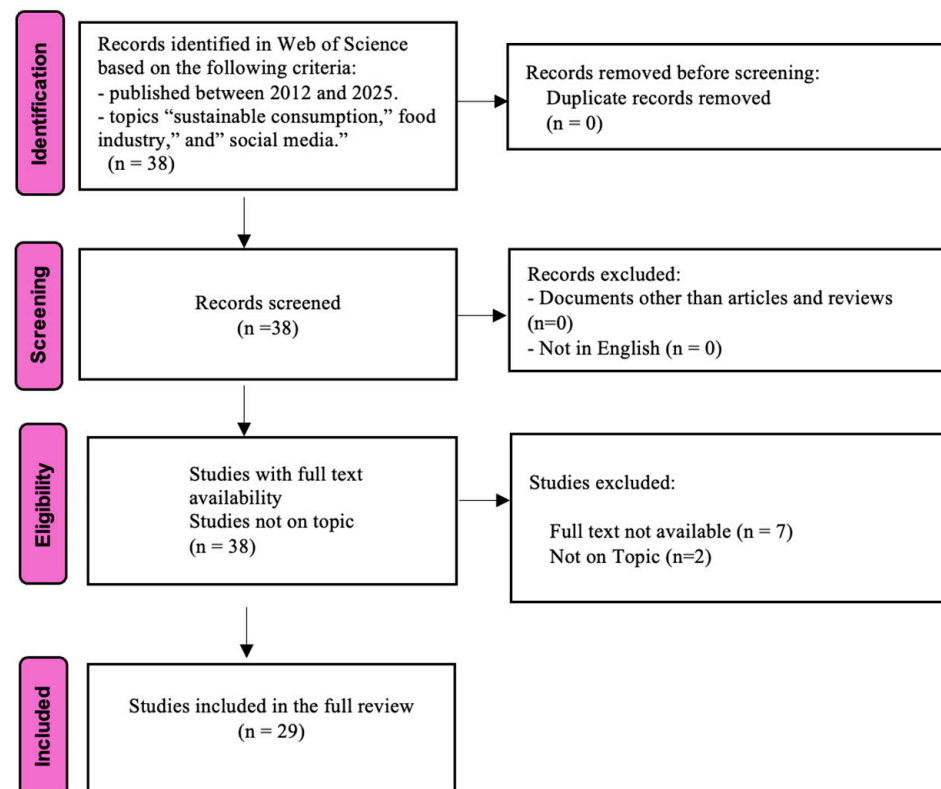


Figure 1. PRISMA workflow.

The remainder of this article is structured as follows: the qualitative analysis is conducted based on the PRISMA workflow described in the Materials and Methods section. Considering our research objectives and questions, we identified 10 main dimensions upon analyzing the articles (Table 1). We used these to guide us during the process of presenting review results. Then, we determined the most relevant research themes and emerging trends (Figure 2). Finally, we defined some practical recommendations for policymakers and scholars to drive action in the food industry and support sustainable consumption goals using social media as a valuable instrument.

Table 1. Main dimensions for the review regarding sustainable consumption on social media.

| Dimension | Description | Topics |
|---|--|--|
| Food marketing on social media | Strategies that involve influencer marketing and collaborations, trends. | Brand campaigns, influencer marketing, viral food trends |
| Consumer behavior and food choices | The impact of social media on what and how people eat, including trends, preferences, and decision making. | Healthy eating trends, advertising, green food purchasing behavior |
| Misinformation and health claims | The spread of false or misleading health and diet information through social media platforms. | diets, “superfoods,” health misinformation |
| Sustainability and ethical eating | Discussions on sustainable food practices, ethical consumption, and environmental impacts shared via social media. | Veganism, local food movements, food waste awareness |
| Food tourism and visual culture | Sharing food experiences and culinary culture on social media, influencing tourism and cultural identity. | Culinary tourism, cultural food narratives |
| Public health campaigns | Use of social media to promote healthy eating, lifestyle changes, and public health awareness. | Campaigns, healthy cooking tips, nutrition education |
| Consumer empowerment and information sources | How social media and other information sources influence consumer knowledge, trust, and purchasing behavior. | Institutional vs. social media sources, consumer trust, information transparency |
| Food waste and sustainable consumption behavior | Investigations into consumer attitudes and behaviors toward food waste, sustainability, and mindful consumption. | Food waste reduction, sustainable consumption, environmental concerns |
| Ethical and social issues in food production | Media narratives and consumer perceptions related to ethical concerns in food production systems. | Animal welfare, corporate social responsibility, moral disengagement |
| Innovation and technology in food industry | New technologies, including digital tools and big data, used in food marketing, safety, and sustainability. | Big data analytics, personalized diets, eco-friendly packaging, 3D food printing |

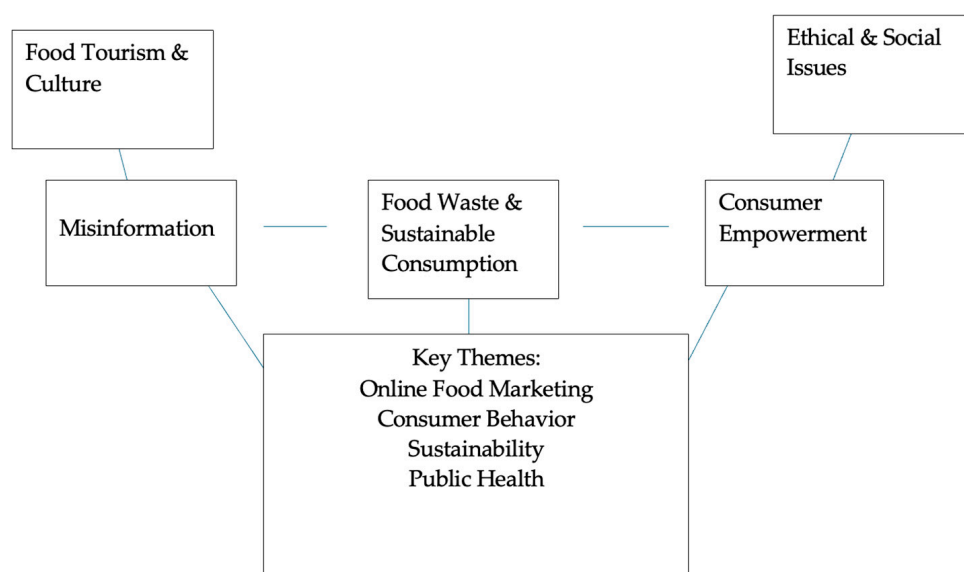


Figure 2. Visual map of key themes of research.

3. Results & Discussions

3.1. Food Marketing on Social Media (SM)

Social media platforms have become an essential tool not only for promoting food products but also for gathering consumer feedback. By collecting data on purchasing habits, product preferences, consumption, and even personal values, companies can construct detailed customer profiles. These profiles allow businesses to better understand consumer behavior, identify trends, and adjust their marketing strategies with precision [32].

The content created by users on platforms like Facebook, Twitter, and Sina Weibo offers insights into food products. Their feedback regarding taste, quality, nutritional value, and overall satisfaction offers companies critical information to identify potential issues, enhance product development, maintain a reliable brand reputation, and, at the same time, build a strong brand community. Social media thus acts as a continuous feedback tool between consumers and producers [32].

In addition, while global concerns around sustainability, food safety, and resource efficiency grow, social media has become a safe space for communicating corporate responsibility. Companies seem to use these platforms to demonstrate their efforts in reducing food waste, promoting sustainable sourcing, and transparency about their supply chains, appealing to consumers whose purchasing decisions are more and more influenced by their personal values [32].

Developments in big data analytics further strengthen this connection. For example, recipe recommendation systems based on consumer data and social media interactions allow for personalized dietary suggestions. Although these approaches based on algorithms (such as deep learning) can sometimes produce unpredictable outcomes, they have the potential for customized food marketing strategies based on individual preferences and health needs [32].

Social media has evolved from a simple marketing tool into a strategic resource for data and food marketing centered on the consumer. It facilitates not only the promotion of products but also the ongoing adaptation of goods and services to meet the ever changing expectations and values of a connected and informed public [32].

Some argue that food marketing on social media is mediated by the everyday practices of digital influencers, particularly those promoting healthy eating. Researchers examine how YouTubers, through videos like “a day on my plate,” construct and communicate notions of healthy eating. These influencers not only showcase specific foods, such as chia seeds, coconut oil, and tofu as symbols of health, but also present healthy eating as pleasurable, accessible, and aesthetically pleasing [33].

Notably, influencer communication strategies are based on a combination of elements (foods, recipes, presentation styles), meanings (health, well-being, environmental consciousness, efficiency), and skills (cooking simplicity, time management, content creation). Their bodies become marketing tools, perceived by the audience as visible proof of the effectiveness of the lifestyles they promote. They present themselves not as distant experts but rather as relatable peers. Through their personal success, influencers create a persuasive narrative that speaks to their audiences [33].

This shows how social media platforms like YouTube are not simply channels for advertising food products but are spaces where food practices, health ideals, and consumer values are actively created, performed, and transmitted. Influencers, acting as both consumers and marketers, connect the gap between brand messaging and individual identity formation, making social media a space for contemporary food marketing [33].

Social media communication also has the potential for influencing customers' perceptions of sustainable practices within the hospitality industry, particularly in luxury restaurant settings. Researchers are interested in analyzing how restaurant environment

factors (REFs) and customer-generated content (CGC) interact to influence perceived value (PV) and overall value for money (OVM). Results reveal that consumers do not evaluate their dining experiences based only on service quality or price. Rather, they also take into account a restaurant's environmental and ethical practices, information often accessed through social media [34].

Platforms like review sites, vlogs, and social media posts become spaces where customers share their sustainable dining experiences, which influence the expectations and behaviors of potential new consumers. When restaurants promote eco-friendliness, such as using organic ingredients, these customer posts on social media strengthen the restaurant's image. Social media thus acts as both a feedback channel and a marketing tool [34].

Moreover, the research emphasizes how social media empowers consumers in developing economies by giving them platforms to voice their expectations and experiences regarding sustainable hospitality. This transformation of consumer power points to social media's important role not only in influencing individual purchasing decisions but also in encouraging industry paradigm change toward sustainability [34].

3.2. Consumer Behavior and Food Choices

Consumer behavior around food choices is changing and evolving, transcending economic concerns, and now includes everything from ethical, environmental, and safety aspects. Researchers argue that while food expiration dates, transparency, and traceability remain important factors in purchase decisions, consumers are more and more attentive to the impact of their consumption practices on society and the environment [35].

Here, we identify an important gap: even though consumers value sustainability and safety, they often misuse or underuse available nutritional information. This can suggest that complexity or lack of trust in information sources can block change toward more sustainable consumption practices. Notably, studies show that women with higher education levels demonstrate the highest levels of attention to food safety and environmental issues. They prefer institutional sources like health ministries over media outlets [35].

Notably, social media plays a growing role in consumer behavior. A study from the dataset shows that platforms like social networks and food blogs are becoming important tools for consumer empowerment. As consumers increasingly produce and share their own knowledge and experiences online, they are transforming from passive recipients of information into active creators of brand value [35].

Other researchers explore how social media usage (SMU) and digital marketing interactions (DMIs) influence consumers' purchasing behavior toward green food products. Based on the Theory of Planned Behavior (TPB), the research finds that while individual attitudes and perceived behavioral control significantly influence green food purchasing, the social pressures people feel do not have a meaningful effect in this regard [36].

We identify a change in how consumers make food choices: rather than relying on traditional advertising or societal expectations, they increasingly turn to content generated by peers or influencers and interactive marketing on social media platforms. We would like to highlight that before making a purchase, individuals actively search for the opinions and experiences of others, using this collective knowledge to guide their choices toward more sustainable and ethical options [36].

For example, some researchers examine how social media influences sustainable wine purchasing behaviors across millennial and non-millennial consumers in Italy. They found that consumers who value environmental sustainability in wine production, such as renewable energy use, biodiversity, and soil preservation, are more likely to purchase from higher price market segments, regardless of age group [37].

Similarly, social media plays a critical role here as well: it amplifies sustainability awareness and significantly influences purchasing decisions, particularly among millennials. Millennials rely more on social media for information and validation when choosing eco-friendly wines, compared to non-millennials, who depend more on personal experience. Social media even influences consumer perceptions around sustainability aspects like supply chain practices [37].

Other scholars investigate the motives behind food waste behavior among young adult consumers, particularly in university canteens. Using structural equation modeling (SEM), the research confirms that environmental concern significantly shapes young consumers' attitudes, perceived behavioral control, and subjective norms regarding food waste [38].

A positive attitude toward food conservation increases the likelihood of planning purchases and reducing waste. Similarly, higher perceived behavioral control, referring to the belief that one can manage food consumption effectively, leads to lower food waste behaviors. The social environment (influence from family and peers) further motivates these behaviors [38].

Our bibliometric review shows how young people's eating behaviors are influenced by the relationships between individual, social, environmental, and supply chain factors. In particular, it shows how food marketing through social media strongly influences young consumers' preferences. They are encouraged to consume unhealthy, energy-dense foods [39].

Children's vulnerability to marketing tactics combines with their developmental need for immediate gratification and limited understanding of persuasive intentions. This makes them even more vulnerable. The rise of influencer marketing on social media blurs lines between entertainment and advertising, consequently normalizing unhealthy eating behaviors [39].

Another study examines the evolution of nutrition in New Zealand and underscores the growing demand for sustainable, healthy food, while global malnutrition and diseases are rising. As food consumption and production patterns transform, integrating nutrition science with food systems is necessary to improve health outcomes [19].

In addition, authors emphasize the importance of a national food strategy, led by a state nutritionist or an independent body, to align nutrition science with consumer choices. By promoting clear policies and collaborations between industries, consumers can be educated on making healthier food choices. Additionally, we highlight the influence of social media in creating dietary habits, stipulating the need for awareness campaigns to guide consumer behavior [40].

Researchers have also investigated the motivations and opportunities of young flexitarians in Slovenia (YFS), who are reducing their meat consumption, using the COM-B behavioral model. Key problems regarding meat reduction include rural family ties and limited access to alternatives. However, participants preferred whole, unprocessed foods like legumes and grains, reducing meat for health and environmental reasons. Information from documentaries, social media influencers, and peers played a pivotal role in motivating participants [41].

These findings suggest that marketing campaigns promoting sustainable consumption should use credible influencers and documentary-style storytelling. Platforms such as TikTok and YouTube, where visual narratives thrive, are ideal for showcasing plant-based recipes and ethical food journeys. Evidence from reviewed studies also supports that exposure to documentaries and peer influencers can inspire measurable behavior change, especially when reinforced by community support and practical guidance.

The study highlights the importance of knowledge, cooking skills, and reading competencies for successful meat reduction. Lack of nutritional information and meal planning

knowledge were seen as obstacles. The ability to prepare plant-based dishes and the influence of documentaries like “*Cowspiracy*” and “*Seaspiracy*” significantly impacted dietary changes. Social media platforms, especially TikTok, also served as a source of inspiration for a dietary move towards veganism and vegetarianism [41].

We report that scholars are interested in the impact of traceability knowledge, traceable information quality (TIQ), and traceability certification credibility (TCC) on consumers’ intentions to purchase traceable food. They examine the mediation of perceived risk (PR) and perceived value (PV), while also considering the moderating effect of peer influence. Results show that consumers are more likely to purchase traceable food when they have detailed, but clear, information and trust the certification marks. In addition, perceived risk reduction and increased perceived value are important in changing purchase decisions. Furthermore, the study highlights the importance of both information transparency and peer influence in influencing consumer behavior towards traceable foods [42].

However, despite the positive influence of traceable certifications, the risk of misinformation remains. Some certifications may be poorly regulated or misrepresented on social media, leading to consumer confusion or skepticism. Future efforts must focus on standardizing certification communication and increasing transparency in the labeling and verification processes.

Notably, a study from our identified database explores the motivations of Generation Z (Gen Z) tourists regarding the consumption of Hong Kong tong sui (traditional dessert soups). It focuses on how nostalgic emotions, food authenticity, and food values (FV) influence Gen Z’s purchase intentions, with the aim of understanding how to make traditional foods appealing to this generation. The study used a quantitative research design based on Creswell’s guidelines, employing a questionnaire with five sections. The findings show that nostalgia had the most significant impact on Gen Z’s purchase intentions. Gen Z showed a preference for traditional food that evokes nostalgic feelings. Moreover, food authenticity was a stronger factor than FCV in shaping Gen Z’s perceptions of traditional food. Therefore, to appeal to Gen Z, businesses can integrate nostalgic elements in the design and presentation of traditional foods. The use of social media influencers can boost awareness and interest in traditional cuisine [43].

In summary, consumer food choices are increasingly shaped by a combination of environmental concern, digital peer influence, and distrust in traditional marketing. Social media serves as both an information source and a tool for decision making. However, the gap between sustainable intentions and actual behaviors due to access, convenience, or misinformation remains a critical area for intervention.

3.3. Misinformation and Health Claims

Misinformation in the food industry around health claims and food products is becoming a popular topic. With the volume of information available to consumers, many struggle to differentiate credible information from misleading information. We live in an era where social media and online platforms often promote questionable health claims without regulation. The consequences of misinformation can negatively impact consumer behavior, leading to poor dietary choices and a lack of trust in food safety information [35].

Among the 29 reviewed publications, 10 studies (approximately a third) explicitly reported instances of misleading or unverified health claims disseminated via social media platforms. This finding underscores the significant prevalence of misinformation in the digital food discourse, highlighting its growing influence on consumer perceptions and behavior.

These misleading narratives often suggest exaggerated dietary benefits, detox myths, or unrealistic body image goals. Given their widespread reach, particularly when shared

by influencers or viral posts, the consequences extend beyond individual food choices to broader public health outcomes, including confusion, poor nutrition literacy, and lack of trust in institutional health guidance.

In response, researchers and industry experts advocate for regulations on health claims made by food products. There is a need for clearer labeling that differentiates between health claims that are evidence-based and unsupported claims.

The combination of social media influence and misleading health claims has created a space where consumers must pay attention to avoid misinformation. This calls for collaboration between health professionals, food industries, and policymakers to protect consumers from harmful dietary advice and misinformation [35].

A practical example is found in one of the studies we analyzed. The way vegan influencer-activists use masculine ideals (strength, virility, and redemption) to promote veganism can distort the true essence of the movement. By framing veganism as a way for men to “become better versions of themselves,” it creates an incomplete or distorted representation of veganism, making it seem like it is exclusively for men seeking to improve their masculinity rather than a broader, more inclusive movement.

This type of gendered misinformation can prevent people from seeing veganism as a diverse movement with multiple motivations, leading to misconceptions about who should engage with veganism and why. In addition, vegan influencer-activists often turn their vegan identity into a commodity, selling the idea of veganism as a personal brand. By focusing on financial and cultural capital rather than the core ethical and environmental motivations, they contribute to misleading messages about veganism’s true goals. This narrative can overshadow the ethical, environmental, and social justice issues at the heart of veganism, creating a misleading image of what it means to be a vegan activist [43].

Beyond individual dietary risks, misinformation can undermine long-term public health objectives, influence trust in regulatory institutions, and polarize online communities around pseudoscientific claims. It also reinforces false beliefs about food safety, diet trends, and nutrition, making it more difficult for public health organizations to share accurate, science-based messages.

3.4. Sustainability and Ethical Eating

Ethical eating, in this context, refers to food choices guided by environmental sustainability, labor practices, animal welfare, and social justice values. Based on findings from the reviewed literature, we observe that consumers increasingly prioritize transparency and ethical claims in food production. Our synthesis highlights both consumer expectations and the implementation gaps in corporate practices.

Attitudes toward food manufacturing and packaging are important for adopting innovative products. Consumers are commenting on how food is produced and packaged. They favor products that reduce waste and use renewable or recyclable materials. This trend connects with the growing demand for ethical eating, where food choices are guided not only by personal health but also by concerns about the impacts on the environment [44].

Based on our analysis, we report that companies in the food industry often fail to fully implement circular economy values, even if they show an interest in them. This gap between intention and action can affect consumer trust, which is crucial in ethical eating decisions. Consumers now demand transparency about how their food is produced, whether or not the agricultural practices are sustainable, and if companies are genuinely committed to reducing their environmental footprint. If businesses report on their sustainability and ethical practices, they can gain consumer trust and loyalty, which is essential for the growth of ethical eating [45].

In the hospitality industry, customers expect certain environmental standards and practices, and if those expectations are met, it positively impacts their perception of value. This highlights the importance of transparency and authenticity in communication about sustainable practices, contributing to the ethical dining experience [34].

A practical example of this can be found in one of the studies from our database. It explores how consumers in Chile perceive, and are motivated to purchase, food products that are innovative and eco-friendly. The findings emphasize how attitudes, norms, and perceived behavioral control motivate sustainable food choices. The results report that consumers are not just rational actors; they are influenced by past experiences, belief systems, and social environments. For example, beliefs about food manufacturing and packaging point to a moral stance on how food should be produced, not just efficiently, but responsibly. Furthermore, the role of social media and advertising shows how external narratives can determine internal motivations, linking personal values with ethical factors. In addition, we observe a change from sustainability promotion to customer empowerment initiatives. Consumers become active participants in ethical eating. Their attitudes and social reinforcement have an impact on sustainable food choices [44].

3.5. Food Tourism and Visual Culture

The connection between local, sustainable food and the idea of eco-tourism or agri-tourism is key to rebranding the area for sustainable growth. Tourists are drawn not just to the products themselves but to the broader story of local heritage and sustainability.

A study conducted in Canada demonstrated that the cooperative's focus on wild berries and other plant products produced locally offers a distinctive food-based experience that can attract tourists seeking unique, authentic culinary experiences. By emphasizing the environmental and cultural context of food production, the region is positioning itself within the food tourism sector [46].

The use of social media, particularly Facebook and YouTube, plays a central role in strengthening the region's image. The visual narratives shared on these platforms allows the community to craft a new image of their region. Through videos and stories, the cooperative presents the region's food production processes, local culture, and scenic landscapes, which are important elements of visual culture in food tourism. These efforts aim to redefine how tourists perceive the Lower North Shore, focusing on the value of local food production and the beauty of its natural environment [46].

A case study from Hong Kong produced similar results. The authors state that cultural heritage and identity can be preserved if traditional food is promoted. By involving local communities in culinary projects and cultivating a sense of pride in their cultural identity, traditional food tourism can deepen the link to cultural heritage and support the preservation of traditional cooking methods. This involvement also contributes to sustainable development by promoting local customs and encouraging active community participation in tourism [47].

While the Canadian case emphasizes local community narratives and natural landscapes, the Hong Kong example focuses more on preserving culinary heritage in urban tourism. Despite contextual differences, both cases illustrate how visual storytelling and cultural framing can positively promote food tourism.

Furthermore, our analysis shows that businesses such as wineries should prioritize the use of social media platforms to highlight and communicate their environmentally sustainable practices, thereby enhancing their visibility, strengthening their brand image, and attracting potential customers [37].

Social media content, such as vlogs, food photography, and plating aesthetics, strongly influences tourists' emotional engagement and perceptions of authenticity. However, ethical

concerns are also present: the commercialization of traditional food for visual appeal may risk cultural appropriation or dilute heritage meanings. Responsible tourism marketing should involve local voices and the protection of cultural integrity.

3.6. Public Health Campaigns

Some argue that media descriptions of livestock systems often oversimplify or distort the reality (e.g., assuming that intensive farms are inherently harmful or that extensive systems are always sustainable). Public health campaigns can play a vital role in clarifying these for the public. This is important because consumer confusion can lead to dietary decisions that may have health, environmental, or ethical consequences [48].

Scholars advocate for framing messages that go beyond facts and data, instead incorporating storytelling, visual content, and trusted voices (e.g., veterinarians, farmers). In addition, they also suggest creating space for critical thinking and media literacy in campaigns about meat, dairy, and sustainable consumption [48].

Public health campaigns increasingly include the welfare of animals as a dimension of ethical and sustainable eating. This article reminds us that such perceptions are not always evidence-based. Social media can be used here to start a dialogue between producers and consumers, possibly through community engagement or interactive platforms.

Others argue that individual choice is influenced by environmental, social, and supply-chain factors. Therefore, public health campaigns should transcend the traditional individual responsibility messaging like “eat more veggies.” Rather, they should target other variables that support equity, taking into account the limitations faced by families or children located in environments that are insecure when it comes to food. In addition, researchers promote collaboration between sectors like education, health, media, and agriculture in order to align communication goals [39].

Notably, we report a strong emphasis of research on subjects like early exposure to persuasive marketing as a critical barrier to healthy eating. Scholars highlight the psychological vulnerability of children (e.g., underdeveloped cognitive defenses, emotional gratification). Therefore, there is a need for awareness campaigns among caregivers and educators about these tactics, as well as increased food literacy in children through curriculum reforms and hands-on learning (e.g., cooking, gardening).

Some propose the establishment of a state nutritionist or an independent national nutrition advocacy organization as a key structural intervention. This institution could play a central role in creating public health communication and engagement strategies. As a credible and authoritative source of information, it would be instrumental in mitigating misinformation circulating on social media, leading nutrition education efforts in schools, and promoting collaborative efforts between government, industry, and academia.

This would not only enhance the clarity of national nutrition policies but also ensure that public health strategies are based on scientific evidence and effectively communicated to the public [40].

Others position food safety as a fundamental public health issue with far-reaching consequences. Its implications are particularly negative for vulnerable groups, such as the elderly and immunocompromised individuals, as well as for increasingly urbanized and aging regions.

This presents an opportunity for public health campaigns to redefine food safety as a collective responsibility, beyond just the food industry, and to promote it as a basic right, especially for populations at risk. Urban density can both heighten the risk of outbreaks based on food and amplify their impact. At the same time, digital innovations such as online grocery services and 3D-printed foods are creating new safety risks that require proactive consumer education and updated regulations [49].

3.7. Consumer Empowerment and Information Sources

Based on our analysis, we report that the sharing economy (SE) is a new model of consumption, changing from traditional ownership toward shared access, with implications for sustainability and circular economy principles.

Key stakeholders, including users, platform providers, and regulators, were mapped, along with factors influencing consumer engagement such as trust, accessibility of information, and platform transparency. The review highlights both enablers and barriers to consumer empowerment, including dual-nature factors like convenience versus privacy concerns [50].

Moreover, peer influence plays a critical role in shaping consumer confidence and decision making. In online and social contexts, endorsement or discussion of traceable food can strengthen or weaken the effects of perceived risk and value on purchasing decisions. To fully use traceability as an empowerment tool, companies must not only enhance the technical quality of information but also prioritize consumer education and interactive communication. By doing so, they can cultivate traceable consumption habits and build trust-based relationships that align with evolving expectations of transparency, safety, and social value in food systems [42].

The role of skepticism highlights that empowered consumers critique Corporate Social Responsibility CSR efforts, especially when there is a mismatch between the brand's business model and its social claims (e.g., fast fashion claiming sustainability). This critical stance protects consumers from greenwashing and holds brands accountable [42].

A study from the dataset showed that even though environmental attitudes alone did not significantly drive mindful behavior, engaged consumers still made sustainable choices. This suggests that direct participation and community influence (via electronic word of mouth eWOM) can empower consumers even in contexts where there is low awareness [51].

Some argue that by translating internal business model elements (e.g., sustainable partnerships or activities) into product characteristics or social/environmental consequences, brands equip consumers with accessible information. This lowers cognitive barriers and empowers consumers to evaluate and act on sustainability claims. Empowerment relies on the ability to make informed choices. When firms clearly frame how their operations impact the environment or society, consumers are better positioned to align their purchasing decisions with their ethical or sustainability values [52].

Researchers state that consumers who are aware of environmental concerns and critically evaluate food manufacturing and packaging practices exhibit a strong sense of agency, making informed choices that align with their personal values. Additionally, the influence of social norms, such as peer behavior and social media messaging, indicates that consumers are not passive recipients of information but active participants in creating sustainable consumption trends. Perceived behavioral control further reinforces empowerment by enabling individuals to feel capable and confident in their decisions to support eco-innovative products. Ultimately, the study positions consumers as active contributors to the eco-innovation ecosystem, emphasizing their capacity to influence industry practices and drive broader environmental change [44].

A case study from Turkey directly links social media to consumer empowerment in the context of green food purchasing behavior by showing how digital platforms influence consumer attitudes, confidence, and decision making. The findings show that perceived behavioral control and positive attitudes significantly link to purchasing intentions. Social media usage (SMU) and digital marketing interactions (DMIs) act as enablers by providing consumers with access to peer experiences, product reviews, and green food information.

These interactions reduce uncertainty, cultivate trust, and enhance consumer knowledge, allowing individuals to make informed, autonomous choices.

Importantly, the ability to evaluate and act upon information shared in digital spaces underscores how social media functions as a tool for consumer empowerment, amplifying voice, agency, and the capacity to engage in sustainable consumption practices. As consumers increasingly rely on social media to guide purchasing, their role shifts from passive receivers to active participants who influence and co-create the green marketplace [35].

3.8. Food Waste and Sustainable Consumption Behavior

From the articles we analyzed, we report insight into the food waste behaviors of emerging adults, emphasizing the role of personal attitudes, environmental awareness, and social influences. A paper in the context of Chinese university students points to the importance of early adulthood as an important stage for building sustainable consumption habits later in life. Using a structural equation modeling (SEM), the research found that the attitude toward food waste, influenced by environmental concerns, is a primary motivator of behavioral intention. Students who see food waste as environmentally harmful are more likely to plan consumption carefully and avoid waste, meaning that attitudinal alignment with sustainability values positively shapes behavior [38].

Moreover, the study highlights that young adults who feel informed about reducing waste are more likely to act in this regard. Notably, social norms and peer relations are also influential factors: individuals tend to watch their behavior more strictly in the presence of others. This suggests that interventions that use social environments (e.g., group dining, campus initiatives) could promote behaviors that reduce waste. We argue that food waste is not only a behavioral issue but also a socially constructed phenomenon. Fostering sustainability in young populations requires addressing both internal motivations (attitudes, awareness) and external influences (peers, institutions) [38].

3.9. Ethical and Social Issues in Food Production

Researchers from our dataset critique the ongoing ethical contradictions in the conversations surrounding meat and dairy production. Interestingly, they focus not on consumers but on actors within the food industry, such as agriculture, processing industries, and retail. Based on Bandura's moral disengagement theory, the authors identify how these maintain unsustainable production practices despite publicly acknowledging their environmental and ethical impacts. Rather than accepting responsibility, the actors adopt discursive strategies that put the blame on others, most frequently on consumers or policymakers [53].

The findings of this study reveal responsibility deflection, where no group takes full ownership of the moral burden. This stipulates a systemic avoidance of accountability, which blocks progress toward more ethical and sustainable food systems. Common mechanisms of moral disengagement, such as social justification ("others do worse"), labeling (downplaying harmful practices), and beneficial comparison (presenting small improvements as major steps), are identified by the authors. These strategies serve to normalize ethical compromises in the meat and dairy industries [53].

Others address a prevalent ethical challenge in food production: the transition from linear to circular economy (CE) models within food processing small- and medium-sized enterprises (FPSMEs) in developing countries, specifically in India. Notably, the study identifies Corporate Social Responsibility (CSR) as the most influential factor in circular transformation, suggesting a connection between business ethics and environmental performance. By ranking "investment in CSR," "use of renewable energy," and "scrap recycling rate" as the most important indicators, the study shows how ethical commitments are key to sustainable food production [54].

Other scholars were interested in exploring the social sustainability of technological innovations in cultivated meat, a rapidly developing field often promoted as an ethical and environmentally friendly alternative to conventional meat. While this new “cultivated meat” promises to reduce animal suffering and environmental harm, the paper questions these claims by assessing how specific process technologies might support or hinder social inclusion in food systems [55].

Using a combination of literature review and expert interviews, the authors develop an “innovation radar” to map the social impacts of technologies across four variables: cell lines, scaffolding, growth media, and bioprocessing. The results show that innovations intended to make cultivated meat more scalable or cheaper can introduce new ethical concerns. For example, cell line and genetic engineering technologies may scare consumers due to unnaturalness, while reliance on fetal bovine serum (FBS) in growth media goes against animal welfare goals [55].

Moreover, the study highlights regulatory and cultural problems linked to genetic modification, particularly in the EU, creating issues about equity and access in future food systems [55].

In the digital domain, other innovations like 3D food printing and online grocery platforms present new opportunities and also threats. Digitalization can extend the reach of companies with strong safety systems, but it also introduces new food safety risks, especially in areas that lack standards or technical expertise. Researchers express the need for evolving food manufacturing, including personalized nutrition and decentralized food production [49].

Another study analyzed the controversies about Vietnamese farmed whitefish (*pangasius*) in the European market. *Pangasius* imports into the EU have sparked critiques regarding food safety, environmental impact, and social responsibility from NGOs like the WWF and European policymakers. These concerns are often not based on scientific research and actual food safety data [56].

By analyzing EU food safety notifications and the environmental footprint of *pangasius* farming, the paper reveals that *pangasius* is largely safe and sustainable, and plays an essential role in global seafood chains [31]. This case shows how consumer confusion can undermine sustainable consumption goals, distort market behavior, and harm trade partnerships. The authors suggest improved communication and institutional mechanisms that reflect product risks and sustainability, especially in food systems, where trust and perception create policy and consumer choice [56].

Notably, we would like to mention an urgent topic in sustainable consumption: plastic pollution control. Researchers carried out a case study regarding this issue by exploring public attitudes toward the entire life cycle of plastic management in China. Analyzing big data from over 200,000 social media posts on Sina Weibo, the research presents public sentiments and their spatial variability across regions and stages of the plastic management cycle [57].

This work highlights the critical role of citizen perception and social media discourse in evaluating and guiding sustainable consumption policies. It emphasizes that effective life cycle management of plastics requires clear communication, transparent standards, and citizen-inclusive systems, reinforcing that sustainability must be both technically feasible and socially acceptable [57].

An important study from our analysis offers a longitudinal perspective on the issues surrounding palm oil, a controversial but widely used ingredient in global food, cosmetic, and energy systems. By analyzing over 3700 global news articles from 1979 to 2017, the study describes the evolution of discourse about palm oil through the lenses of pragmatic

and moral legitimacy, offering insight into how public and institutional narratives shift in response to broader socio-political concerns [58].

The research reveals that pragmatic legitimacy, rooted in utility, economic benefit, and stakeholder needs, has historically dominated palm oil-producing countries. However, in palm oil-consuming countries, especially in the Global North, the narrative changed toward moral legitimacy, emphasizing environmental protection, human rights, and global public interest. This stipulates an ethical reorientation worldwide, where sustainability and justice concerns are becoming more important than economic arguments [58].

3.10. Innovation and Technology in the Food Industry

Innovation and technology are changing the food industry, creating advancements that contribute to sustainability, improve food safety, and redefine consumer experiences from production to consumption.

In India, a multi-criterion decision making (MCDM) approach was developed that includes both the CRiteria Importance Through Intercriteria Correlation (CRITIC) and Multicriteria Optimization and Compromise Solution (VIKOR) methods. The study shows technological and analytical innovation aimed at promoting sustainable development within food systems [18]. The use of CRITIC for determining objective weights and VIKOR for performance ranking highlights the methodological integration of tools based on decision making, representing a change from qualitative to quantified, replicable, and scalable evaluation methods [54].

Another study examines the technological aspects of cultivated meat production by highlighting the role of process innovations including cell line development, scaffolding, growth media, and bioprocessing as elements for transforming protein supply chains [55].

The rise of online food retailing, particularly in urbanizing countries like China, stipulates a transformation in how food is distributed and accessed. While this digital transformation can enhance food safety via traceable, standardized systems, it also introduces new weaknesses, such as temperature control failures in delivery chains. Importantly, scholars emphasize the need for regulations between online and traditional food systems to ensure consumer protection [49].

The integration of 3D printing into domestic kitchens shows a move toward personalized food production, disrupting conventional food safety. Unlike with traditional cooking, there may be a lack of knowledge regarding 3D food printing that would inform risk mitigation practices, posing safety and regulatory challenges.

Personalized diets, represented by fields such as nutrigenomics and metabolomics, offer great potential for tailored health outcomes. However, these advances also raise food safety concerns, especially where microbiome interventions or unconventional preservation techniques are adopted without empirical evidence [49].

Researchers do not shy away from presenting the biological risks introduced by modern production methods. They flag antimicrobial resistance (AMR) as a threat due to the overuse of antibiotics in agriculture, and viruses as persistent hazards in foodborne diseases, which are not properly neutralized by existing sanitation processes. These risks are connected with food innovation and demand continued attention [49].

3.11. Key Themes and Trends

Based on the qualitative analysis of the 29 selected publications, we identified key themes that characterize the current research output on the influence of social media platforms in promoting sustainable consumption within the food industry. These themes include food marketing strategies, consumer behavior, misinformation challenges, sustainability practices, and technological innovations.

The results reveal multiple roles of social media. We report a change of paradigm: from traditional media to social media platforms not only as a marketing and communication tool, but also as a platform for consumer empowerment, information exchange, and the promotion of ethical and sustainable food choices. Moreover, our review shows the complexity of the customer decision making processes. These are influenced by social norms, peer interactions, and digital content created by influencers and brands.

Based on these findings, we defined several trends that reflect our topic's evolution and direction of research. The data points to how social media is influencing sustainable consumption habits, creating innovation, and presenting new challenges and opportunities for stakeholders across the food system. The following section discusses these emerging trends, providing a perspective based on the evidence from the reviewed literature (Table 2).

Table 2. Emerging trends identified based on themes.

| Description | Topics |
|---|--|
| Rise of influencer food marketing: | Influencers are becoming mediators of food-related information, combining personal identity with brand promotion, especially in healthy and sustainable eating niches. |
| Increasing consumer demand for transparency: | There is a growing expectation for clear, authentic communication about sustainability practices, ethical sourcing, and food safety on social media. |
| Integration of big data and personalized marketing: | Advanced analytics and AI-based systems allow more tailored food marketing strategies based on consumer preferences and health needs. |
| Growing awareness and action on food waste: | Social media campaigns and peer influence are motivating behavioral changes toward reducing food waste, particularly among younger demographics. |
| Heightened concern over misinformation: | The prevalence of unregulated health claims on social media is creating a need for stronger regulations and consumer education to ensure public health. |
| Expansion of Sustainable Food Tourism: | Visual and narrative content shared on social media is used to promote local food cultures and sustainable tourism experiences. |
| Ethical consumption as a social movement: | Social media platforms amplify consumer activism around animal welfare, veganism, environmental sustainability, and corporate responsibility in the food industry. |
| Technological innovations and challenges: | Innovations like 3D food printing and cultivated meat production are changing the food industry but require new regulations and public awareness to address safety and ethical issues. |

3.12. Recommendations for Policymakers

The insights from our analysis can offer valuable recommendations for policymakers. Social media's wide reach and influence make it an invaluable tool to promote sustainable consumption. However, this potential can only be fully exploited with guidance and support. We, the authors, recommend the following:

- Policymakers should develop clear guidelines and monitoring to combat and control misinformation, especially around health and sustainability claims. This includes holding influencers and platforms accountable for the content they promote.
- For instance, France has introduced labeling guidelines for influencers, while the UK's Advertising Standards Authority monitors misleading health or environmental claims. These models could inspire international frameworks for influencer accountability.
- Regulatory bodies might implement a verification system for nutrition-related influencers, requiring content based on evidence or partnerships with certified dietitians to reduce the spread of harmful claims.

- Policymakers should invest in public awareness and education campaigns that improve media literacy and critical evaluation skills, empowering consumers to discern credible information and make informed food choices.
- Policymakers should encourage partnerships among government agencies, industry players, health professionals, and social media platforms to create transparent messaging around sustainable food consumption.
- Policymakers should encourage businesses to adopt transparent supply chain practices and communicate these clearly on social media, building consumer trust and promoting ethical consumption.
- Social media platforms could be controlled through government partnerships or public grants to promote sustainable messaging via curated content sections, sustainability badges, or specific campaigns created with NGOs or educational institutions.
- Policymakers should utilize social media's interactive features to engage communities in sustainability initiatives, food waste reduction, and healthy eating campaigns tailored to diverse audiences.
- Campaigns should be culturally adaptive, considering local dietary norms, literacy levels, and socio-economic barriers. For example, mobile campaigns may reach underrepresented groups in rural or low income settings.
- Policymakers might consider introducing mandatory transparency requirements for influencer content, particularly in cases involving health or nutritional claims. For instance, requiring visible disclaimers or third-party verification when influencers promote supplements, diets, or lifestyle changes would help mitigate the risk of misleading the public.

3.13. Recommendations for Stakeholders

- Media literacy initiatives should be encouraged to help consumers critically assess food content. Civil society organizations can play a crucial role by creating online awareness campaigns that promote responsible consumption, especially among youth.
- Platforms should consider using sustainability "trust labels" or working with fact-checkers for content involving health or environmental claims. Food brands could adopt more transparent sustainability reporting through interactive social media campaigns.

3.14. Recommendations for Consumers

Consumers should recognize that not all dietary, nutritional, or food product information encountered on social media is credible or based on evidence. Particular caution is warranted with content promoted by influencers lacking professional qualifications in nutrition or health. To mitigate misinformation risks consumers should do the following:

- Evaluate the source of information, prioritizing content from certified professionals (e.g., registered dietitians, public health organizations).
- Verify dietary and health claims through institutional sources such as the World Health Organization (WHO) or national food safety authorities.

As consumer interest in ethical food sourcing and production grows, individuals are encouraged to actively pursue transparency in the products they consume:

- Utilize available digital tools such as QR codes, traceability platforms, and labeling schemes to access supply chain information, especially for animal-based or imported products.
- Demand clear communication from brands on social media regarding what terms such as "sustainable," "organic," or "local" signify in their operational context, and whether these are backed by regulation or third-party certification.

4. Conclusions and Limitations

Our bibliometric review explored how social media platforms influence sustainable consumption in the food industry. Additionally, we aimed to identify themes and trends, and provide insights for policymakers. The qualitative analysis of documents allowed us to understand the role of social media, which transformed from a simple marketing channel to a platform for consumer empowerment, ethical engagement, and promotion of sustainability. Unlike earlier reviews that focused primarily on influencer marketing or children's exposure to food marketing, our study offered a broader synthesis across ten distinct thematic areas, including ethical eating, food waste, traceability, and food technology.

Regarding the research questions, we found that communication about food consumption on social media has indeed changed significantly over time (RQ1). Social media now cultivates interactive dialogues, peer influence, and the rise of influencer marketing that builds consumer values and behaviors in ways traditional media never could. However, challenges remain regarding misinformation and trust.

Misleading health claims and unverified dietary advice continue to circulate widely, often without sufficient regulatory oversight (RQ2). To address this, content moderation based on partnerships with nutrition experts and fact-checkers could serve as a proactive framework. Educational campaigns aimed at digital literacy, especially for young consumers, are also essential.

Social media influencers must realize that they have the power to change and shape public perception. This new role must be treated with responsibility and seriousness. While monetizing on food products is an important part of their activities, SM platforms must regulate and screen misleading messaging and claims in order to safeguard the young population's well-being. In addition, the misrepresentation by influencers of dietary models like veganism and the distorted messaging about animal welfare by companies remain issues. Companies and influencers must work closely together in creating a messaging and tone that aligns with brand values, while remaining honest, transparent, and relatable.

Influencer marketing is no longer an isolated phenomenon, but rather a more complex relationship that has social, ethical, and moral implications. Influencers face specific ethical dilemmas as they balance financial incentives with the responsibility to promote accurate, sustainable messaging. These dilemmas often include endorsing highly processed or unsustainable food products for profit, potentially misleading their audiences. Navigating these challenges requires clearer disclosure standards, ethics training, and transparent partnerships that align with sustainability goals. Moreover, social media now acts as a platform with a dual function. First, it is a marketing tool for companies to engage consumers with personalized campaigns (e.g., big data analytics enabling tailored dietary suggestions). Second, it is also a feedback source where consumers voice expectations around sustainability, transparency, and ethical aspects.

Our review contributes to understanding how social media both creates and reflects consumer values, marketing strategies, and sustainability initiatives in the food industry. It highlights the change from traditional marketing to a complex process of empowerment, misinformation, and ethical activism. Importantly, we describe the relationship between social norms, peer influence, and digital content as motivators of sustainable consumption behaviors.

Our review is subject to several limitations. First, by focusing exclusively on the ISI Web of Science (WoS) database and restricting the language to English, we may have excluded valuable research published in other databases or languages. This could introduce regional or cultural biases, particularly given the global variability in social media use and sustainability priorities. Second, while 29 articles met the inclusion criteria, this relatively

small sample reflects the early and emerging nature of this research field. Third, qualitative thematic analysis, while rich in context, may include interpretive subjectivity. Finally, the fast-paced evolution of digital platforms means that older studies may not fully capture current trends or technologies, such as AI-based marketing or platform specific behaviors on TikTok or Instagram.

Further research is needed to explore how algorithmic recommendation systems and AI-driven personalization influence sustainable food choices. Studies could also examine cultural differences in sustainability communication and the effectiveness of influencer marketing across global markets. Additionally, future reviews could expand to include non-English and grey literature to reduce publication bias and better reflect regional practices. Future studies could also adopt automated content analysis techniques to monitor the spread and evolution of food-related misinformation over time. Natural language processing (NLP), sentiment analysis, and machine learning classification tools may enable researchers to detect patterns in large datasets drawn from platforms such as Instagram, TikTok, or YouTube.

Author Contributions: Conceptualization, C.C., A.B., V.G., D.R. and M.B.A.; methodology, C.C., A.B., V.G., D.R. and M.B.A.; software, C.C., A.B., V.G., D.R. and M.B.A.; validation, C.C., A.B., V.G., D.R. and M.B.A.; formal analysis, C.C., A.B., V.G., D.R. and M.B.A.; investigation, C.C., A.B., V.G., D.R. and M.B.A.; resources C.C., A.B., V.G., D.R. and M.B.A.; data curation, C.C., A.B., V.G., D.R. and M.B.A.; writing—original draft preparation, C.C., A.B., V.G., D.R. and M.B.A.; writing—review and editing, C.C., A.B., V.G., D.R. and M.B.A.; visualization, C.C., A.B., V.G., D.R. and M.B.A.; supervision, C.C., A.B., V.G., D.R. and M.B.A.; project administration, C.C., A.B., V.G., D.R. and M.B.A.; funding acquisition, C.C., A.B., V.G., D.R. and M.B.A. All authors have read and agreed to the published version of the manuscript.

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: All available data is included in the present manuscript.

Conflicts of Interest: The authors declare no conflicts of interest.

Appendix A

Table A1. Analysis of initial set of records retrieved from WoS.

| Authors | Title | Method | Key Outcomes |
|-------------------|--|-------------------------|---|
| Tao, Q. et al. | Application Research: Big Data in Food Industry review | Review | Big data enables consumer profiling and personalized marketing and supports sustainable food industry |
| Huynh, TTG et al. | A fuzzy-set approach for multiple criteria decision making in sustainable organic food | FULL text Not available | FULL text Not available |
| Civero, G. et al. | Food: Not Only Safety, but Also Sustainability. Emerging Trend of New Social Consumers | Survey | Consumers value ethical and environmental factors; social media influences consumer empowerment |

Table A1. Cont.

| Authors | Title | Method | Key Outcomes |
|----------------------------|---|------------------------------|--|
| Armutcu, B. et al. | Role of social media in consumers' intentions to buy green food: evidence from Turkiye | Survey + SEM | Attitude and perceived control affect green food buying; social media usage boosts purchase intent |
| Sogari, G. et al. | Millennial Generation and Environmental Sustainability: Social Media & Wine Buying | Survey | Social media increases sustainability awareness, especially among millennials |
| Siddiqui, SA et al. | Consumer behavior towards nanopackaging—A new trend in the food industry | FULL text Not available | FULL text Not available |
| Werle, COC et al. | Marketing and food consumption: Nurturing new possibilities | Systematic review | Social media and new tech shape food consumption and sustainability |
| Villena-Alarcon, E. et al. | Role of influencers in cruelty-free product communication on Instagram | FULL text Not available | FULL text Not available |
| Schüssler, C. et al. | Moral disengagement in media discourses on meat and dairy production | Qualitative content analysis | Responsibility shifting perpetuates unsustainable practices |
| Fortunati, S. et al. | Circular economy and CSR in Italian agri-food industry | Case study | CSR and circular economy practices are growing but incompletely implemented |
| Capper, JL | Sustainable future: livestock productivity, health, efficiency & consumer perceptions | Review | Complex interplay of productivity, health, and consumer concerns; communication is key |
| Tsai, WC et al. | Consumer Food Waste Behavior among Emerging Adults: Evidence from China | SEM survey | Environmental concern shapes attitudes and reduces food waste behavior |
| Mansilla-Obando, K. et al. | Eco-Innovation in Food Industry: Consumer Motivations in Emerging Market | Qualitative interviews | Attitudes, norms, and control influence eco-innovation adoption |
| Ahmed, S. et al. | Service for sustainability and value for money: mediation of social media communication | Cross-sectional survey | Social media communication enhances perceived value and sustainability perceptions |
| Le, TT | CSR and sustainable consumption: mediating role of green supply chain management | FULL text Not available | FULL text Not available |
| Viciunaite, V. | Communicating sustainable business models to consumers: translation theory | Content analysis | Firms translate sustainability into consumer-relevant messages |
| Varela, P. et al. | Bringing down barriers to children's healthy eating: review within complex food system | Narrative review | Multisectoral approaches needed; social media marketing impacts children's eating |
| Ghosh, S. et al. | Attaining SDGs through circular economy in Indian food SMEs | MCDM case studies | CSR investment and renewable energy critical for circular economy performance |

Table A1. Cont.

| Authors | Title | Method | Key Outcomes |
|---------------------------|---|---------------------------------|--|
| Coad, J.; Pedley, K. | Nutrition in New Zealand: Past lessons for present and future | Review | Need for integrated food and nutrition strategy; social media influence acknowledged |
| Vezovnik, A.; Kamin, T. | Young Flexitarians: Barriers and Facilitators for Meat Reduction | Qualitative interviews | Knowledge, cooking skills, social media influence meat reduction behavior |
| Woelken, L. et al. | Innovation radar for cultivated meat: technologies and social impacts | Expert interviews | Tech innovations face cultural, regulatory barriers; social sustainability unclear |
| Ilmalhaq, A. et al. | Indonesian local second-hand clothing: mindful consumption with SOR model | SEM-PLS survey | eWOM positively influences mindful consumption via engagement |
| Pereira, SA et al. | Sustainability of seaweed farming in tropical Atlantic | FULL text Not available | FULL text Not available |
| Pellerito, A. et al. | Food Sharing and Regulatory Situation in Europe | FULL text Not available | FULL text Not available |
| Kim, TH; Kim, NL | Believing in change: implicit theory on consumer perception of brand CSR | Experimental studies | Incremental mindset moderates CSR-brand fit and skepticism effects |
| King, T. et al. | Food safety for food security: global megatrends and developments | Review | Urbanization and aging population increase food safety challenges |
| Ge, L. | Traceable food extrinsic cues and consumers' purchase intention | Survey | Traceability knowledge and certification reduce risk and increase purchase intention |
| Molina-Collado, A. et al. | Sustainability in hospitality and tourism: review of key research | FULL text Not available | FULL text Not available |
| Wang, KY | Sustainable Tourism Development based on visitors' brand trust | Not on topic | Not on topic |
| Doonan, N. | Feminist place-making in Quebec using social media narratives | Qualitative case study | Social media reshapes regional identity via environmental narratives |
| Little, DC et al. | Whitefish wars: politics and consumer confusion in Europe | Review + data analysis | Transparent risk communication needed for sustainable seafood trade |
| Singh, G.; Kumar, A. | Achieving fashion sustainability: circular economy enablers and TPB | FULL text Not available | FULL text Not available |
| Chen, VY; Lin, PMC | Nostalgic emotion and Gen Z purchase intentions for Hong Kong tong sui | Survey | Nostalgia strongly influences Gen Z's purchase intentions |
| Sun, Y. et al. | Public attitudes toward plastic life cycle management in China | Big data sentiment analysis | Positive attitudes toward reuse; negative emotions on collection and sorting |
| Oliver, C. | Mock meat, masculinity, and redemption narratives: vegan men's negotiations | Interviews + discourse analysis | Vegan masculinity narratives may mislead and commodify activism |
| Corciolani, M. et al. | Legitimacy struggles in palm oil controversies: institutional perspective | Automated content analysis | Shift from pragmatic to moral legitimacy in palm oil debates |

Table A1. Cont.

| Authors | Title | Method | Key Outcomes |
|--------------------------|--|------------------------------|---|
| Rathnayake, I. et al. | Key aspects of sharing economy: systematic literature review | Systematic literature review | Identified shareable resources, processes, stakeholders, enablers, and barriers |
| Barna, M.; Semak, B. | Main trends of marketing innovations in international tour operating | Not on topic | Innovation models in tourism marketing; emphasis on digital and social media tech |

References

- Raza, A.; Razzaq, A.; Mehmood, S.S.; Zou, X.; Zhang, X.; Lv, Y.; Xu, J. Impact of Climate Change on Crops Adaptation and Strategies to Tackle Its Outcome: A Review. *Plants* **2019**, *8*, 34. [[CrossRef](#)] [[PubMed](#)]
- Nichifor, B.; Zait, L.; Timiras, L. Drivers, Barriers, and Innovations in Sustainable Food Consumption: A Systematic Literature Review. *Preprints* **2025**. [[CrossRef](#)]
- Abell, A.; Biswas, D. Digital Engagement on Social Media: How Food Image Content Influences Social Media and Influencer Marketing Outcomes. *J. Interact. Mark.* **2023**, *58*, 1–15. [[CrossRef](#)]
- Verma, S.; Kapoor, D.; Gupta, R. Role of Influencer–Follower Congruence in Influencing Followers’ Food Choices and Brand Advocacy: Mediating Role of Perceived Trust. *Br. Food J.* **2024**, *126*, 4055–4071. [[CrossRef](#)]
- Ren, Q.; Zhou, L.; Liu, F. *The Different Perception and Reaction of Customers Towards Traditional Marketing and Influencer Marketing in Food Industry*; Atlantis Press: Dordrecht, The Netherlands, 2021; pp. 3208–3214.
- Lee, P.-Y.; Koseoglu, M.A.; Qi, L.; Liu, E.-C.; King, B. The Sway of Influencer Marketing: Evidence from a Restaurant Group. *Int. J. Hosp. Manag.* **2021**, *98*, 103022. [[CrossRef](#)]
- Kim, M.; Kim, H.; Ma, Z.; Lee, S. What Makes Consumers Purchase Social Media Influencers Endorsed Organic Food Products. *Cornell Hosp. Q.* **2025**, *66*, 245–252. [[CrossRef](#)]
- Joshi, Y.; Lim, W.M.; Jagani, K.; Kumar, S. Social Media Influencer Marketing: Foundations, Trends, and Ways Forward. *Electron. Commer. Res.* **2023**, *25*, 1199–1253. [[CrossRef](#)]
- Coates, A.E.; Hardman, C.A.; Halford, J.C.; Christiansen, P.; Boyland, E.J. Social Media Influencer Marketing and Children’s Food Intake: A Randomized Trial. *Pediatrics* **2019**, *143*, e20182554. [[CrossRef](#)] [[PubMed](#)]
- De Jans, S.; Spielvogel, I.; Naderer, B.; Hudders, L. Digital Food Marketing to Children: How an Influencer’s Lifestyle Can Stimulate Healthy Food Choices among Children. *Appetite* **2021**, *162*, 105182. [[CrossRef](#)]
- Pettersen-Sobczyk, M. Social Media Influencer Marketing in the Food Industry: A Spatial Distribution of Research. *Eur. Res. Stud. J.* **2023**, *26*, 246–260. [[CrossRef](#)]
- Chowdhury, A.; Kabir, K.H.; Abdulai, A.-R.; Alam, M.F. Systematic Review of Misinformation in Social and Online Media for the Development of an Analytical Framework for Agri-Food Sector. *Sustainability* **2023**, *15*, 4753. [[CrossRef](#)]
- Diekman, C.; Ryan, C.D.; Oliver, T.L. Misinformation and Disinformation in Food Science and Nutrition: Impact on Practice. *J. Nutr.* **2023**, *153*, 3–9. [[CrossRef](#)] [[PubMed](#)]
- Viassone, M.; Grimmer, M. Ethical Food as a Differentiation Factor for Tourist Destinations: The Case of “Slow Food.” *J. Invest. Manag.* **2015**, *4*, 1–9. [[CrossRef](#)]
- Morgan, J.B. 118 Where We Are at and Evolving in Management Systems That Are Consumer Focused? *J. Anim. Sci.* **2020**, *98*, 48. [[CrossRef](#)]
- Alam, M.W.; Kumar, J.V.; Awad, M.; Saravanan, P.; Al-Sowayan, N.S.; Rosaiah, P.; Nivetha, M.S. Emerging Trends in Food Process Engineering: Integrating Sensing Technologies for Health, Sustainability, and Consumer Preferences. *J. Food Process Eng.* **2025**, *48*, e70035. [[CrossRef](#)]
- Van Bussel, L.; Kuijsten, A.; Mars, M.; Van’t Veer, P. Consumers’ Perceptions on Food-Related Sustainability: A Systematic Review. *J. Clean. Prod.* **2022**, *341*, 130904. [[CrossRef](#)]
- Songsermsawad, T.; Smith, M.C. Thai Consumers’ Perception and Behavior toward Environmentally Friendly Food and Beverage Packaging. Master’s Thesis, Thammasat University, Bangkok, Thailand, 2019.
- Herrmann, C.; Rhein, S.; Sträter, K.F. Consumers’ Sustainability-Related Perception of and Willingness-to-Pay for Food Packaging Alternatives. *Resour. Conserv. Recycl.* **2022**, *181*, 106219. [[CrossRef](#)]
- Magnier, L.; Schoormans, J. Consumer Reactions to Sustainable Packaging: The Interplay of Visual Appearance, Verbal Claim and Environmental Concern. *J. Environ. Psychol.* **2015**, *44*, 53–62. [[CrossRef](#)]

21. Ingrassia, M.; Bellia, C.; Giurdanella, C.; Columba, P.; Chironi, S. Digital Influencers, Food and Tourism—A New Model of Open Innovation for Businesses in the Ho. Re. Ca. Sector. *J. Open Innov. Technol. Mark. Complex.* **2022**, *8*, 50. [[CrossRef](#)]
22. Bertella, G. Re-Thinking Sustainability and Food in Tourism. *Ann. Tour. Res.* **2020**, *84*, 103005. [[CrossRef](#)]
23. Williams, L.T.; Germov, J.; Fuller, S.; Freij, M. A Taste of Ethical Consumption at a Slow Food Festival. *Appetite* **2015**, *91*, 321–328. [[CrossRef](#)]
24. Orea-Giner, A.; Fusté-Forné, F. The Way We Live, the Way We Travel: Generation Z and Sustainable Consumption in Food Tourism Experiences. *Br. Food J.* **2023**, *125*, 330–351. [[CrossRef](#)]
25. Parbey, P.; Aryeetey, R. A Review of Food and Nutrition Communication and Promotion in Ghana. *Afr. J. Food Agric. Nutr. Dev.* **2022**, *22*, 19602–19623. [[CrossRef](#)]
26. Basrowi, R.W. The Impact of Nutritional Marketing Claims on Consumer Behavior and Food Choices Based on Medical Ethics. *J. Indones. Spec. Nutr.* **2024**, *2*, 8–14.
27. Mc Carthy, C.M.; de Vries, R.; Mackenbach, J.D. The Influence of Unhealthy Food and Beverage Marketing through Social Media and Advergaming on Diet-related Outcomes in Children—A Systematic Review. *Obes. Rev.* **2022**, *23*, e13441. [[CrossRef](#)]
28. Botoc, F.C.; Khaled, M.D.; Milos, L.R.; Bilti, R.S. The Role of Big Data in the FinTech Industry: A Bibliometric Analysis. *Transform. Bus. Econ.* **2023**, *22*, 60A.
29. Hassoun, A.; Bekhit, A.E.-D.; Jambrak, A.R.; Regenstein, J.M.; Chemat, F.; Morton, J.D.; Gudjónsdóttir, M.; Carpena, M.; Prieto, M.A.; Varela, P. The Fourth Industrial Revolution in the Food Industry—Part II: Emerging Food Trends. *Crit. Rev. Food Sci. Nutr.* **2024**, *64*, 407–437. [[CrossRef](#)]
30. Vintilă, M.; Todd, J.; Goian, C.; Tudorel, O.; Barbat, C.A.; Swami, V. The Romanian Version of the Intuitive Eating Scale-2: Assessment of Its Psychometric Properties and Gender Invariance in Romanian Adults. *Body Image* **2020**, *35*, 225–236. [[CrossRef](#)]
31. Zickafoose, A.; Lu, P.; Baker, M. Forecasting Food Innovations with a Delphi Study. *Foods* **2022**, *11*, 3723. [[CrossRef](#)]
32. Tao, Q.; Ding, H.; Wang, H.; Cui, X. Application Research: Big Data in Food Industry. *Foods* **2021**, *10*, 2203. [[CrossRef](#)]
33. OC Werle, C.; Sirieix, L.; Pantin-Sohier, G. Marketing and Food Consumption: Nurturing New Possibilities. *Rech. Appl. Mark.* **2024**, *39*, 2–10. (In English) [[CrossRef](#)]
34. Ahmed, S.; Ahmad, A.; Abid, G. Service for Sustainability and Overall Value for Money: Sequential Mediation of Customer-Generated Communication on Social Media and Perceived Value. *J. Hosp. Tour. Insights* **2025**, *8*, 1114–1132. [[CrossRef](#)]
35. Civero, G.; Rusciano, V.; Scarpato, D.; Simeone, M. Food: Not Only Safety, but Also Sustainability. The Emerging Trend of New Social Consumers. *Sustainability* **2021**, *13*, 12967. [[CrossRef](#)]
36. Armutcu, B.; Ramadani, V.; Zeqiri, J.; Dana, L.-P. The Role of Social Media in Consumers' Intentions to Buy Green Food: Evidence from Türkiye. *Br. Food J.* **2024**, *126*, 1923–1940. [[CrossRef](#)]
37. Sogari, G.; Pucci, T.; Aquilani, B.; Zanni, L. Millennial Generation and Environmental Sustainability: The Role of Social Media in the Consumer Purchasing Behavior for Wine. *Sustainability* **2017**, *9*, 1911. [[CrossRef](#)]
38. Tsai, W.-C.; Chen, X.; Yang, C. Consumer Food Waste Behavior among Emerging Adults: Evidence from China. *Foods* **2020**, *9*, 961. [[CrossRef](#)]
39. Varela, P.; De Rosso, S.; Moura, A.F.; Galler, M.; Philippe, K.; Pickard, A.; Ragelienne, T.; Sick, J.; Van Nee, R.; Almlí, V.L. Bringing down Barriers to Children's Healthy Eating: A Critical Review of Opportunities, within a Complex Food System. *Nutr. Res. Rev.* **2024**, *37*, 331–351. [[CrossRef](#)]
40. Coad, J.; Pedley, K. Nutrition in New Zealand: Can the Past Offer Lessons for the Present and Guidance for the Future? *Nutrients* **2020**, *12*, 3433. [[CrossRef](#)]
41. Vezovnik, A.; Kamin, T. Young Flexitarians: An Insight into Barriers and Facilitators Related to Capability, Opportunity, and Motivation for Meat Reduction. *Sustainability* **2024**, *16*, 9027. [[CrossRef](#)]
42. Ge, L. To Buy or Not to Buy? A Research on the Relationship Between Traceable Food Extrinsic Cues and Consumers' Purchase Intention. *Front. Psychol.* **2022**, *13*, 873941. [[CrossRef](#)]
43. Oliver, C. Mock Meat, Masculinity, and Redemption Narratives: Vegan Men's Negotiations and Performances of Gender and Eating. *Social Mov. Stud.* **2023**, *22*, 62–79. [[CrossRef](#)]
44. Mansilla-Obando, K.; Llanos, G.; Gómez-Sotta, E.; Buchuk, P.; Ortiz, F.; Aguirre, M.; Ahumada, F. Eco-Innovation in the Food Industry: Exploring Consumer Motivations in an Emerging Market. *Foods* **2023**, *13*, 4. [[CrossRef](#)]
45. Fortunati, S.; Morea, D.; Mosconi, E.M. Circular Economy and Corporate Social Responsibility in the Agricultural System: Cases Study of the Italian Agri-Food Industry. *Zemed. Ekon.* **2020**, *66*, 489–498. [[CrossRef](#)]
46. Doonan, N. A Lower North Shore Story: Containers for Feminist Place-Making in Québec, Canada. *Gen. Place Cult.* **2020**, *27*, 965–983. [[CrossRef](#)]
47. Chen, V.Y.; Lin, P.M. The Power of Nostalgic Emotion: How Hong Kong Traditional Tong Sui Influences Generation Z's Purchase Intentions. *Br. Food J.* **2024**, *126*, 3197–3220. [[CrossRef](#)]
48. Capper, J. Looking Forward to a Sustainable Future—How Do Livestock Productivity, Health, Efficiency and Consumer Perceptions Interact. *Catt. Pract.* **2017**, *25*, 179–193.

49. King, T.; Cole, M.; Farber, J.M.; Eisenbrand, G.; Zabar, D.; Fox, E.M.; Hill, J.P. Food Safety for Food Security: Relationship between Global Megatrends and Developments in Food Safety. *Trends Food Sci. Technol.* **2017**, *68*, 160–175. [[CrossRef](#)]
50. Rathnayake, I.; Ochoa, J.J.; Gu, N.; Rameezdeen, R.; Statsenko, L.; Sandhu, S. Strategies for Enhancing Sharing Economy Practices Across Diverse Industries: A Systematic Review. *Sustainability* **2024**, *16*, 9097. [[CrossRef](#)]
51. Ilmalhaq, A.; Pradana, M.; Rubiyanti, N. Indonesian Local Second-Hand Clothing: Mindful Consumption with Stimulus-Organism-Response (SOR) Model. *Discov. Sustain.* **2024**, *5*, 251. [[CrossRef](#)]
52. Viciunaite, V. Communicating Sustainable Business Models to Consumers: A Translation Theory Perspective. *Organ. Environ.* **2022**, *35*, 233–251. [[CrossRef](#)]
53. Schüßler, C.; Nicolai, S.; Stoll-Kleemann, S.; Bartkowski, B. Moral Disengagement in the Media Discourses on Meat and Dairy Production Systems. *Appetite* **2024**, *196*, 107269. [[CrossRef](#)] [[PubMed](#)]
54. Ghosh, S.K. (Ed.) Circular Economy in India. In *Circular Economy: Global Perspective*; Springer: Singapore, 2020; pp. 157–185.
55. Woelken, L.; Weckowska, D.M.; Dreher, C.; Rauh, C. Toward an Innovation Radar for Cultivated Meat: Exploring Process Technologies for Cultivated Meat and Claims about Their Social Impacts. *Front. Sustain. Food Syst.* **2024**, *8*, 1390720. [[CrossRef](#)]
56. Little, D.C.; Bush, S.R.; Belton, B.; Phuong, N.T.; Young, J.A.; Murray, F.J. Whitefish Wars: Pangasius, Politics and Consumer Confusion in Europe. *Mar. Policy* **2012**, *36*, 738–745. [[CrossRef](#)]
57. Sun, Y.; Wang, D.; Li, X.; Chen, Y.; Guo, H. Public Attitudes toward the Whole Life Cycle Management of Plastics: A Text-Mining Study in China. *Sci. Total Environ.* **2023**, *859*, 159981. [[CrossRef](#)]
58. Corciolani, M.; Gistri, G.; Pace, S. Legitimacy Struggles in Palm Oil Controversies: An Institutional Perspective. *J. Clean. Prod.* **2019**, *212*, 1117–1131. [[CrossRef](#)]

Disclaimer/Publisher’s Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.