

Systematic Literature Review on Organic Consumerism in Sri Lanka: Aligning with SDG 3 and SDG 12

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Abstract

Organic consumerism in Sri Lanka has only quite recently begun to increase, as Sri Lankans have become more aware of health and environmental problems. This systematic literature review discusses how organic consumerism in Sri Lanka addresses SDG 3: Good Health and Well-being, and SDG 12: Responsible production and consumption. Thus, this review focusses on studies related to organic consumption development, driving factors of consumers' purchasing decisions, market trends, and problems related to the promotion of organic products from January, 2010 to March, 2024. The Key findings of SLR indicates that health concerns especially to avoid life-style diseases are one major drive to consume organic foods, thereby contributing to SDG 3. Considering SDG 12, organic farming styles reduce impacts on the environment, while high prices, limited availability, certification issues, and consumer mistrust are certain barriers to substantial diffusion. The study employed a systematic literature review in determining how the consumption of organic food in Sri Lanka helps in the achievement of SDG 3 and SDG 12. Published literature dated 2010 to March 2024 was accessed from databases like Google scholar, Sri Lankan Journals Online and Science Director using keywords like organic food, sustainability, and consumer behavior. Studies were included if they were about Sri Lanka, gave relevant insight, dealt with organic consumption in health, environmental, or economic impact terms, and were English language studies with full-text accessibility (full paper articles). The selected studies were thematically analyzed (using manual coding system) to extract primary drivers, barriers, and overall impact of organic consumption. The review has highlighted some areas that need attention, such as targeted government policy, better supply chains, and consumer education.

Keywords: *Organic consumerism, Sustainability, SDG 3, SDG 12, Responsible production & consumption, Health & well being*

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Introduction

More importantly, consumers are now much more sensitive of the effect of dietary choices have on their health (Rana & Paul, 2017). The demand for organically processed foods has recently increased due to further worries about pesticides, additives, and the nutritional value of the conventional foods. (Premadasa & Fernando, 2021; Soomro et al., 2020; Alwis & Ariyarahna, 2022). This movement is important for Sri Lanka because it supports two important SDGs: SDG 3 (ensuring everyone has good health and well-being) and SDG 12 (calling for responsible patterns of production and consumption) (Nguyen et al., 2018; Weerasiri & Coray, 2017; Kapuge, 2016; Malkanthi, 2021; Premadasa & Fernando, 2021). Organic food consumption is generally expected to improve consumers' health and reduce chronic diseases and allergy reactions, among other good health results.

According to Hurtado-Barroso et al. (2017), SDG 3 of the Agenda 2030, framework calls for everyone to have high-quality health and lead healthy lifestyles. Customers' personal health is of excellent parameter (Premadasa & Fernando, 2021; Narmilan & Amuthenie, 2021). As a result, purchasing organic food improves health outcomes and helps communities reach national public health goals. (Pawar et al., 2022). Second, the UNIDO-2017 reiterates sustainability in production and consumption through SDG 12. It is a resource-constrained area whose main objectives are waste reduction, environmental impact reduction, and the resource efficiency (Malkanthi, 2021; Wijekon & Sabri, 2021). Because it uses fewer chemicals and preserves biodiversity, organic farming is inherently more sustainable and contributes to ecosystem maintenance (Kapuge, 2016). The existing literature on organic consumerism in Sri Lanka has some theoretical shortcomings that prevent a thorough comprehension of the phenomenon. First and foremost, sustainable and organic consumer behavior can be

explained by commonly recognized theories of consumer behavior, such as the Theory of Planned Behavior (TPB). Nonetheless, the findings in this study suggests that behavior is not necessarily a direct result of understanding. TPB needs to be broadened to incorporate more constructs, like environmental and health consciousness, in order to bridge this gap.

TPB is also expanded upon by the Theory of Green Purchasing Behavior (Han, 2021), which highlights the situational and psychological factors that influence green purchasing behavior. Thus, Decision-making may be significantly influenced by cultural, economic, and sociological factors; nevertheless, the Health Belief Model (HBM) has not received enough attention in Sri Lanka. Overall, this analysis's findings suggests that an extended or integrated TPB model could capture the elements that support and undermine organic consumption in the context of the circular economy, especially when attempting to achieve SDGs 3 and 12. Furthermore, systems thinking and sustainability transitions theory are not integrated to link organic consumption to the broader sustainable development goals of SDG 3 and SDG 12. Furthermore, by not adhering to this dimensional framework that takes ethical convictions, environmental concern, and health consciousness into account, the great bulk of the research adds to the fragmented information regarding consumer motivation.

Inadequate socio-ecological models, which consider the individual, community, and policy-level factors, is a significant shortcoming as it is best to explore public health and environmental determinant-related behavior.

Furthermore, scant effort is made to create or modify models to meet Sri Lanka's unique social and cultural environment; instead, a lot of models are borrowed from the Western settings. In light of this, the normative consumption of organic food is not entirely

explained by the Value-Belief-Norm (VBN) theory, which connects environmentalism and individual values to pro-environmental behavior. To create context-specific, multifaceted conclusions for the organic consumption in Sri Lanka, theoretical gaps must be filled. Thus, the literature on Sri Lankan organic consumerism has a significant information gap, especially when it comes to the discrepancy between consumer awareness and consumer behavior. The majority of studies show that even though a sizable portion of the population is aware of organic food and embraces its benefits for the environment and human health, this awareness never translates into actual purchases (Malkanthi, 2021; Kapuge, 2016), which causes a significant awareness-behavior gap in the organic market. However, it doesn't outline a comprehensive plan to bridge the gap.

Based on the aforementioned gaps, this analysis evaluates the intricate relationship between Sri Lankan organic consumption and the accomplishment of SDGs 3 and 12. Consumer motivation, market trends, and challenges will also shed light on how organic consumption facilitates individual health and environmental sustainability more broadly. As a result, it would be essential for the study to provide recommendations that might be used to improved policy choices, natural practice training, and the success of several programs aiming to achieve these historic sustainable development goals.

According to this SLR, following research questions are formulated.

1. What motivates Sri Lankan consumers to choose organic food, and how does this relate to SDG 3 (health and well-being) and SDG 12 (responsible production and consumption)?
2. What barriers do consumers face in accessing organic products, and how do these barriers effect on the SDG 3 and SDG 12?
3. How government policies and consumer education should be changed to motivate organic consumerism in Sri Lanka which supports for SDG 3 and 12?

Literature Review

The global shift towards sustainable consumption has significantly increased interest in organic consumerism as a green option over chemically intensive agriculture (Ellen MacArthur Foundation, 2013; Willer & Lernoud, 2021). It aligns with circular economy (CE) principles like avoiding waste, increasing resource productivity, and regenerative strategies. Organic farming, through recycling of crop waste and composting, promotes closed-loop systems that at the same time minimize environmental degradation and promote food safety (SDG 12) and public health (SDG 3). In the last two decades, organic consumption has been growing exponentially across the globe, informed by worries over food safety, ecosystem sustainability, and ethical production (OTA, 2020; Willer & Lernoud, 2021).

A few of the frontline countries in the sector such as the United States, Germany, France, Denmark, and Austria have established deep organic markets through robust certification schemes, government subsidies, public education initiatives, and advanced logistics. Denmark is particularly notable for having responsive organic action strategies and national procurement policies that have ensured secure market growth and willingness on the part of consumers to pay premiums for organics. (Willer & Lernoud, 2021; Ohlmér et al., 2015). These nations have also integrated CE approaches into policy frameworks to enable sustainable production, waste management, and innovation in agro technologies.

The organic industry in Sri Lanka, however, exhibits a contrasting history and development course. Chena cultivation and

pest control practices were undermined by Green Revolution policy during the 1960s for further reliance on synthetic fertilizer (Malkanathi, 2021). There is renewed interest in organic cultivation driven by a higher incidence of non-communicable diseases due to the use of pesticides, deterioration of the environment, and potential export of high-quality organic products such as tea, cinnamon, and spices. At the same time, Sri Lanka's local organic market is in its infancy. Organic-certified land is a negligible percentage of agricultural land in the country, and certified production overwhelmingly ends up in export markets. Research has found that although Sri Lankan consumers are cognizant of the benefits of organic food, cost, availability, and trust in labeling are significant obstacles to regular consumption (Grogreen Lanka, 2018; Malkanathi, 2020). Policy uncertainty has been one such significant obstacle.

The government abruptly prohibited synthetic fertilizers and agrochemicals in April 2021 to enforce nationwide organic-only farming in sake of responsible production and consumption with the goal of converting SDG 12. This led to a 20–40% reduction in the yield of staple crops especially rice and tea resulting in food insecurity and economic strain. Consequently, Sri Lanka had to import approximately US \$450 million of rice before the ban was lifted in November 2021. Poor farmer preparedness, logistical inefficiencies, and the lack of local organic input facilities were pinpointed as causes of the crisis by a number of studies (Zhang, 2022; Heinrich Böll Stiftung, 2022). The cost and procedural burden of organic certification are imposed on small-scale farmers. Local consumers also do not believe in labeling due to poor regulation and not acknowledging third-party export certifications (Karalliyadda & Kazunari, 2020; Malkanathi, 2021). Poor supply infrastructure also makes the growth of markets difficult. Inadequate storage and logistics systems limit availability and

freshness of the products, while scattered networks drive costs and result in post-harvest losses. The farmers also are not provided with training and capital to shift towards organic practices, with studies indicating labor intensity and marketplace as key constraints (Malkanathi, 2020; Wijesinghe et al., 2024). Developed economies, in contrast, tackle these issues with policies being combined, consumer education, R&D spending, and farmer assistance. Denmark, for example, offers subsidies for conversion, technical workshops, and public procurement support to ease farmers' transition.

Despite these limitations, Sri Lanka provides huge potential for organic farming under a Circular Economy model. Regenerative farming increases soil and bio-diversity, biogas and composting recycle nutrient cycles. Support for producer-consumer networks would reduce transport emissions and rural livelihoods. Employment opportunities in certification, value-added processing, and ecotourism also reinforce socio-economic goals. Achieving these outcomes, but, however, requires consistent policy, efficient certification, investment in infrastructure, extension services, and consumer education campaigns. Sustained research gaps remain, among others, long-term yield and environmental impact studies, consumer behavior studies for trust in certification, comparative policy studies, and technological innovations geared to optimize supply chains and organic farming systems in Sri Lanka. Although global organic consumerism and CE models are rich sources of lessons, Sri Lanka's experience confirms the need for balanced, evidence-informed, and contextualized approaches. A phased and synchronized transformation that integrates organic farming within a circular economy has the prospect to bring better food security, well-being, environmental sustainability, and rural livelihoods to Sri Lanka.

Methodology

Data was gathered from peer-reviewed journals using a systematic review process. Articles, reports, and case studies published in peer-reviewed journals between 2010 and March 2024 are included in this evaluation in accordance with PRISMA guidelines. Only papers that addressed SDGs 3 (health and wellbeing) and 12 (environmental sustainability) were included in the systematic literature review. As a result, Google Scholar, Scopus, Sri Lankan Journals Online, and other local source databases were used to search for keywords. These searches included, for instance, "SDG 3 and SDG 12 in Sri Lanka." "Organic agriculture" AND "organic farming" AND "organic production" AND ("Sri Lanka") AND ("Organic consumer" AND "consume" AND "consumer behavior" AND "purchasing behavior" AND "buying behavior") AND ("Sustainable Development Goal 3" AND "SDG 3" AND "health and well-being") AND ("Sustainable Development Goal 12" AND "SDG 12" AND "responsible consumption and production").

This was done in order to provide the review a more systematic approach that maintains the accuracy of the reviewing process and lends it credibility. The inclusion criteria were based on studies that addressed consumer behavior of organic products, issues related to organic farming, and market dynamics that support SDGs 3 and 12 after they have been described in the abstract.

Table 1: Article Inclusion Criteria

Characteristic	Inclusion Criteria
Type of publication	Peer-reviewed journal articles, and studies indexed in scholarly databases
Language(s)	English
Time period	From January 2010 to March 2024 (inclusive)

Research design	Conceptual and empirical studies (systematic literature review included)
Content	Studies on organic consumerism in Sri Lanka with relevance to SDG 3 (Good Health and Well-being) and SDG 12 (Responsible Consumption and Production); focus on consumer behavior, purchasing drivers, market trends, barriers, and impacts (health, environmental, and economic)
Source	Google Scholar, Sri Lankan Journals Online (SLJOL), Science Direct, Scopus, Other local Journals
Accessibility	Full-text available studies

Source: Compiled by the Author

The Search Strategy

A careful search technique enables the discovery of relevant literature from a range of sources. The present search on organic consumerism looked at a number of databases, including the SLJOL database, Web of Science, Google Scholar, and Scopus. According to the study, these platforms have sizable libraries of academic articles covering a wide range of subjects (Booth et al., 2016; Khan et al., 2011).As a result, several peer-reviewed journals are now available. As such, a thorough analysis of the literature is guaranteed. First, a good search strategy required careful keyword selection. To increase the effectiveness of the searches, specialized terms and boolean



operators were employed. Petticrew and Roberts (2006); Booth et al. (2016).

"SDG 3 in Sri Lanka, "Good Health and Well-Being," "SDG 12 in Sri Lanka," "Responsible Production," "Responsible Consumption," "organic consumerism," "organic consumer behavior," and "organic agriculture" were among the most significant terms mentioned. Additional relevant phrases were also included, such as "ecologically responsible purchasing," "sustainable consumer behavior," "purchasing chemical-free products," and "sustainable product purchase." These keywords were utilized in the title, abstract, and keyword field (TITLE-ABSTRACT-KEY) to ensure adequate coverage of the literature. After looking through Web of Science, Scopus, SLJOL Google Scholar, and the websites of Sri Lankan public universities

There were 420 articles found in all. These studies were evaluated critically for their applicability to the study questions and inclusion criteria. This was accomplished by searching every database for research on Sri Lankan organic consumption that was published between 2010 and March 2024. As a result, significant conclusions were drawn from the identification of key sustainability trends and issues at the district level. This time frame makes it possible to identify the main sustainability trends and issues across districts and produces significant findings.

This time frame was chosen strategically because it captures recent study findings that

are pertinent to the current situation and reflect changes in organic consumerism over the previous 13 years. Following screening, 34 papers were included in the systematic review. The pieces meet the requirements and provide clear insights into how organic consumption and SDGs 3 and 12 relate to Sri Lanka. Consequently, Figure 1 provides a visual representation of the search approach.

Eligibility Criteria

To make sure that only relevant and excellent papers are analyzed, certain inclusion and exclusion criteria have been created for the systematic literature review on "organic consumerism," which spans the years 2010 to March 2024. The chosen papers discussed organic consumerism in a straightforward and accurate manner.

Therefore, the contribution of organic consumption to the attainment of SDG 3: Good Health and Well-Being and SDG 12: Responsible Consumption and Production is considered. To ensure the legitimacy of the research findings, attention is also given to peer-reviewed articles. These criteria, which emphasize specific insights from the complexity of organic consumption and their potential for accomplishing the set Sustainable Development Goals, were developed to make the selection process more methodical. In order to illustrate the latest developments in this area, the review concentrates on works released from 2010 to March 2024. Additionally, only English-language publications were included in the research for simplicity of comprehension.

Selection Criteria

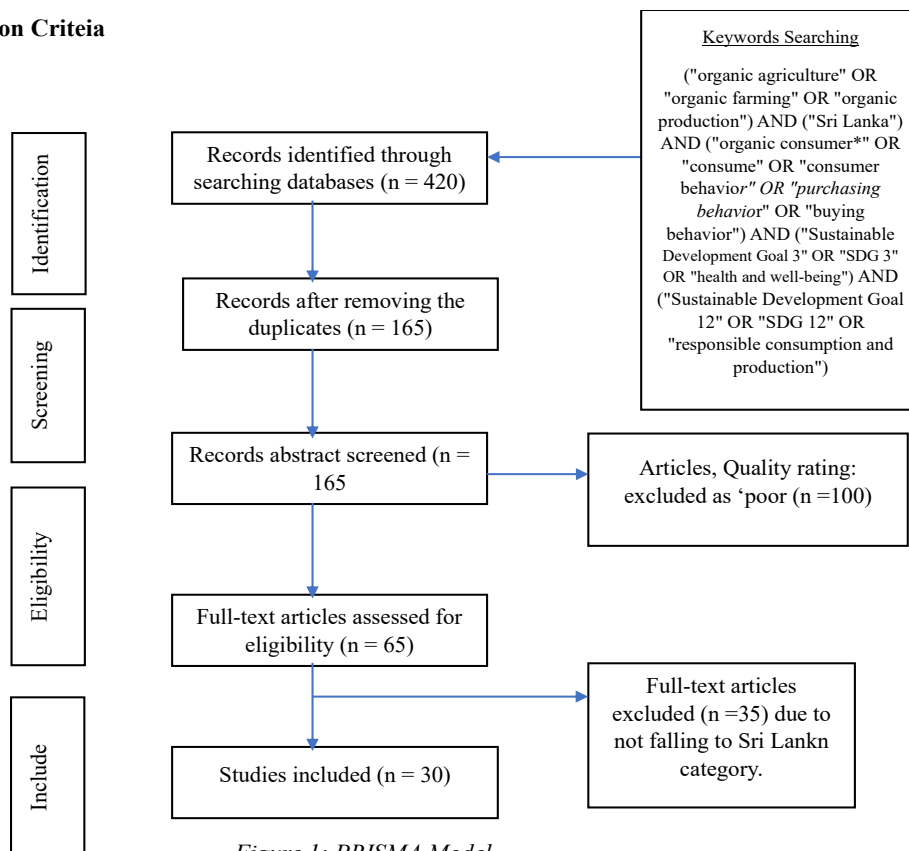


Figure 1: PRISMA Model

Data Analysis

As the outcomes were qualitative in nature, thematic analysis was optimal for synthesizing data from diverse sources of literature. Manual coding was employed to read, classify, and tag data of each study with utmost care. Manual coding involves a series of steps. i.e. familiarization, generating initial codes, searching for themes, reviewing themes, defining and naming themes and lastly generating report. This made it possible for immersion with the data to be thorough and allowed it to pick out important patterns correctly. Word and Excel were utilized in coding of notes. Key quotes, phrases, and ideas tagged as important were placed together in first codes for every research question. The codes were subsequently coded into themes through iterative comparison and refinement. The

analysis is following systematic literature review (SLR) analysis carried out on the prevalence of organic consumerism in Sri Lanka in relation to Sustainable Development Goals (SDG) 3 (Good Health and Well-being) and SDG 12 (Sustainable Production and Consumption). Analysis proceeded based on manual thematic coding as per (Naeem et al., 2023) six-step process. 30 peer-reviewed articles between 2010-2024 were analyzed to identify major motivators, obstacles, and policy recommendations towards organic consumerism

Objective 1: Motivations for Choosing Organic Food and Relation to SDGs 3 and 12

- Theme 1: Health Consciousness and Well-being (SDG 3)

The highest driving force behind the buying of organic products is rising health awareness among Sri Lankan consumers. Organic products are considered to be healthier and safer by consumers since they lack chemicals that are harmful to health, there is a lower risk of getting chronic diseases, and they possess higher nutritional values (Malkanthi, 2021; Wijekun & Sabri, 2021; Velnampy & Achchuthan, 2016; Gamage, 2023; Kapuge, 2016).

- *Theme 2: Environmental Sustainability and Eco-consciousness (SDG 12)*

Consumers also exhibit a high level of environmental sustainability awareness. Organic farming has been one of the measures of reducing the use of chemical fertilizers and pesticides, increasing biodiversity and ecosystem well-being (Wijesinghe & Attanayake, 2020; Alwis & Ariyaratne, 2022; Malkanthi & Sivashankar, 2021; Sathirkumar & Narmilan, 2019).

Theme 3: Trust in Certification and Market Development

Objective 2: Barriers to Access Organic Products and Impact on SDGs

- *Theme 1: High Prices and Economic Accessibility (SDG 3)*

One of the biggest recognized barriers is the higher cost of organic foods relative to typical substitutes, limiting access particularly by the lower-income groups hindering nutritional food access undermining the wellbeing of the subjects. (Suciu et al., 2018; Kapuge, 2016; De Silva & Rajapaksha, 2023).

- *Theme 2: Inadequate Supply Chain and Limited Supply*

Unreliable supply chains, constricted distribution channels, and poor market access, especially in rural regions, continue to nourish imbalance in access to organic

products (Jayawardena & Wijesundara, 2022; Wijesinghe & Aththanayake, 2020).

- *Theme 3: Lack of Consumer Information and Awareness*

Consumers are largely unaware of the benefits of organic food or where to look for certified products, limiting their purchasing behavior (Wijesinghe & Aththanayake, 2020).

- *Theme 4: Lack of Institutional and Regulatory Support*

Gaps in certification processes, monitoring practices, and availability of organic inputs remain institutional problems that undermine consumer trust and market growth (Jayawardena & Wijesundara, 2022; De Silva & Rajapaksha, 2023).

Objective 3: To Identify how government policies and consumer education can be changed to promote the consumption of organic products in Sri Lanka for contributing to SDG 3 and 12.

- *Theme 1: Government Support and Financial Incentives*

Government policies are identified as key to organic farming support in the provision of finances, grants, cutting certification costs, and investments in supply chain infrastructure (Basha & Lal, 2018; Behrendt et al., 2019; Malik, 2020; Aghasafari et al., 2020; Horgan & Kudavidanage, 2020).

- *Theme 2: Consumer Awareness and Education Campaigns*

Public education on the appreciation of organics and on how certification standards are explained to allow consumers to make informed decisions. Public education in rural areas specifically is accorded top priority to overcome local inhibitions (Jayawardena & Wijesundara, 2022; Gamage et al., 2023; Jayasinghe, 2021; Narmilan & Amuthenie, 2015; Priyanath)

Results and Discussion

30 peer-reviewed publications that examined Sri Lankan organic consumption and its effects on SDGs 3 (Health and Well-Being) and 12 (Responsible Production and Consumption) were found by the SLR. These studies were released from 2010 to March 2024. As a result, the results show that organic consumption is associated with SDGs 3 and 12.

Distribution and Categorization of Studies: Sri Lankan Organic Market

Colombo the capital of Sri Lanka represents twelve studies followed by Kalutara and Gampaha offers five, Ratnapura offers four studies, representing 9.8%, further the Kandy has three studies while Badulla, Galle, and Kurunegala Districts each supplied two studies, accounting for 7.3%. Additional contributions include one study from Kegalle District, which represents 4.9%, and one from each of the Batticaloa and Anuradhapura Districts, which contribute 2.4% each and the district of interest was not specified in three of the investigations. This excellent collection of studies helps us better understanding the dynamics of the organic market in different geographic contexts and

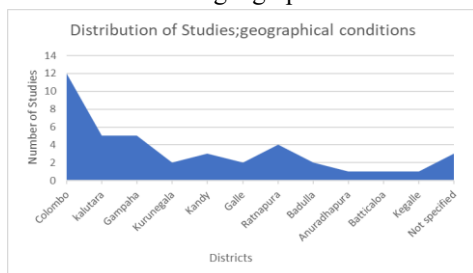


Figure 2: Distribution of Studies: Geographical location

ultimately supports the expansion and sustainability of Sri Lanka's organic industry in line with national agricultural and environmental goals. Dispersion in these geographical areas is shown in Figures 2 and 3.

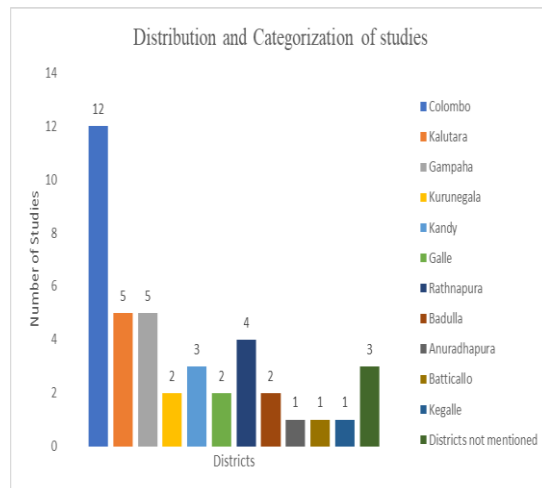


Figure 3: Distribution of Studies: Geographical location

Alignment of Studies related to Organic Consumerism with SDG 3 and SDG 12

The SDGs, namely Goal 3: Good Health and Well-Being and Goal 12: Responsible Consumption and Production, are strongly aligned with these 30 reviewed studies. Because the research investigates the relationship between organic consumption and these two objectives, it offers important insights into how organic practices can enhance environmental and personal health.

Table 2: Studies related to Organic Consumerism with SDG 3 and SDG 12

Author	SDG Category	Outline
Alwis, M. A. S. N., & Ariyaratna, K. C. (2022).	SDG 3	Highlights the health advantages of organic products and looks into millennials' intentions and green buying habits.
De Silva, T. D. G. L. S. C., & Rajapakse, U. G. (2023).	SDG 12	Examines the difficulties in switching from non-organic to organic farming, with a focus on sustainable farming methods.
Gamage, A., Gangahagedara, R., Gamage, J., Jayasinghe, N., Kodikara, N., Suraweera, P., & Merah, O. (2023).	SDG 12	Explains the advantages of organic farming for the environment and its role in attaining agricultural sustainability.
Jayawardena, H. N., & Wijesundara, W. G. S. R. (2022).	SDG 3	Examines consumer perceptions of organic food, health consciousness, and dietary preferences.
Kapuge, K. D. L. R. (2016).	SDG 12	Promotes sustainable consumption habits by looking into the factors that influence consumers' decisions to purchase organic food.
Malkanathi, S. H. P. (2020).	SDG 3	Investigates how consumer awareness of organic food affects decisions about health-related purchases.
Malkanathi, S. H. P., Rathnachandra, S. D. D., & Weerasinghe, W. A. R. N. (2021).	SDG 3	Examines urban Sri Lankan consumers' knowledge of organic food and connects it to health advantages.
Narmilan, A., & Amuthenie, S. (2015).	SDG 12	Examines the demand for organic food items in urban settings and supports sustainable consumption patterns by examining customers' awareness of organic food in Sri Lankan cities.
Premadasa, I. V. M. N., & Fernando, P. I. N. (2021).	SDG 3	Examines the connection between premium pricing, customer awareness, and intents to buy organic food in a green way and raising awareness of the advantages to health.

Priyanath, H. M. S., & Dangalla, T. E. I. (2022).	SDG 3	examines the connection between premium pricing, customer knowledge, and intentions to make green purchases for examines the variables that affect consumers' decisions to purchase organic food and how they relate to health consequences organic food.
Santhirakumar, S., & Narmilan, A. (2019).	SDG 12	Investigates how organic farming might reduce environmental effects and encourage ethical farming methods.
Siriwardhane, H. M. S. D., & Samaraweera, Weligamage, I. (2017).	Both SDGs 3 & 12	Examines how consumer preferences and understanding impact sustainability and health in Sri Lanka's organic food sector.
Velampy, T., & Achchuthan, S. (2016).	SDG 12	Promotes sustainable consumption in Sri Lanka by talking about green consumerism and the philosophy of planned behavior.
Weerasiri, & Maldeniya (2016).	Both SDGs	Investigates how Factors influencing purchase intention of organic food products in Sri Lanka, emphasizing health and sustainability.
Weerasiri, R. A. S., & Koththagoda, K. C. (2017).	SDG 3	Examines Sri Lankan consumers' attitudes about buying organic products and connects awareness to health advantages.
Weerasiri, A. S., & Cooray, N. H. K. (2016).	SDG 12	Promotes sustainable practices by looking into what influences Sri Lankan consumers' intentions to buy organic food goods.
Wijesinghe, A. G. K., & Aththanayaka, W. V. H. L. (2021).	SDG 12	Evaluates urban consumers' inclination to buy organic food while emphasizing sensible consumption practices.
Wijerathna, R.M.S., Prabhavi, B.U.I., Anuradha, J.M.P.N., Pinnawala, M.R., and Nissanka, S.P., (2024).	SDG 12	Examines how farmers feel about using organic fertilizers for sustainability.
Bandara, S., Kumara, T., Dharmadasa, S., & Samaraweera, R. (2021)	SDG 3	Examines how farmers feel about using organic fertilizers for sustainability.
Jayawardena, P. (2014)	SDG 3	Examine how eating organic foods contributes to SDG 3 and food security.

Jayatissa, R. L. N., Wickramasinghe, W. D., & Piyasena, C. (2014)	SDG3 and SDG12	Examine how eating organic contributes to SDG 3 and food security.
Hensman G.H. (2022)	SDG 3 and 12	focused on encouraging sustainable purchasing habits in Sri Lanka through sustainable purchase intentions
Parashar, K.G., Joshi, S. and Kaushal, S. (2022)	SDG 3 and 12	The methods used by organic agriculture to improve food security globally
Amuthenie. S, and Dasinaa. S, (20`5)	SDG 3 and 12	Examines the effects of sellers' attributes and consumer perception on the production of organic food.
Yuhui,Q Niels,H, Saminathan V, Steffanie ,S (2015)	SDG 3 and 12	Evaluating the social and financial advantages of fair-trade and organic tea production for Asian small-scale farmers: a comparative analysis of Sri Lanka and China
Jayasinghe, H. (2021).	SDG 3 and 12	Examine the ways that organic farming promotes sustainability.
Lakchan U.G.C & Samaraweera G.C. (2023	SDG 3 and 12	Evaluates the variables influencing Sri Lankan consumers' impulsive purchasing of organic-branded goods.
Hansika, S. & Wijerathna, M.2021)	SDG 12	discusses the economy's and the environment's sustainability.
Ranasinghe, (2016)	SDG 3	Assesses Organic Farming as a Sustainable Approach to Chronic Kidney Disease
Attanayake, A. M. S. U. M., Duminda, D. M. S., & De Silva, C. S. (2022)	SDG 3 and 12	Talks about how switching from conventional to organic or integrated farming guarantees improvements in biological cycles, agro-ecosystems, biodiversity, and human health.

Discussion

Objective 1: Motivations for Choosing Organic Food and Relation to SDGs 3 and 12

Growing health consciousness, which suggests a tendency toward safer and better eating, is one of the main causes driving Sri Lankans' acceptance of organic products(Malkanthi,2021). Consequently, Malkanthi et al. (2021) reported that 54% of

the sample would pay extra for organic goods if they were actually organic, identifying health consciousness as one of the main motivators.

Given that organic fruits are thought to be healthier than conventional ones, the critique highlights the shift in eating habits and further demonstrates the degree to which environmental and health concerns are becoming recognized as significant

motivators (Wijekon & Sabri, 2021; Velnampy & Achchuthan, 2016).

Given that organic food has been shown to lower the risk of allergies, chronic diseases, and other lifestyle disorders, the systematic review finds good alignment between consumer drivers and the principles of SDG 3: Good Health and Well-Being (Malkanthi, 2021; Wijekon & Sabri, 2021; Velnampy & Achchuthan, 2016; Gamage, 2023; Kapuge, 2016). Consumer drivers also include the environment in addition to personal health.

The review claims that consumers of organic products are very interested in sustainability and are attracted to the environmental benefits of organic farming (Wijesinghe & Attanayake, 2020). According to research published in the literature, eating organic food is becoming more and more popular worldwide because it not only presents a lower risk to human health but also encourages farming methods that lower pesticide exposure and enhance nutrient quality (Gamage, 2023; Kapuge, 2016). For reasons of personal health and conservation, eating organic food is more consistent with the larger goals of sustainable development. Consumer demand is shifting toward less reliance on chemicals and chemical fertilizers, according to SDG 12: Responsible Consumption and Production. The desire to promote agriculture that nurtures biodiversity and preserves the environment inspires more people (Alwis & Ariyaratne, 2022). According to a poll, 58% of environmentally conscious Sri Lankan consumers believe that buying organic food directly contributes to biodiversity protection (Narmilan & Amuthenie, 2019).

Such awareness not only guides personal consumption patterns but also forms part of a broader understanding of how consumerism is naturally bound to well-being within the environment. Nevertheless, as such incentives promote the development of organic consumerism as a force behind agendas of health and sustainability, the

review identifies that underlying constraints remain. For the organic market to realize its maximum contribution towards realization of both SDG 3 and SDG 12, there must be improvement of market conditions through the creation of effective marketing systems, successful consumer awareness campaigns, and value addition for organic commodities.

Enhancing certification frameworks and strengthening consumer trust will be as crucial to expanding the market and overcoming challenges such as unaffordable prices and lack of accessibility (Eyhorn et al., 2019; Malkanthi, 2021; Malkanthi, 2020). In conclusion, organic consumerism in Sri Lanka is influenced by a combination of health-focused and environmentally friendly motivations. These drivers, being in the positive direction, require institution, policy, and market-level support to facilitate the conversion of consumer demand into sustainable action, which is a major contribution to the SDG agenda.

Objective 2:

To identify barriers do consumers face in accessing organic products, and how do these barriers effect on the SDG 3 and SDG 12

Despite growing interest in natural food, major hindrances to their widespread adoption continue most notably, the additional expense of organic fruits and vegetables compared to their conventional counterparts. This surcharge acts as a major hindrance to low-income segments, dampening the enthusiasm for equal access to enhanced nutrition (Suciu et al., 2018; Kapuge, 2016). Empirical data is that price is always the largest barrier to buying organic food, most especially in transitional markets like Sri Lanka, where price is an even larger issue (Aschemann-Witzel & Zielke, 2014). In a survey of six cities, over half of respondents (52.4%) said they would be willing to pay more for organic foods, but

nearly 29.3% would pay a premium only of 26–50% and emphasizing the limited margin of affordability in practice (Malkanathi, 2021). Together, these findings affirm the hypothesis that pricing needs to be managed carefully so that organic equivalents do not become an unaffordable luxury item for marginalized groups.

The SLR also examines deep structural and informational deficits of the organic food system. Lack of proper consumer awareness and non-availability of organic food in rural areas contribute to uneven access (Wijesinghe & Aththanayake, 2020). Such growth is also aggravated by supply chain weaknesses in terms of inadequate mechanisms for procuring organic inputs, inadequate monitoring of organic production processes, and inadequate organic substitutes for chemical pesticides and herbicides (Jayawardena & Wijesundara, 2022). Most customers are beyond this, however, unaware of the benefit of organic foods or certified foods, hence restricting the level of purchases (Wijesinghe & Aththanayake, 2020). SLR also emphasizes government action in providing farmers with a guaranteed minimum income that is required to sustain organic market development (De Silva & Rajapaksha, 2023). Lacking reform and coordination of policies to address price constraints, supply chain problems, and knowledge deficiencies, organic farming risks solidifying present social inequalities rather than offer equitable health and sustainability benefits. Barriers to Accessing Organic Products and its Impact on SDGs

Objective 3

Improving Growth of Organic Consumerism through Government Policies and Consumer Education

The SLR points out that the one most significant contribution that government policy must make is to foster organic consumerism (Basha & Lal, 2018).

Additional support to the organic farmer can be provided in programs such as the "Toxin-Free Nation" program (Horgan & Kudavidanage, 2020), financial support (Behrendt et al., 2019), a reduction in certification expense (Malik, 2020), investment in infrastructure for improved distribution systems (Aghasafari et al., 2020), and facilitating consumer awareness programs (Jayawardena & Wijesundara, 2022; Gamage et al., 2023). This assistance is perceived to reduce the costs, improve the affordability of organically grown foods and consequently improve accessibility to all the consumers without overloading their disposable incomes (Kapuge, 2016; Malkanathi, 2021; De Silva & Rajapaksha, 2023). Implications from Sri Lanka's 2021 fertilizer policy demonstrate the overwhelming significance of support interventions; abrupt agrochemical prohibition induced unforeseen farm downturns like the 20% fall in rice production and tea export losses that left farmers and consumers in the weak position to experience food insecurity and economic hardship (Drechsel et al., 2025; Premachandra et al., 2025). All these strongly indicate that government intervention, though required, must be well planned and sustained with systematic support and not imposed at a breakneck speed. There is also consumer awareness needed, and informing the public how to locate and identify genuine certification and the benefits of organic food will allow people to trust and buy more organics (Jayasinghe, 2021; Narmilan & Amuthenie, 2015). As highlighted by the SLR, rural regions also need to be addressed by education campaigns, where there are particular organic adoption obstacles present and organic farming can be marketed as a healthier option (Priyanath & Dangalla, 2022). Evidence elsewhere indicates that organic farming introduction in phases can be economically beneficial: e.g., in India, organic farming has driven farmers' income growth while sustaining productivity trends through market premium and sustainability practices (Raman Kumar, 2025). In the same

context, organic farming in China has increased tremendously over recent years, and land certification rose from 1.1 to 2.8 million hectares between 2014 and 2021 citing government incentives and consumer demand as the main drivers (Wang et al., 2025). It shall be required of Sri Lanka to incorporate such policy findings with education programs inclusive of all in a way to promote natural consumerism and progress toward SDG 3 and SDG 12 towards a healthy citizen and sustainable world.

Theoretical Implications

This systematic review of literature identifies considerable gaps in current models of organic food consumption, particularly in relation to translating consumer awareness into action in terms of purchasing. While health awareness and environmental issues are established drivers, certification processes, market access, and socio-economic status are less well understood (Zhang, 2024). For instance, it has been shown that buyers' socio-economic traits like education, work status, and income affect perceptions of organic food values and therefore willingness to pay and buy organic premiums. In addition, the effectiveness of organic certification in enhancing consumer trust and impacts on purchasing behavior varies in market situations. These results point to the need for more advanced theoretical work that incorporates these variables in an effort to explain consumer behavior in the organic markets (Ghali-Zinoubi Z, 2021;)

Practical Implications

Practically, the review indicates the importance of the need for certain interventions so that there is a decline in the gap between consumer awareness and actual consumption patterns (Eynade et al., 2021; Ran et al., 2024). For this purpose, recommendations are being made for framing some government policies for

organic consumption, supply chain innovations to ensure availability of products, and improved education for consumers to introduce them to the benefits of organic products (Sadler et al., 2024). Furthermore, doing away with the barriers of certification and opening up the market are necessary measures to build an inclusive organic market. Through such measures, the stakeholders will improve the consumption of organic products, thereby boosting the health and environmental sustainability together with complementing the economic growth (Pasqualotto & De Menezes, 2023).

Limitations

A few limitations have been highlighted in this "Systematic Literature Review on Organic Consumerism in Sri Lanka: Aligning with SDG 3 and SDG 12." First, the review's width may be limited because of the small number of papers published in English exclusively, which could cause it to overlook pertinent research published in other languages. Second, if significant publications were overlooked because of differences in indexing procedures, it could compromise the assessment's thoroughness. Furthermore, this is unique to Sri Lanka, and the findings might not be applicable in other regions with different cultural and economic backgrounds. Furthermore, the study's selected time frame of 2010–2024 March fails to acknowledge these changes as they emerge and the developments in the field of organic consumerism research. Subjectivity is introduced by this classification, which may influence how the results are interpreted. Limiting the research to previously published works without the use of primary data diminishes our comprehension of current customer attitudes and behaviors. Furthermore, publication bias may increase the apparent strength of the relationship between organic consumption and adherence to SDGs 3 and 12. It's possible that this investigation did not go far enough in examining the economic components of

organic consumerism, such as cost obstacles and farmers' financial sustainability.

These elements play a major role in predicting the performance of organic foods in the larger market. The findings show that TPB is in a good position to consider organic and sustainable customer behavior, but the rider that the research presented here illustrates is evidence that awareness is not always translated into action. TPB needs to be broadened to incorporate more aspects like trust, cultural influences, health consciousness, and environmental awareness into certification processes in order to bridge this gap. The Theory of Green Purchasing Behavior, which emphasizes the situational and psychological elements that impact green purchasing behavior, also builds on TPB. The findings of this paper together demonstrate that an extended or integrated TPB model might encompass the elements that support and impede organic consumption within the framework of the circular economy, especially when attempting to achieve SDGs 3 and 12.

Conclusion

This systematic review of 30 studies from Sri Lanka investigates the intricate relationship between Organic consumerism and SDG 3 and 12, categorizing findings according to demographic factors and consumption

patterns. It stresses that there is a great health benefit regarding organic products for individuals, while on the other hand environmental concern is a worthwhile factor for organic consumption. thus, it leads the achieving of SDG 3 and 12 ultimately contributing for the sustainable approach. By Promoting organic consumerism, Sri Lanka can leverage this alignment to build a healthier and more sustainable society. The findings indicate that TPB is on solid ground to account for organic and sustainable consumer behavior but with the rider that evidence from research covered here shows that knowledge does not necessarily result in action. This gap calls for an extension of TPB by incorporating other constructs like environmental awareness, health consciousness, cultural influences, and trust in certification processes. Furthermore, Theory of Green Purchasing Behavior is an extension of TPB that emphasizes psychological and situational determinants of green purchasing behavior. Overall, the evidence in this review illustrates that an extended or integrated TPB model would be able to capture drivers and barriers of organic consumption under the circular economy and specifically in attempting to achieve SDG 3 and SDG 12. Finally, these research studies facilitate a solid foundation for policy development and implementation by driving the nation towards economic growth and sustainability.

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