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### Review

## Systematic literature review: Factors in Fruit purchase and consumption decisions in Indonesia

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### ABSTRACT

Fruit consumption plays an important role in maintaining public health however, the level of fruit consumption in Indonesia remains relatively low compared to the standards recommended by the Food and Agriculture Organization (FAO). This situation highlights the need for academic investigation to understand the factors influencing consumers' fruit purchasing decisions. This study aims to analyze the determinants of fruit purchasing behavior in Indonesia using a Systematic Literature Review (SLR) approach. The research data were obtained from 45 scientific articles published between 2021 and 2025. The article identification and retrieval process was conducted using the Publish or Perish software, while VOSviewer was utilized to perform bibliometric visualization. The results indicate that price and product quality are the most dominant factors influencing fruit purchasing decisions. These variables are followed by other determinants such as income level, taste preferences, promotion, and sales location, which also contribute to consumer decision-making. Bibliometric cluster analysis reveals three major research themes in the existing literature: (1) product attributes and consumer preferences, (2) the role of the marketing mix and consumer demand dynamics, and (3) the relationship between price, product quality, and external influences. Demographic variables such as age, education, and occupation demonstrate varying levels of influence on purchasing behavior. Psychological aspects, consumer satisfaction, and cultural factors also contribute to purchasing decisions, although their influence is less dominant than that of economic and product-related variables. The study concludes that fruit purchasing decisions in Indonesia are multidimensional, shaped by the interaction between internal consumer factors and external market conditions. Based on these findings, the study recommends the development of adaptive agribusiness strategies, particularly through integrated marketing approaches and digital promotion, that combine competitive pricing, product quality improvement, and alignment with consumer preferences to increase fruit consumption in Indonesia sustainably.

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## INTRODUCTION

The issue of low fruit consumption is not only a domestic problem but also a global concern, particularly in developing countries. The World Health Organisation (WHO) recommends consuming at least 400 grams of fruit and vegetables daily to prevent non-communicable diseases and maintain a healthy diet (WHO, 2023). Achieving this level of consumption remains a challenge, especially in Southeast Asia (Kang et al., 2022). Low fruit intake is linked to higher rates of obesity, diabetes, cancer, and cardiovascular disease (Awaliya et al., 2020; Ledoux et al., 2011). A similar situation exists in Indonesia, where most of the population does not meet WHO standards and consumes only about 35 kg of fruit and vegetables per capita annually, well below the FAO recommendation of 75 kg (Sucipto & Santoso, 2022; Amini et al., 2025; Darmawan et al., 2023).

Recent evidence shows that more than 95% of Indonesian adults do not meet the standard for fruit and vegetable consumption (Sucipto & Santoso, 2022). This inequality reflects structural issues such as limited distribution, production, and access to fresh fruit, as well as low public nutritional awareness (Helland & Nordbotten, 2021; Wisnuwardani et al., 2025). An increasingly instantaneous modern lifestyle, the dominance of processed foods, and shifting consumer preferences have also diminished the importance of fruit as a key part of a healthy diet. Recent sociodemographic analyses also confirm differences in fruit consumption based on gender, education level, employment status, and geographic location (Amini et al., 2025; Kang et al., 2022). Consumer-related behavioral factors such as preferences, perceptions, and purchasing habits also influence consumption patterns. However, structural factors such as distribution inefficiency, limited access, and production constraints also contribute to low fruit consumption in Indonesia.

Fruit consumption decisions are mainly influenced by complex economic, sensory, and psychosocial factors (Rasmikayati et al., 2023). Studies show that price, quality, availability, taste, family habits, and perceived nutritional value affect fruit purchase intentions (Fadila & Nurunisa, 2024; Januarti et al., 2021). Marketing literature confirms that purchasing behaviour for fresh food is affected not only by economic considerations but also by consumers' perceptions of quality and perceived value (Lado et al., 2021; Odunitan-Wayas et al., 2021; Wekeza & Sibanda, 2019). Empirical findings in Indonesia reveal that consumers buying local fruit consider aspects such as price, aroma, and support for farmers, whereas imported fruit purchases are more influenced by quality uniformity and traceability (Ndapanggau et al., 2022; Sari et al., 2023). Current studies have largely examined consumer fruit purchasing behavior at the commodity level, such as apples, bananas, and oranges. Consequently, this research yields fragmented evidence and limited theoretical integration across broader dimensions of

consumer decision-making, underscoring the need for a theoretical approach to understand the determinants of fruit consumption comprehensively.

Theory of Planned Behavior (TPB) provides a relevant framework for explaining consumption behavior, where attitudes, subjective norms, and perceived behavioral control influence intentions as well as actual behavior (Ajzen, 1991; Hansmann et al., 2020). Studies in Indonesia prove that attitude and perceived behavioral Control has a significant influence on the intention to purchase organic products through digital platforms, which is relevant to modern consumption trends (Azrianti et al., 2024). Consumption value theory emphasizes functional value (quality and freshness), social value (community influence or e-WOM), and emotional value (taste enjoyment) as drivers of purchasing decisions (Rizal et al., 2024; Sheth et al., 1991). Several recent studies in Indonesia also emphasize the importance of product quality, brand image, and price perception in influencing purchasing intentions and decisions (Aprilia & Marhamah, 2023; Prastiwi et al., 2023; Safitri et al., 2022).

Despite the growing number of studies on fruit purchasing behavior, several important scientific gaps remain. First, empirical evidence is still fragmented across different fruit commodities, distribution channels, and consumer segments, making it difficult to establish a comprehensive understanding of purchasing behavior. Second, although previous studies consistently identify price and product quality as important determinants, empirical findings regarding promotion, sales location, education, lifestyle, and cultural factors remain inconsistent and sometimes contradictory. Some studies report that promotion and sales location significantly influence purchasing decisions, whereas others find no statistically significant effects, suggesting that consumer behavior is highly dependent on market context, purchasing channels, and demographic characteristics. Third, previous studies have rarely integrated the Theory of Planned Behavior (TPB) and Consumption Value Theory to explain how economic, psychological, social, and contextual factors jointly influence purchasing decisions. Moreover, existing review studies primarily summarize dominant variables or bibliometric trends without critically synthesizing contradictory empirical evidence or explaining whether previous findings consistently support established behavioral theories (Grunert, 2005; Vermeir & Verbeke, 2006). These gaps highlight the need for a systematic literature review capable of identifying patterns of consistency, contradiction, and contextual variation across previous studies.

The novelty of this study lies in three important aspects. First, unlike previous reviews that mainly describe dominant determinants, this study critically synthesizes both consistent and contradictory empirical findings to explain why the effects of price, product quality, promotion, and sales location vary across consumer groups, fruit commodities, and market environments

(Chung, 2020). Second, this study integrates PRISMA-based systematic literature review procedures with bibliometric analysis and thematic critical synthesis, enabling not only the identification of research trends but also cross-study comparisons that explain contextual differences and empirical inconsistencies. Third, this study develops an integrated theoretical interpretation by linking the synthesized evidence with the Theory of Planned Behavior and Consumption Value Theory, thereby providing a more comprehensive explanation of the interactions among economic, psychological, social, and contextual determinants of fruit purchasing decisions. Accordingly, this study contributes theoretically by extending the application of TPB and Consumption Value Theory, methodologically by demonstrating the value of combining PRISMA, bibliometric mapping, and critical synthesis, and empirically by identifying the contextual conditions under which particular determinants become more or less influential.

This study aims not only to identify the determinants of fruit purchasing decisions in Indonesia during the 2021–2025 period but also to critically synthesize the consistency, contradictions, and contextual differences among previous empirical findings. Specifically, the study seeks to map the determinants that consistently influence purchasing decisions, classify the findings into major thematic clusters, and interpret the synthesized evidence through the perspectives of the Theory of Planned Behavior and Consumption Value Theory. By integrating theoretical perspectives with empirical evidence, this study is expected to strengthen the conceptual understanding of consumer behavior while providing evidence-based recommendations for future research, agribusiness marketing strategies, and public policies aimed at increasing fruit consumption and enhancing the competitiveness of local fruit products in Indonesia.

## METHOD

The unit of analysis in this study is the national agricultural sector of Indonesia, using aggregate annual macroeconomic time series data for the period 1990 to 2023 or 34 years which is considered adequate to identify potential long-term relationships between research variables. Data on agricultural GDP (GDPAGR), debt (GD), debt service costs (DS), foreign direct investment (FDI), fertilizer consumption (FC) and arable land (AL) were obtained from the World Development Indicators (WDI), the International Monetary Fund (IMF), the Ministry of Agriculture and the Indonesian Ministry of Finance.

Systematic method literature a literature review (SLR) is a systematic and structured scientific approach that aims to find and critically evaluate all relevant scientific works related to a particular topic in order to formulate conclusions based on predetermined research questions. This approach emphasizes the application of rigorous and replicable procedures to ensure that the results of the review are transparent, objective, thorough, and free from researcher

bias (Boell & Cecez-Kecmanovic, 2018). Unlike conventional literature reviews, which tend to be narrative and selective, SLRs are designed to comprehensively examine scientific developments through specific research questions, while minimizing the risk of bias in literature selection, publication, and the information extraction process. SLRs emphasize in-depth analysis of summaries and findings of available scientific publications, taking into account the criticality and repeatability of the research process (Nightingale, 2009).

In this study, the SLR implementation was prepared by referring to and adapting the PRISMA framework. PRISMA is an evidence-based systematic reporting guide used in the preparation of systematic reports. Reviews and meta-analyses are not limited to evaluative intervention studies but also include narrative or exploratory reviews (Moher et al., 2015). The latest version of PRISMA 2020 replaces the previous edition (2009), adding new elements that reflect technical developments in the selection, identification, evaluation, and synthesis of scientific publications (Page et al., 2021). Keyword and criteria search in taking articles can be seen in Table 1.

**Table 1.** Keywords Search, and Criteria in Article Retrieval

| Data Source              | Google Scholar using Publish or Perish |
|--------------------------|----------------------------------------|
| Keywords                 | Buying decision Fruit                  |
| Title Word               | Fruit                                  |
| Publication              | Journal                                |
| Total retrieved articles | 193                                    |
| Retrieval date           | August 4, 2025                         |

Source: Data processed, 2025

Systematic process literature the review (SLR) on this topic began with the identification stage, where the researcher found 193 relevant documents from the Google Scholar database. After an initial screening to remove articles that did not meet the criteria such as editorials, books, or non-scientific publications, 78 documents were eliminated, leaving 115 documents for further analysis. The next stage was a title-based screening, which eliminated 35 documents because they did not match the research focus, leaving 80 documents. Next, an abstract analysis was conducted to test the relevance of the content, resulting in the exclusion of 30 documents. The results of this stage left 50 documents that were deemed suitable for the in-depth evaluation stage.

Eligibility stage was conducted by reading the full text of the remaining 50 documents, resulting in a comprehensive assessment of their content suitability and topic relevance. At this stage, five documents were eliminated for not meeting the specified criteria. This systematic screening process resulted in 45 documents deemed to meet all inclusion requirements,

making them suitable for use as the basis for the final analysis in the SLR. This framework ensures that only relevant, valid, and high-quality literature is used, ensuring that the research findings are credible, accurate, and academically accountable.

### Framework SLR work

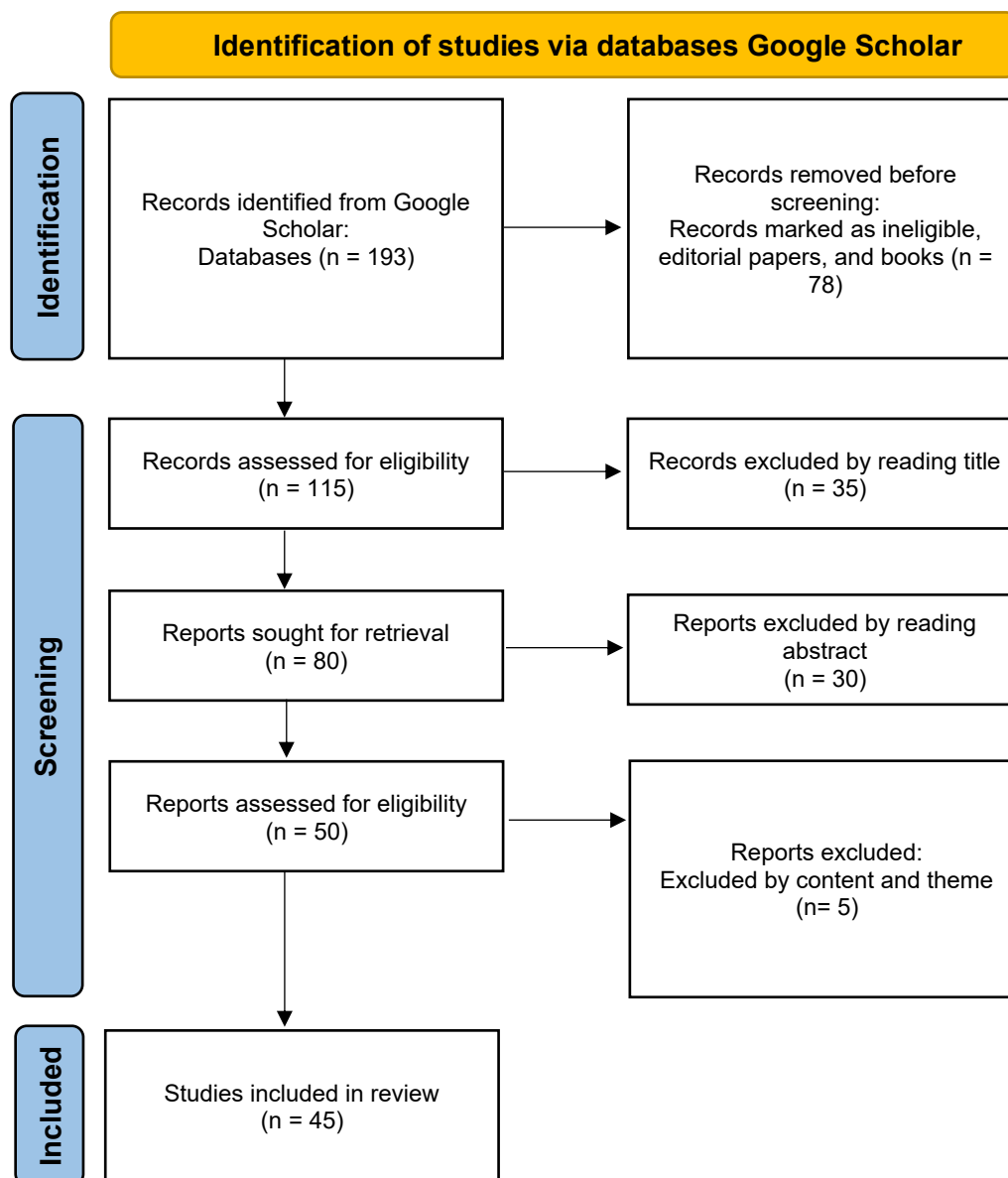
The systematic literature review (SLR) conducted in this study follows the PRISMA 2020 framework, which includes four sequential stages: identification, screening, eligibility, and inclusion. In the (1) identification stage, relevant publications were collected from the Google Scholar database using the Publish or Perish software. The search process employed the keyword “fruit purchasing decision” along with several related terms. Through this initial search, 193 documents published between 2021 and 2025 were identified. (2) During the screening stage, publications that did not meet the predetermined criteria such as books, editorial materials, conference abstracts, and other non-scientific documents were removed from the dataset. This procedure excluded 78 documents, resulting in 115 remaining articles. Subsequently, an additional 35 articles were eliminated through title screening because they were not directly associated with the topic of consumer fruit purchasing behavior. (3) The next step was the eligibility stage, which involved examining the abstracts and full texts of the remaining studies to determine their relevance to the research objectives. At this stage, 30 articles were excluded after the abstract review because they did not sufficiently address the research focus. Consequently, 50 articles proceeded to the full-text evaluation phase. (4) In the final inclusion stage, each full-text article was carefully reviewed based on criteria such as topical relevance, methodological rigor, and its specific discussion of factors influencing fruit purchasing behavior in Indonesia. After this comprehensive assessment, 45 articles satisfied all inclusion requirements and were therefore selected for the final analysis. The explanation can be seen in the Figure 1.

Analysis techniques in research were carried out to fulfill the research objectives, namely: the general characteristics of the selected papers have been analyzed using different criteria. This includes annual distribution, journal distribution, and research methods applied in the study. The importance of the retrieved articles and their usage patterns in other studies have been analyzed using citation analysis and keyword co-occurrence maps have been used to show the relationships between the main keywords. The citation analysis and bibliographic maps were developed using VOSviewer software, as well as test impact various independent variables on decision purchase fruit in Indonesia.

Beyond bibliometric mapping, this study employed a thematic critical synthesis to compare empirical findings across the selected studies. Each article was coded according to (1) significant variables, (2) non-significant variables, (3) research context (traditional market,



supermarket, or e-commerce), (4) fruit commodity investigated, (5) respondent characteristics, and (6) theoretical framework applied. This comparative coding enabled the identification of recurring patterns, contradictory findings, and contextual factors explaining differences among previous studies rather than merely reporting variable frequencies.



**Figure 1.** SLR Framework

Source: Data processed, 2025

## RESULTS AND DISCUSSION

Table 2 shows 45 selected articles that discuss fruit purchasing decisions in various market contexts, ranging from traditional markets to e-commerce platforms. The variety of commodities studied includes oranges, apples, bananas, watermelons, strawberries,

pineapples, and other tropical fruits, with various analytical approaches, especially quantitative methods such as linear regression and structural equation modeling. Factors such as price, product quality, promotion, location, consumer behavior, and product attributes are the most frequently tested variables. The diversity of research locations across Indonesia enriches our understanding of the contextual factors that influence consumer purchasing behavior (Rahma et al., 2023; Rizal et al., 2024).

**Table 2.** List of 45 Articles

| Authors                    | Title                                                                                                                                                                                      | Source                                             | Cites |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-------|
| (Aisah, 2024)              | Analysis preference consumer to fruit watermelon red amara ( <i>citrullus lanatus</i> ) in the city market new Bojonegoro                                                                  | Agrifo: Journal Agribusiness                       | 0     |
| (Rahma et al., 2023)       | Marketing strategy analysis fruit dragon use mix marketing <i>mix</i> and SWOT (Marketing Study) case at UD Sabila Farm, Sleman Regency, Yogyakarta)                                       | Agrifo: Journal Agribusiness                       | 3     |
| (Kusumawaty et al., 2024)  | Analysis of the influence of the marketing mix on consumer behavior in purchasing apples in the 88 market                                                                                  | Agrinus Journal: Indonesian Agro Marine Journal    | 0     |
| (Ardiyanti et al., 2023)   | The influence of the marketing mix <i>on the decision to purchase</i> red apples delicious at Mataram Fruit Arena                                                                          | Agrisaintifika: Journal of Agricultural Sciences   | 4     |
| (Aji et al., 2022)         | Analysis of factors influencing consumer decisions in purchasing imported apples (Case study of the Transmart modern market in Semarang City)                                              | Agroland: Journal of Agricultural Sciences         | 2     |
| (Azrianti et al., 2024)    | The relationship between price, product quality, service quality, promotion, product completeness and consumer decisions to purchase vegetables and fruit via <i>e- commerce</i> Toru Farm | Agrotekbis: Journal Knowledge Agriculture          | 0     |
| (Rizal et al., 2024)       | Influence quality product, price, location, and electronic word of mouth regarding decision purchase fruit salak (Study case at RJ FRUITS District Pronojiwo)                              | E-JRM: Electronic Journal of Management Research   | 6     |
| (Aprilia & Marhamah, 2023) | Healthy lifestyle, price perception, and product quality influence consumer purchasing decisions for vegetables and fruit.                                                                 | EKOMABIS: Journal of Business Management Economics | 0     |



| Authors                    | Title                                                                                                                                                                                   | Source                                                                                           | Cites |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------|
| (Sari et al., 2024)        | The influence of product quality and promotion on consumer satisfaction through purchasing decisions on dragon fruit products in Tottong Village, Donri-Donri District, Soppeng Regency | Ekonis: Journal of Economics and Business                                                        | 1     |
| (Setiyani et al., 2023)    | Analysis of Consumer Behavior in Consuming Fruit and Processed Fruit Products During the Covid-19 Pandemic                                                                              | Innofarm: Journal Innovation Agriculture                                                         | 4     |
| (Setiyani et al., 2024)    | Analysis of the influence of the marketing mix on interest in buying fruit in new online fruit SMEs                                                                                     | Innofarm: Journal Innovation Agriculture                                                         | 0     |
| (Vipriyanti et al., 2023)  | Characteristics and factors influencing consumer decisions in purchasing local and imported oranges in Denpasar, Bali                                                                   | JIA (Jurnal Ilmiah Agribisnis): Journal of Agribusiness and Agricultural Socio-Economic Sciences | 1     |
| (Leksana et al., 2023)     | Factors influencing the demand for Siamese oranges in Surakarta City                                                                                                                    | JIA (Jurnal Ilmiah Agribisnis): Journal of Agribusiness and Agricultural Socio-Economic Sciences | 0     |
| (Istiqomah & Sari, 2023)   | The influence of marketing mix on purchasing decisions for tangerines in Selorejo Village, Dau District, Malang Regency                                                                 | Journal of Food Security                                                                         | 1     |
| (Tia et al., 2023)         | Consumer purchasing interest in tangerines (Case study: Selorejo Village, Dau District, Malang Regency)                                                                                 | Journal of Food Security                                                                         | 0     |
| (Ahar et al., 2022)        | Consumer preferences for papaya fruit attributes (Carica Local Papaya L.) in traditional markets in Bogor City                                                                          | Agribusiness Journal                                                                             | 5     |
| (Karjunita et al., 2022)   | Consumer preferences for watermelon quality in Sijunjung Regency                                                                                                                        | Agribusiness Journal                                                                             | 5     |
| (Alham & Saragih, 2021)    | Analysis of consumer preferences for bananas as a leading commodity in Langsa City                                                                                                      | Agrica Journal                                                                                   | 13    |
| (Alhudzaifah et al., 2021) | Analysis of factors influencing fruit consumption at household scale in Mataram City                                                                                                    | Agrimansion Journal                                                                              | 4     |
| (Sastrawan et al., 2023)   | Analysis of consumer preferences for banana fruit attributes in Mataram City                                                                                                            | Agrimansion Journal                                                                              | 5     |
| (Fatmawati et al., 2023)   | The influence of price and market potential on pineapple production                                                                                                                     | Al Mujaddid Humanities                                                                           | 4     |

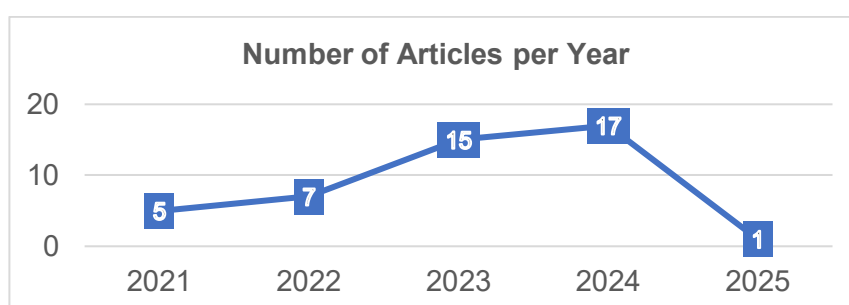
| Authors                    | Title                                                                                                                                                                                      | Source                                                                              | Cites |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------|
| (Siregar & Nasution, 2024) | Analysis of factors influencing the level of fruit consumption in the city of Medan                                                                                                        | Agricultural Business Journal                                                       | 0     |
| (Tana et al., 2023)        | The influence of the marketing mix <i>on consumer</i> purchasing decisions for strawberries (fragaria x ananassa), at the Strawberry Barn, Pandanrejo Village, Bumiaji District, Batu City | Journal of Agricultura Technology, Agribusiness and Agricultural Product Technology | 0     |
| (Jamil et al., 2024)       | The Influence of Health Awareness and Price Fairness on Fruit Purchasing Decisions at Superindo Sidoarjo                                                                                   | EBIS: Journal of Economics and Business                                             | 2     |
| (Eldisthia et al., 2023)   | Influence Attribute Product on Purchasing Decisions Through Attitude and Interest as Mediating Variables in Local Orange Fruit Consumers in Malang City                                    | Journal of Agricultura Economics and Agribusiness                                   | 0     |
| (Yulianti et al., 2025)    | Consumer Preferences for Purchasing Avocado Fruit (Persea Americana Mill) at the Tourist Market Tawangmangu, Karanganyar Regency                                                           | Journal of Agricultura Economics and Agribusiness                                   | 0     |
| (Safitri et al., 2022)     | of Brand Awareness and Image on Consumer Decisions in Purchasing Fruits and Vegetables at The Farmhill Semarang                                                                            | Journal of Agricultura Economics and Agribusiness                                   | 6     |
| (Ramadhan et al., 2022)    | The Influence of Consumer Behavior on Purchase Decisions for Imported Apples in Surabaya City                                                                                              | AGROINFO GALUH Student Scientific Journal                                           | 2     |
| (Sari et al., 2023)        | Analysis of Consumer Preferences for Kiwi Fruit at Hypermart in Surabaya City                                                                                                              | Journal Scientific Socio Agribusiness (JISA)                                        | 3     |
| (Otang et al., 2021)       | Consumer Preferences for Purchasing Watermelon (Citrullus Vugaris) in the Practical Garden of the Faculty of Agriculture, Nusa Nipa University, Indonesia                                  | Scientific Journal of Educational Vehicle                                           | 9     |
| (Prastiwi et al., 2023)    | Analysis of the influence of price, location and product quality on fruit and vegetable purchasing decisions at the Hokky Panglima Sudirman Surabaya supermarket.                          | Journal Knowledge Knowledge Agribusiness                                            | 0     |
| (Amanda et al., 2022)      | Factors Factors Affecting the Demand for Pineapples at the Inpres Manonda Traditional Market, Palu City                                                                                    | Journal of Agribusiness Development                                                 | 1     |
| (Januarti et al., 2021)    | Consumer Behavior in Purchasing Duku and Its Implications for the Development of Local Superior Fruit in                                                                                   | Journal Counseling                                                                  | 5     |

| Authors                              | Title                                                                                                                                                                                      | Source                                                                                                 | Cites |
|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------|
|                                      | Facing the ASEAN Economic Community (AEC)                                                                                                                                                  |                                                                                                        |       |
| (Rasmikayati et al., 2023)           | The relationship between consumer behavior and decisions in purchasing vegetables and fruit in online retail                                                                               | Agros Agricultural Journal                                                                             | 4     |
| (Ndapanggau et al., 2022)            | Analysis of Consumer Decisions to Buy Fruit in Waingapu City, East Sumba Regency, East Nusa Tenggara Province                                                                              | Agros Agricultural Journal                                                                             | 1     |
| (Rahmadini et al., 2024)             | Consumer Perception in Local Fruit Purchasing Decisions at Hypermart Malang Town Square                                                                                                    | Journal of Agricultura Socioeconomics and Agribusiness                                                 | 1     |
| (Rochmadani et al., 2024)            | Factors Factors Influencing the Decision to Purchase Local Oranges at Super Indo Tlogomas and Bendungan Sutami, Malang City                                                                | Journal of Agricultura Socioeconomics and Agribusiness                                                 | 0     |
| (Restuningtyaswidi & Simamora, 2021) | Factors that Influence Purchasing Decisions Fruits and Vegetables To Use Applications in Jabodetabek                                                                                       | Journal of Agricultura Socioeconomics and Agribusiness                                                 | 14    |
| (Febrianto et al., 2024)             | Public preference for consuming Batu 55 tangerines                                                                                                                                         | Journal of Agricultura Socioeconomics and Agribusiness                                                 | 0     |
| (Faniatun et al., 2024)              | Consumer Preferences for Purchasing Honey Siam Oranges (Case Study in Dau District, Malang Regency)                                                                                        | Journal of Agricultura Socioeconomics and Agribusiness                                                 | 0     |
| (Rahel et al., 2024)                 | Ambon bananas ( <i>Musa paradisiaca</i> ) var. <i>sapientum</i> (L.) Kunt) in South Jakarta during the COVID-19 pandemic (Case Study at the Indonesian Farmers' Shop Center, Pasar Minggu) | Integrated Agribusiness Journal                                                                        | 0     |
| (Alvero et al., 2024)                | Cavendish Bananas in Pangkalpinang City                                                                                                                                                    | Agribusiness Forum: A Journal of Thought for the Scientific Community with an Agribusiness Perspective | 1     |
| (Pamuji et al., 2023)                | Marketing mix analysis of strawberries in the "Strawberry Barn" of Pandanrejo Village, Bumiaji District, Batu City                                                                         | Agribusiness Forum: A Journal of Thought for the Scientific Community with an Agribusiness Perspective | 4     |
| (Putri et al., 2024)                 | The Influence of Product Quality, Selling Price, Sales Promotion, and Sales Location on Purchase Interest of                                                                               | Procuratio: Scientific Journal of Management                                                           | 0     |

| Authors                     | Title                                                                                                                               | Source                                                | Cites |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|-------|
|                             | Sunpride Fruit at CV. Madhyra Sukses Abadi                                                                                          |                                                       |       |
| (Sendianto & Saragih, 2024) | Analysis of Consumer Behavior Towards Purchasing Gedong Gincu Mango Fruit Products at Bangkir Traditional Market, Indramayu Regency | Equilibrium Point: Journal of Management and Business | 0     |

Source: Data processed, 2025

The publication trends shown in Figure 2 indicate an increase in the number of studies related to fruit purchasing decisions in the 2023–2024 period. This surge coincides with increased public awareness of health, shifts in consumer behavior post-pandemic, and the development of digital distribution channels. This aligns with the findings of Aprilia and Marhamah (2023), who stated that healthy lifestyle factors trigger increased interest in purchasing fruit, especially when supported by appropriate marketing strategies.

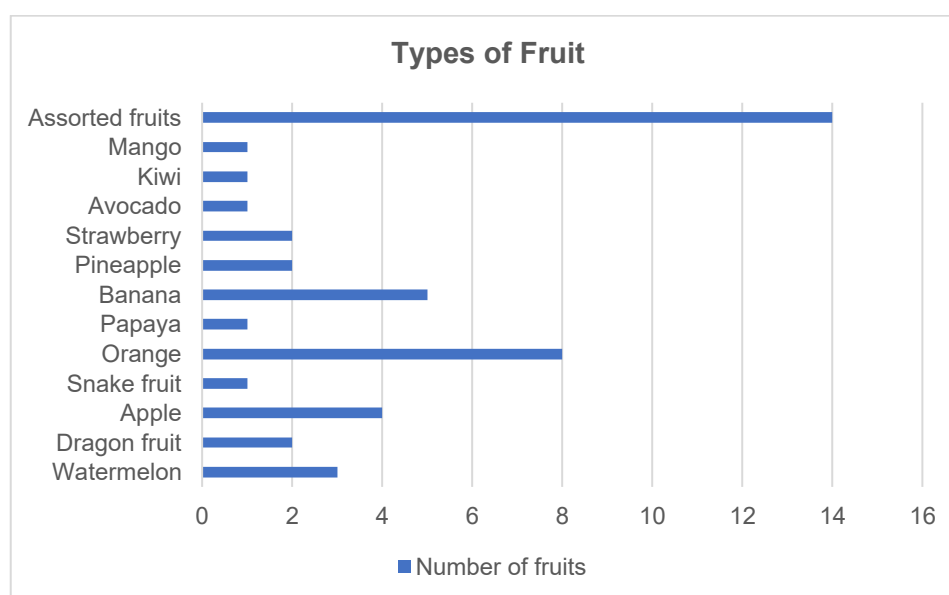


**Figure 2.** Publication of Articles Every Year

Source: Data processed, 2025

Figure 3 can it can be seen that the "Various Fruits" category is the object of the most research, with the number of studies reaching around 14. This indicates that most studies do not only focus on one specific commodity, but rather analyze various types of fruit simultaneously, possibly gaining a general picture of consumer behavior and the factors that influence purchasing decisions in the fruit market as a whole.

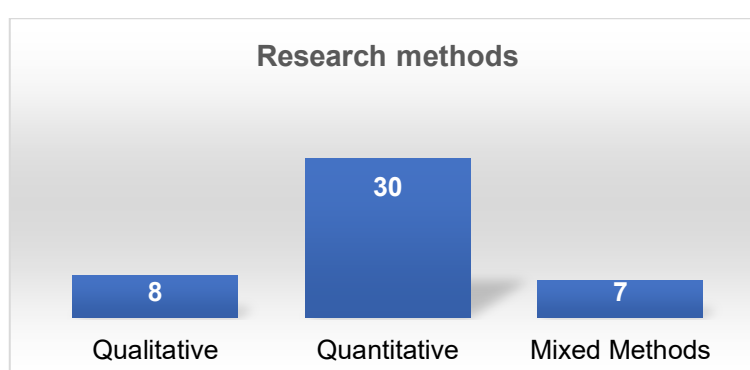
The most researched type of fruit after the general category is oranges (8 studies), bananas (5 studies), and apples (4 studies). Other fruit commodities, such as mango, kiwi, avocado, papaya, pineapple, snake fruit, and dragon fruit, have received relatively limited research attention, each appearing as the primary focus in only one or two studies. This distribution highlights a research gap concerning certain fruits that, despite their market potential and high nutritional value, have not yet been extensively explored in the academic literature. Future research could focus on exploring market dynamics and consumer behavior related to these less popular fruits in order to broaden understanding of consumer preferences and identify marketing development opportunities in the horticultural sector.



**Figure 3.** Classification Based on Types Fruit

Source: Data processed, 2025

The most researched type of fruit after the general category is oranges (8 studies), bananas (5 studies), and apples (4 studies). Other fruit commodities, such as mango, kiwi, avocado, papaya, pineapple, snake fruit, and dragon fruit, have received relatively limited research attention, each appearing as the primary focus in only one or two studies. This distribution highlights a research gap concerning certain fruits that, despite their market potential and high nutritional value, have not yet been extensively explored in the academic literature. Future research could focus on exploring market dynamics and consumer behavior related to these less popular fruits in order to broaden understanding of consumer preferences and identify marketing development opportunities in the horticultural sector.



**Figure 4.** Classification based on Method Study

Source: Data processed, 2025

Figure 4 explains quantitative research methods qualitative methods dominate research related to fruit purchasing decisions, with 30 studies, demonstrating researchers' tendency to

measure causal relationships between variables such as price, product quality, promotion, and consumer behavior numerically and measurably. was used in eight studies, typically to explore consumer perceptions, motivations, and experiences in depth through interviews or observations. Meanwhile, mixed methods were used in seven studies, combining the strengths of quantitative and qualitative approaches to obtain more comprehensive results. This dominance of quantitative approaches indicates that research in this area still focuses on hypothesis testing and generalizing findings, while in-depth exploration through qualitative methods and mixed data integration is still relatively limited.

**Table 3.** Relationship Between Variables

| No | Independent Variables | Purchasing and Consumption Decisions Fruit |          |              |
|----|-----------------------|--------------------------------------------|----------|--------------|
|    |                       | Influence                                  |          | No Influence |
|    |                       | Positive                                   | Negative |              |
| 1  | Price                 | 17                                         | 1        | 6            |
| 2  | Market Potential      | 1                                          |          |              |
| 3  | Quality Product       | 16                                         | 1        | 1            |
| 4  | Place                 | 6                                          |          | 6            |
| 5  | Promotion             | 6                                          |          | 5            |
| 6  | Service               | 3                                          |          | 1            |
| 7  | Income                | 9                                          |          |              |
| 8  | Liability Family      | 3                                          |          |              |
| 9  | Age                   |                                            |          | 2            |
| 10 | Knowledge             | 1                                          |          |              |
| 11 | Attribute product     | 1                                          |          |              |
| 12 | Attitude Consumer     | 1                                          |          |              |
| 13 | Interest Consumer     | 1                                          |          |              |
| 14 | Awareness Brand       | 1                                          |          |              |
| 15 | Brand image           | 1                                          |          |              |
| 16 | Factor Social         | 1                                          |          | 1            |
| 17 | Factor Psychology     | 3                                          |          |              |
| 18 | Factor Culture        | 1                                          |          | 2            |
| 19 | Satisfaction Consumer | 3                                          |          |              |
| 20 | Education             | 3                                          |          | 2            |
| 21 | Lifestyle             | 2                                          |          | 2            |
| 22 | Work                  |                                            |          | 1            |
| 23 | E-WOM                 |                                            |          | 1            |
| 24 | Appetite              |                                            | 1        |              |
| 25 | Benefit Product       | 1                                          |          |              |
| 26 | Flavor                | 8                                          |          |              |

Source: Data processed, 2025

Table 3 shows the factors related with decision purchase fruit. The most dominant variable the factors that positively influence fruit purchasing decisions are price (17 studies) and product quality (16 studies). This confirms that consumers tend to consider both the economic aspects and the intrinsic quality of fruit, such as freshness, taste, and physical appearance,



before making a purchase. Variables income (9 studies) and taste (8 studies) were also significant factors, indicating that purchasing power and sensory preferences play an important role in fruit consumption behavior. Other marketing mix factors, such as promotion (6 studies) and sales location (6 studies), also influenced purchasing decisions, although the findings were not consistent, suggesting variations in social context and consumer characteristics.

Price emerged as the most consistently significant determinant across the reviewed studies, although its influence varied according to consumer characteristics and market context. Price played a stronger role in traditional markets and among lower- and middle-income consumers, where purchasing decisions were largely constrained by household purchasing power and budget limitations. Conversely, studies conducted in supermarkets and premium fruit retail settings showed that consumers were more willing to accept higher prices when superior freshness, food safety, product consistency, or imported fruit quality were perceived. These findings suggest that the influence of price depends on consumers' perceived value rather than being universally dominant. Similar evidence was reported by Rahma et al. (2023), who demonstrated that promotional strategies and sales location significantly contributed to increasing dragon fruit sales, and by Rizal et al. (2024), who identified product quality and price as the primary determinants of purchasing decisions for snake fruit. Together, these findings indicate that economic considerations remain fundamental in Indonesian fruit purchasing decisions, but their relative importance changes according to purchasing power, retail format, and consumers' value perceptions.

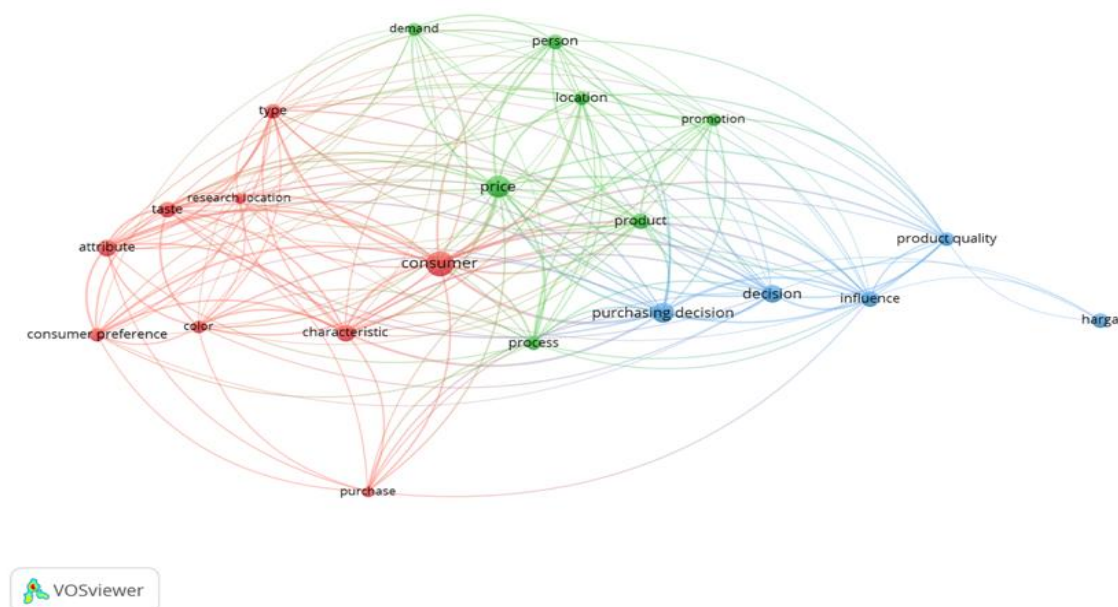
In contrast, product quality emerged as the dominant determinant in studies involving premium fruits, imported fruits, and supermarket consumers, where purchasing decisions were driven more by evaluations of freshness, appearance, taste, and consistency than by price alone. This finding supports Consumption Value Theory, which posits that functional value becomes increasingly important when consumers perceive greater product risk or quality differentiation (Sheth et al., 1991). Similar findings were reported by Prastiwi et al. (2023), who found that product quality had a stronger influence than price on consumers' purchasing fruits and vegetables in supermarkets, and by Rahmadini et al. (2024), who demonstrated that consumers purchasing local fruits in modern retail outlets prioritized quality attributes, freshness, and product appearance. Likewise, Sari et al. (2023) reported that product quality significantly influenced purchasing decisions and indirectly enhanced consumer satisfaction, reinforcing the importance of maintaining consistent product standards in modern fruit retailing. These findings suggest that consumers in premium retail environments evaluate fruit not merely as an economic commodity but also as a product that delivers functional and experiential benefits.

The review also revealed substantial inconsistencies regarding the effects of promotion and sales location. Several studies reported that promotional activities significantly increased purchasing decisions, whereas others found no statistically significant relationship, indicating that promotional effectiveness depends heavily on market characteristics and purchasing channels. Conversely, studies conducted in more traditional purchasing environments suggested that consumers relied more heavily on habitual buying behavior, product freshness, and direct product evaluation than on promotional activities. Similar inconsistencies were observed for sales location. Prastiwi et al. (2023) and Rizal et al. (2024) emphasized that accessibility and strategic retail locations significantly influenced purchasing decisions in supermarkets and organized retail outlets, whereas studies in traditional markets indicated that consumers were willing to travel longer distances to obtain fresher products or lower prices. Promotion and location should be understood as context-dependent determinants, whose influence varies according to consumer segments, retail formats, and purchasing environments rather than representing universally significant factors across all fruit markets.

Demographic factors such as age (2 studies had no effect), education (3 positive studies, 2 studies had no effect), and occupation (1 positive study) showed relatively small variations in influence when compared to price and product quality. Similarly, psychological and social aspects such as consumer psychology (3 positive studies), consumer satisfaction (3 positive studies), and Cultural factors (2 studies found no effect), although they contribute to consumer behavior, their influence tends to be limited. This finding supports the results of the study by Aisah (2024). Consumer preferences for watermelon, which confirms that consumption experience and quality expectations contribute to purchase intentions. A study Eldisthia et al. (2023) on orange purchases in Malang also highlighted how product attributes, attitudes, and purchasing intentions shape actual consumer decisions. Fruit purchasing decisions are multidimensional phenomena influenced by a combination of objective factors (price, quality, taste) and subjective factors (psychology, satisfaction, culture). When integrated into an agribusiness strategy, they can increase the competitiveness of local fruit products in Indonesia.

Content analysis was conducted by examining the type and substance of the topics discussed, including the title, objectives, methods, results, and recommendations presented in each scientific article. The essence of each article was then categorized based on the proximity of the topic raised and the main research findings or proposed ideas. Based on the mapping and categorization results using VOSviewer, three main clusters were obtained in the related literature review. Decision consumer in purchasing fruit, with a total of 170 links and a total link strength of 532. The first cluster, visualized in red, focuses on the theme of attributes and preferences. The consumer buys fruit. The second cluster, in green, contains topics related to

price, process, product, promotion, demand, location, and person. Meanwhile, the third cluster group's research discusses the relationship between price and quality of the fruit product. Visualization results of network-related decision purchase fruit can be seen in Figure 5.



**Figure 5.** Visualization Network Regarding Purchasing Decisions Fruit

Source: Data processed, 2025

### Cluster One: Attributes and Preferences Consumer Fruit

Cluster 1 describes the product characteristics domain and buyer preferences are key factors in shaping fruit purchasing decisions. Elements such as attributes, characteristics, color, taste, and type reflect that consumers seriously assess the inherent quality of fruit, from attractive color appearance, appropriate taste, to preferred type of fruit. All of these aspects serve as quality indicators that directly influence product value assessments and purchase intentions (Alham & Saragih, 2021; Aisah, 2024).

The existence of the keywords consumer and consumer preferences highlight the importance of personal tastes and individual needs in the decision-making process. These preferences are usually formed through past consumption experiences, the influence of others such as family or friends, and consumer expectations regarding product quality (Sari et al., 2023). The emergence of the term purchase in this group of words indicates a close relationship between consumer perceptions of product attributes and actual purchasing actions, where the tendency to purchase increases when these attributes align with personal preferences (Sendianto & Saragih, 2024).

The findings of this study indicate that locational factors, cultural background, and the availability of fruits within a region significantly influence the attributes prioritized by consumers (Rasmikayati et al., 2023). For example, in tropical regions with abundant fruit supplies, consumers may prioritize freshness and taste, while in areas with limited supplies, price and shelf life will be primary considerations. Overall, Cluster 1 reflects that fruit purchasing decisions are formed through a combination of objectively observable attributes and subjective consumer preferences, both of which are influenced by environmental conditions and location context. This view aligns with consumer behavior theory, which positions perceived quality and attribute suitability as primary purchase drivers (Faniatun et al., 2024; Rahel et al., 2024).

### Cluster Two: Factors Marketing and Demand Consumer Fruit

Cluster 2 represents a set of terms that highlight the contribution of marketing factors and demand level as a strategic element in influencing fruit purchasing behavior. Components such as product, price, promotion, location, and process are closely related to the marketing mix concept, which shapes consumers' views of the value and attractiveness of a product (Kusumawaty et al., 2024; Rahma et al., 2023). The quality and freshness of the fruit (product), competitive pricing (price), effectively designed promotional efforts (promotion), strategic and easily accessible sales locations (location), and efficient and friendly service (process) are key factors that drive purchase intention (Prastiwi et al., 2023; Rizal et al., 2024).

The term demand in this cluster indicates that the fruit purchasing process is influenced not only by the availability of goods, but also by the level of consumer needs and preferences (Amanda et al., 2022; Leksana et al., 2023). High demand can arise from increased awareness of healthy eating patterns, specific harvest periods, or changing tastes for specific types of fruit. The keyword "*person*" emphasizes the role of key actors in the transaction process, both consumers who make purchasing decisions and sellers who convey product value through direct service, face-to-face interactions, and persuasive communication (Alvero et al., 2024; Ndapanggau et al., 2022). Cluster 2 shows that the decision to purchase fruit is the result of a combination of the implementation of effective marketing strategies with the dynamics of market demand, where individuals act as decision makers who consider price, quality, promotion, ease of location access, and the quality of the transaction process.

### Cluster Three: The Influence of Price and Quality Product Fruit

Cluster 3 focuses on the relationship between price variables, product quality, and influencing factors, which together influence the purchasing decision-making process (Prastiwi et al., 2023). From a fruit consumption perspective, price is a key determinant that can either stimulate or inhibit consumer purchasing power. Prices perceived as reasonable and

competitive tend to increase purchasing interest, while excessively high prices can potentially decrease demand even if product quality is maintained. This phenomenon aligns with the concept of consumer perceived value, where buyers compare the benefits gained with the costs incurred (Kusumawaty et al., 2024; Rahma et al., 2023).

Product quality also plays a crucial role in influencing fruit purchasing decisions. Characteristics such as freshness, taste, size, and cleanliness are key factors consumers consider when selecting fruit (Leksana et al., 2023). Consistency and quality assurance can build customer trust and loyalty, while a decrease in quality can reduce purchase intention, even at a relatively low price. The relationship between quality and price ultimately shapes perceived value (value) which is the basis for consumer considerations in deciding to purchase (Aprilia & Marhamah, 2023). The influence factor refers to external influences such as recommendations from family or friends, reviews from other buyers, trends on social media, and promotional strategies implemented by manufacturers or sellers (Rizal et al., 2024).

The three bibliometric clusters should not be interpreted as isolated research themes but rather as interconnected dimensions of consumer decision-making. Cluster 1 represents consumers' internal cognitive and affective evaluations of fruit attributes, including taste, appearance, freshness, and personal preferences. Cluster 2 reflects external market stimuli, particularly marketing strategies such as price, promotion, location, and service. Meanwhile, Cluster 3 integrates consumers' evaluations of economic value through the interaction between price and product quality, ultimately shaping purchase decisions. Together, these clusters illustrate that fruit purchasing decisions emerge from the interaction between internal consumer evaluations and external market conditions rather than from a single determinant.

The relationship among the three clusters suggests a sequential decision-making process. Consumers are initially exposed to external marketing stimuli (Cluster 2), which create awareness and influence product perceptions. Subsequently, consumers evaluate intrinsic product attributes (Cluster 1), such as taste, freshness, and appearance. Finally, they compare perceived quality with the economic sacrifice represented by price (Cluster 3), resulting in the final purchasing decision. Therefore, the three clusters should be viewed as complementary stages rather than independent categories.

From the perspective of the Theory of Planned Behavior, Cluster 1 primarily represents consumer attitudes because product attributes and preferences shape favourable evaluations toward fruit products. Cluster 2 corresponds to subjective norms and perceived behavioral control since marketing activities, promotion, location, and social influences affect consumers' perceived ease of purchasing and social encouragement to consume fruit. Cluster 3 reflects the integration of attitudes and perceived behavioral control because consumers evaluate

whether product quality justifies the monetary sacrifice required. Consequently, the three clusters collectively support the central proposition of TPB that purchasing behavior is determined by the interaction between attitudes, subjective norms, and perceived behavioral control.

The findings are largely consistent with Consumption Value Theory. Functional value emerged as the dominant dimension because consumers consistently prioritized price and product quality across most reviewed studies. Emotional value was represented by taste and satisfaction, while social value appeared through promotion and electronic word-of-mouth. Conditional value was reflected in location and purchasing convenience. However, the review also reveals that functional value does not always dominate. In online retail environments, social value and conditional value become increasingly influential through digital promotion and electronic word-of-mouth. Therefore, the findings extend Consumption Value Theory by demonstrating that the relative importance of each consumption value depends on market context rather than remaining constant across purchasing situations.

Table 4 explain that price, quality, and taste are consistently linked to the attitude aspect in the TPB framework. Consumers form a positive attitude toward fruit when they evaluate the attitude aspect, reasonable prices and high product quality, while also gaining a pleasant emotional experience (Hansmann et al., 2020). In perspective mark consumption, the first two factors reflect functional value, while taste and satisfaction reflect emotional value. which encourages consumers to make repeat purchases. These results align with research confirming that functional and emotional dimensions are key determinants in influencing purchase intentions for fresh and organic products (Fadila & Nurunisa, 2024; Islam et al., 2025).

**Table 4.** Mapping of Findings to the TPB and Consumption Value

| Factor       | TPB                         | Consumption Value              |
|--------------|-----------------------------|--------------------------------|
| Price        | Attitude                    | Functional Value               |
| Quality      |                             | Emotional Value                |
| Flavor       |                             |                                |
| Promotion    | Subjective Norms            | Social & Conditional Values    |
| e-WOM        |                             | Social Values                  |
| Location     | Perceptual Behavior Control | Conditional Value              |
| Satisfaction | Attitude & PBC              | Emotional & Conditional Values |
| Culture      | Subjective Norms            | Social Values                  |

Source: Data processed, 2025

Table 4 demonstrates that the determinants of fruit purchasing decisions identified in this review can be systematically interpreted using the Theory of Planned Behavior (TPB) and Consumption Value Theory (CVT). Price, product quality, taste, and health benefits are



positioned within the attitude construct of TPB because consumers evaluate whether the expected benefits of consuming fruit outweigh the monetary sacrifice required. When prices are perceived as fair and product quality meets consumer expectations, positive attitudes toward purchasing fruit are strengthened, whereas perceived price unfairness may reduce purchase intention despite acceptable product quality. Within Consumption Value Theory, these variables primarily represent functional value, reflected in consumers' evaluation of product performance and quality, and emotional value, represented by taste and health benefits that generate sensory satisfaction and reinforce repeat purchasing behavior (Sheth et al., 1991). These findings indicate that fruit purchasing decisions are initiated through cognitive and affective evaluations, supporting the TPB proposition that favorable behavioral attitudes emerge from positive outcome evaluations.

Promotion, electronic word-of-mouth (e-WOM), and cultural influences are positioned within the subjective norm construct of TPB, indicating that fruit purchasing behavior is not determined solely by individual preferences but is also shaped by external social influences. Consumers frequently rely on advertising, recommendations from family and peers, online consumer reviews, and cultural norms to validate their purchasing decisions. Within Consumption Value Theory, these variables represent social value, because purchasing decisions are influenced by social recognition, group acceptance, and the desire to conform to prevailing social expectations (Sheth et al., 1991). Recent studies further demonstrate that influencer endorsements and online consumer reviews significantly increase purchase intentions by enhancing product credibility and strengthening consumers' confidence in their decisions (Kalam et al., 2025; Rizal et al., 2024). Therefore, promotional activities influence purchasing behavior primarily through social mechanisms rather than purely economic incentives, highlighting the growing importance of digital interaction and social influence in contemporary fruit markets.

Location and consumer satisfaction are mapped into perceived components behavioral control (PBC), which reflects the extent to which consumers assess the ease or obstacles when purchasing fruit (Lwin et al., 2020). From the perspective of Consumption Value Theory, location reflects conditional value, whereby accessibility, store proximity, transportation convenience, product availability, and promotional conditions determine whether consumers are able to translate purchase intentions into actual buying behavior. Consumer satisfaction performs a complementary role by strengthening both positive attitudes and perceived behavioral control through favorable purchasing experiences. Positive shopping experiences increase consumers' confidence in repeating future purchases while simultaneously reinforcing favorable evaluations of fruit products. Recent empirical evidence confirms that accessibility and previous purchasing experiences are important determinants of repeat



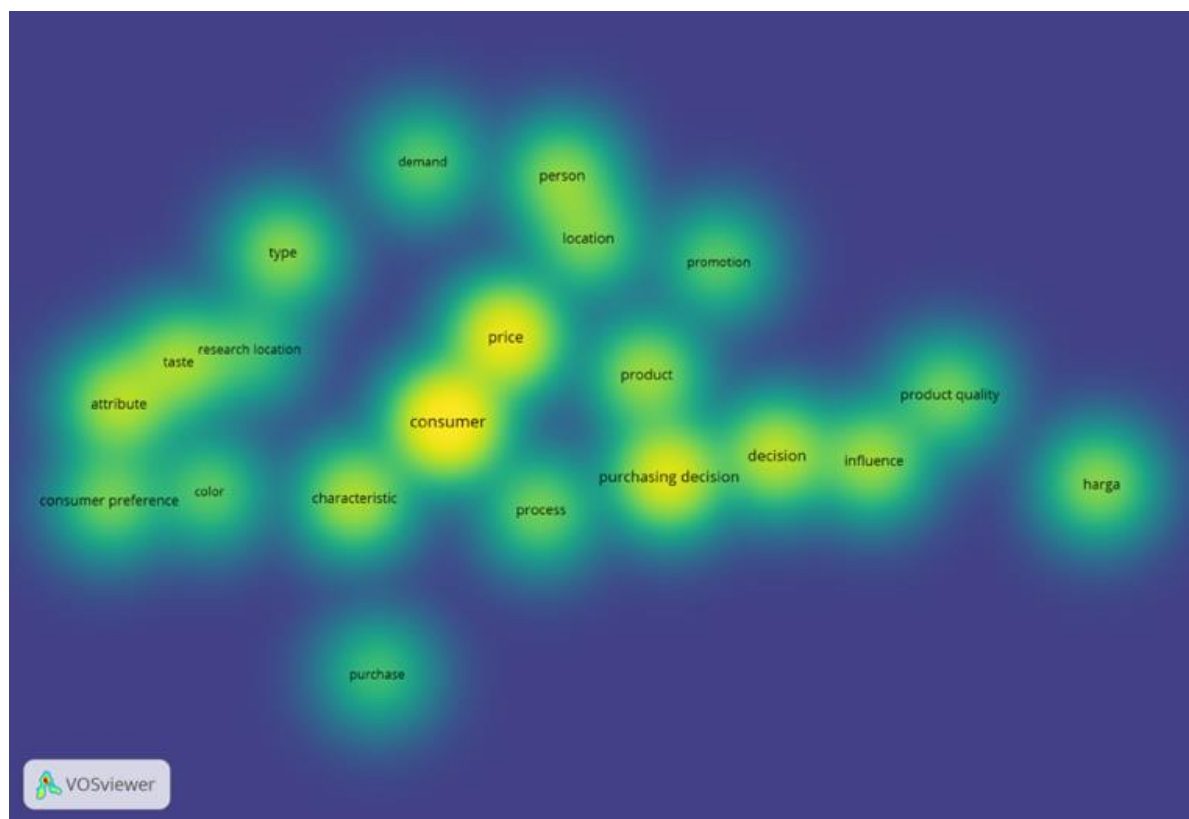
purchasing behavior for healthy food products (Islam et al., 2025; Yadav & Swaroop, 2017). Consequently, the integration of TPB and Consumption Value Theory provides a more comprehensive explanation of consumer behavior by simultaneously considering cognitive evaluation, social influence, and situational conditions that shape purchasing decisions for understanding consumer behavior in purchasing fruit.

The theoretical interpretation presented in Table 4 is further supported by evidence from different national contexts. While the synthesis of Indonesian studies indicates that consumers primarily prioritize price and product quality, research conducted in Malaysia demonstrates that fruit purchasing decisions are additionally influenced by physical characteristics, product uniqueness, familiarity, and user status (Suntharalingam & Terano, 2017). Similarly, consumers in Singapore place greater emphasis on product claims, certification labels, and visual appearance as key determinants of purchasing decisions (Suntharalingam et al., 2023). These differences suggest that Indonesian consumers remain predominantly oriented toward functional and economic values, whereas consumers in more mature markets increasingly incorporate informational, visual, social, and experiential values into their purchasing decisions. This comparison confirms that the relative importance of TPB constructs and consumption values is highly context-dependent, varying according to consumer characteristics, market development, and purchasing environments. Therefore, Table 4 not only validates the applicability of TPB and Consumption Value Theory in explaining fruit purchasing behavior but also extends both theories by demonstrating that consumer decision-making results from the interaction of economic, psychological, social, and contextual factors rather than from any single determinant.

### Gap Analysis

The results of density mapping on the topic of fruit purchasing decisions show a concentration of research on keywords such as consumer, price, purchasing, decision, and product. This finding indicates that previous studies have focused more on the role of price, product quality, and consumer preferences as the main factors shaping fruit purchasing behavior. Other keywords such as product quality, taste, promotion, and consumer preference, also underscore the relationship between product attributes and marketing strategies, although the intensity of the study is not as high as the price aspect. On the other hand, terms such as color, location, characteristic, and process have a low level of connection, which indicates that sensory elements, demographic background, and psychological processes in decision-making are still rarely analyzed comprehensively, especially in the context of consumers in Indonesia. This gap provides an opportunity to expand research on non-price variables that have the potential to influence fruit purchasing behavior, both through psychological

approaches and consumer sensory experiences. Mapping results density can be seen in Figure 6.



**Figure 6.** Literature Density Visualization Regarding Purchasing Decisions Fruit

Source: Data processed, 2025

The results of Figure 6 show opportunities for broader scientific exploration in the future, especially through the application of consumer behavior theoretical frameworks derived from psychological models such as Theory of Planned Behavior or Stimulus-Organism-Response model in fruit purchasing studies. Factors such as healthy lifestyles and awareness of sustainability can be the focus of research, given the increasing public awareness of the benefits of fruit consumption. Studies comparing consumer behavior across regions and cultures also have the potential to reveal differences in preferences between urban and rural communities, or between local and imported fruit. Furthermore, the effectiveness of digital promotions through social media and e-commerce platforms deserves empirical analysis, given the shift in shopping patterns toward online channels (Azrianti et al., 2024). Further research development can be directed at integrating sensory, emotional, and digital technology-based marketing strategy dimensions to build a more comprehensive fruit purchasing decision model that is in line with market developments.

This review contributes to the consumer behavior literature in three ways. First, it demonstrates that fruit purchasing decisions cannot be explained solely by economic considerations, as psychological and marketing-related variables interact throughout the decision-making process. Second, the integration of bibliometric clusters with TPB and Consumption Value Theory provides a comprehensive conceptual explanation linking external marketing stimuli, consumer perceptions, and purchasing behavior. Third, the findings suggest that the relative importance of functional, emotional, social, and conditional values varies across purchasing contexts, indicating that consumer decision-making is dynamic rather than universal.

## CONCLUSION

This study was conducted to identify and synthesize the key determinants of fruit purchasing decisions in Indonesia through a systematic literature review (SLR) integrated with bibliometric analysis of studies published between 2021 and 2025. The findings indicate that fruit purchasing decisions are influenced by the interaction of economic, product-related, and marketing factors rather than by a single determinant. Price and product quality emerged as the most consistently significant factors across previous studies, while income level, taste preference, promotion, and sales location also influenced purchasing behavior depending on the market setting and consumer characteristics. Furthermore, the clustering analysis revealed three major research themes, namely product attributes and consumer preferences, marketing mix and demand dynamics, and the interaction between price, product quality, and external environmental factors. These findings demonstrate that fruit purchasing decisions represent a multidimensional process involving objective evaluations of product attributes together with consumers' subjective perceptions and contextual conditions.

Theoretically, this study contributes to the consumer behavior literature by providing a comprehensive synthesis that integrates the Theory of Planned Behavior (TPB) and Consumption Value Theory within the context of fruit purchasing decisions in Indonesia. Unlike previous reviews that primarily identified dominant determinants, this study explains how economic, psychological, social, and contextual factors interact to shape consumer behavior. The synthesis demonstrates that price and product quality primarily represent consumers' attitudes and functional value, whereas promotion, electronic word-of-mouth, and cultural influences reflect subjective norms and social value. In addition, location and satisfaction strengthen perceived behavioral control and conditional value by influencing consumers' perceptions of purchasing convenience and previous shopping experiences. These findings extend both TPB and Consumption Value Theory by demonstrating that the relative

importance of functional, emotional, social, and conditional values varies across different purchasing contexts, consumer segments, and market environments.

Methodologically, this study demonstrates the value of integrating PRISMA-based systematic literature review procedures with bibliometric mapping and thematic critical synthesis. While bibliometric analysis successfully identified research trends, dominant variables, and thematic clusters, the critical synthesis enabled a deeper comparison of empirical findings across studies, revealing both consistent and contradictory evidence regarding the determinants of fruit purchasing decisions. Through cross-study comparison, this study explains how differences in research context, fruit commodities, consumer demographics, purchasing channels, and theoretical perspectives contribute to variations in empirical findings. Consequently, the proposed methodological approach offers a more comprehensive framework for evidence synthesis and may serve as a useful reference for future systematic reviews in agribusiness, food marketing, and consumer behavior research.

From a managerial perspective, the findings provide practical implications for farmers, fruit producers, retailers, supermarkets, and digital marketers. Farmers and producers should prioritize product quality, freshness, and sensory attributes to enhance consumer perceptions and strengthen competitiveness. Retailers and supermarkets are encouraged to develop differentiated marketing strategies that balance competitive pricing with quality assurance, product availability, and attractive in-store experiences according to the characteristics of their target consumers. Meanwhile, businesses operating through digital platforms should strengthen electronic word-of-mouth, influencer marketing, and social media engagement to increase consumer trust and purchase intention. These findings suggest that successful fruit marketing strategies should integrate both economic and psychological dimensions of consumer behavior rather than relying solely on price competition.

From a policy perspective, this study provides evidence that government agencies and agricultural policymakers should promote fruit consumption through integrated strategies that combine price affordability, quality assurance, nutrition education, and digital marketing support for local fruit producers. Policies encouraging product standardization, supply chain improvement, post-harvest quality management, and consumer awareness campaigns can strengthen the competitiveness of domestic fruit while supporting national food security and healthy eating programs. In addition, collaborative initiatives involving government institutions, agribusiness stakeholders, educational organizations, and digital platforms are essential to increase public awareness of the nutritional benefits of fruit consumption and to expand market opportunities for local fruit products throughout Indonesia.

Future studies are recommended to explore non-price determinants more comprehensively, particularly psychological and behavioral factors such as consumer attitudes, health

awareness, perceived nutritional value, lifestyle orientation, and sustainability concerns, which remain underrepresented in the existing literature. Further research should also investigate sensory and experiential attributes of fruit products, including colour, aroma, texture, freshness, and visual appearance, as well as examine differences in purchasing behavior across urban and rural consumers, socioeconomic groups, and cultural contexts. Moreover, future studies are encouraged to integrate broader theoretical perspectives, including the Theory of Planned Behavior, Consumption Value Theory, and the Stimulus–Organism–Response framework, while employing comparative and longitudinal research designs to explain contextual variations in consumer behavior. As digital transformation continues to reshape food purchasing patterns, future research should also examine the effectiveness of digital marketing strategies, social media promotion, influencer marketing, and electronic word-of-mouth in influencing fruit purchasing decisions across both offline and online retail environments.

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## AUTHOR CONTRIBUTION

The authors contributed to this study as follows: **Rizky Lutfi Suprabowo** contributed to methodology development, conceptualisation, supervision, and manuscript revision. **Oktarina Nur Widyanti** was responsible for conceptualisation, research design, data analysis, interpretation of findings, and manuscript drafting. **Ila Fadila** was responsible for data collection, literature review, and manuscript editing. **Nurul Khotimah** contributed to data validation, proofreading and visualisation of the results. **Risman Ramadwika** participated in data collection, reference management, and administrative support. All authors reviewed, approved, and agreed to the final version of the manuscript.

## CONFLICT OF INTEREST STATEMENT

The authors declare that there are no conflicts of interest regarding the publication of this manuscript. The authors have no financial, professional, or personal relationships that could have influenced the research process, the interpretation of the findings, or the preparation of this manuscript.

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## AI USE DECLARATION

The use of artificial intelligence (AI) in the preparation of this work was limited to assisting with grammar, editorial clarity, and general idea development, without altering the substance, analytical findings, or originality of the research. All ideas, problem formulations, research designs, data collection, and the processes of data analysis and interpretation presented in this scholarly work are the product of the author's own intellectual effort. Responsibility for content validation rests entirely with the author. This work adheres to the principles of integrity, is free from plagiarism, and meets academic standards of accountability.

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