

And what about water? Consumer's preferences and willingness to pay for a water label on coffee.

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## **Abstract**

This study focuses on consumer's preferences and willingness to pay (WTP) for a water-neutral label on coffee in comparison to Fair Trade and ecological labeled coffee to answer the question: Is a water-neutral label compared to other sustainability-related labels relevant to consumers? We conduct a discrete choice experiment and estimate a latent class model. All respondents show positive utilities and positive WTP for all sustainability labels. All latent classes prefer Fair Trade labeled coffee and show the lowest utilities and WTP regarding a water-neutral label. Consumer's attitude towards sustainability and the use of labels in general mainly determine class membership, while sociodemographic characteristics have little impact.

**Keywords:** *consumer preferences; willingness to pay; sustainability*

**Track:** Social Responsibility & Ethics