

# Distilling the Factors Influencing the Adoption of Sustainable Disruptive Innovations: The Case of No or Low-Alcoholic Spirits

**Alba Ramírez Pagès**

University Ramon Llull - Blanquerna

**Belén Derqui**

IQS Universitat Ramon Llull

**Marc Polo López**

Ramón Llull

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## **Abstract**

Despite the well-known harmful effects of alcohol abuse, Europe maintains one of the highest alcohol consumption rates per capita worldwide. At the same time, consumers tend to seek more sustainable and healthier dietary choices. To address this, brands in the spirits industry have introduced innovative beverages with no or low-alcohol content, disrupting their offering. This study aims to identify the factors driving (reasons for) or hindering (reasons against) the adoption of such innovations by employing the Behavioral Reasoning Theory. Conducted via a survey involving 620 participants, the research reveals that reasons for (i.e. health benefits and avoidance of alcohol-related effects), have the highest influence on consumer attitudes and purchase intention. While motivations vary across different age groups, a predominant concern among most participants involves societal perceptions associated with abstaining from alcohol.

**Subject Areas:** *Consumer Behaviour, Diffusion of Innovations, New Product Development and Launch*

**Track:** Innovation Management & New Product Development