

How do the determinants of purchase intention for sustainable coffee differ between producer and consumer countries? A SOR Model approach.

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ABSTRACT

Nowadays, consumers are more concerned about the environmental conditions related to the production of their purchases. For that reason, consumption of sustainable products such as coffee has strongly increased in the last few years.

By applying the stimulus-organism-response (SOR) model as a reference framework, this paper aims to explore the relationships between sustainable coffee attributes (S), consumers' attitudes (O), and their intention to purchase sustainable coffee (R) in a sample of 505 subjects from two countries, one sustainable coffee producer (Peru), and one sustainable coffee consumer (Spain).

The results provide evidence of key attributes of sustainable coffee that shape consumers' attitudes and intentions to purchase it. Additionally, the research examines the differences between the two countries, illustrating how cultural differences can affect the formation of consumer attitudes towards sustainable coffee.

Keywords: Sustainability, SOR Model, Sustainable coffee.

Track: Consumer Behaviour

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