

# “Insights on consumer value co-creation in the coffee sustainable market through a netnographic approach”

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## Introduction

- Coffee sector: sustainability issues
- “Sustainable coffees”: respect specific social, environmental, and economic standards along the entire supply chain and are independently certified by an accredited third party (Fairtrade, Organic, Rainforest Alliance, Utz, Smithsonian Bird Friendly, 4C)
- Value co-creation of sustainability between brands and consumers
- Multidimensional understanding of customers

## Objectives

Explore consumers’ perceptions about sustainable coffee in the context of online interactions to deeply understand motivations behind consumer consumption behavior.

- Which attitudes do consumer show towards sustainable coffee?
- Which are the main topics about sustainability discussed by consumers?

## Methods

- **Netnography:** qualitative approach that allows to obtain an in-depth understanding of consumer practises in a real-life context → coffee forums
- **Social media mining:** text mining techniques applied on social media content to extract and manage customer knowledge → RStudio software

## Qualitative Analysis

### Netnography

Data collected by reviewing 3 international coffee forums (coffeedforums, coffeedforums.co.uk, coffeesnobs)

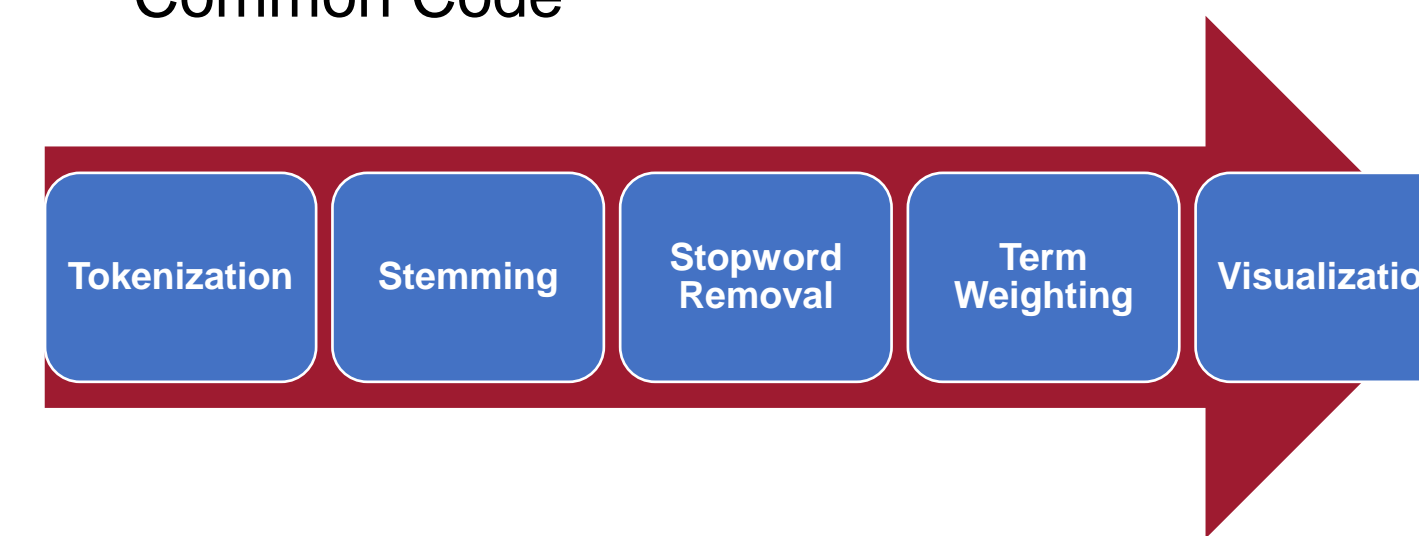
### Key findings

Confusion about sustainable coffee definition and terminology
Skepticism about certifications
Organic coffee and health: different opinions
Relationship between sustainability and taste:
Sustainable coffee for body care products
Coffee pods and capsules recycling; plastic and waste issues mentioned
Gender equality in the coffee sector
Organic coffee lovers: matter of lifestyle and morning home routines
Market of sustainable coffee accessories: coffee mugs, bags, sleeves, etc.
Alternative uses of coffee at home, other than drinking
Preference for small/medium companies that practice direct trade, without certifications
Sustainable packaging really quoted by consumers
Sustainability as a plus factor in coffee purchase, but not the most important aspect. Lack of interest, skepticism, and high price often perceived
Heavy marketing perceived behind sustainable coffee
Orthodox Union Kosher - Kosher coffee
Coffee shops and fast-casual restaurant for sustainable coffee consumption

Table 1. Key themes resulting from netnographic research

## Social media mining

- **Twitter data:** tweets created by people worldwide in the period 25/11 - 4/12/22, in English language
- **Search query keywords:** Coffee, Sustainability, Fairtrade, Rainforest Alliance, Organic, Utz, Smithsonian Bird Friendly, 4C Common Code



Words in Tweets with absolute frequency > 17

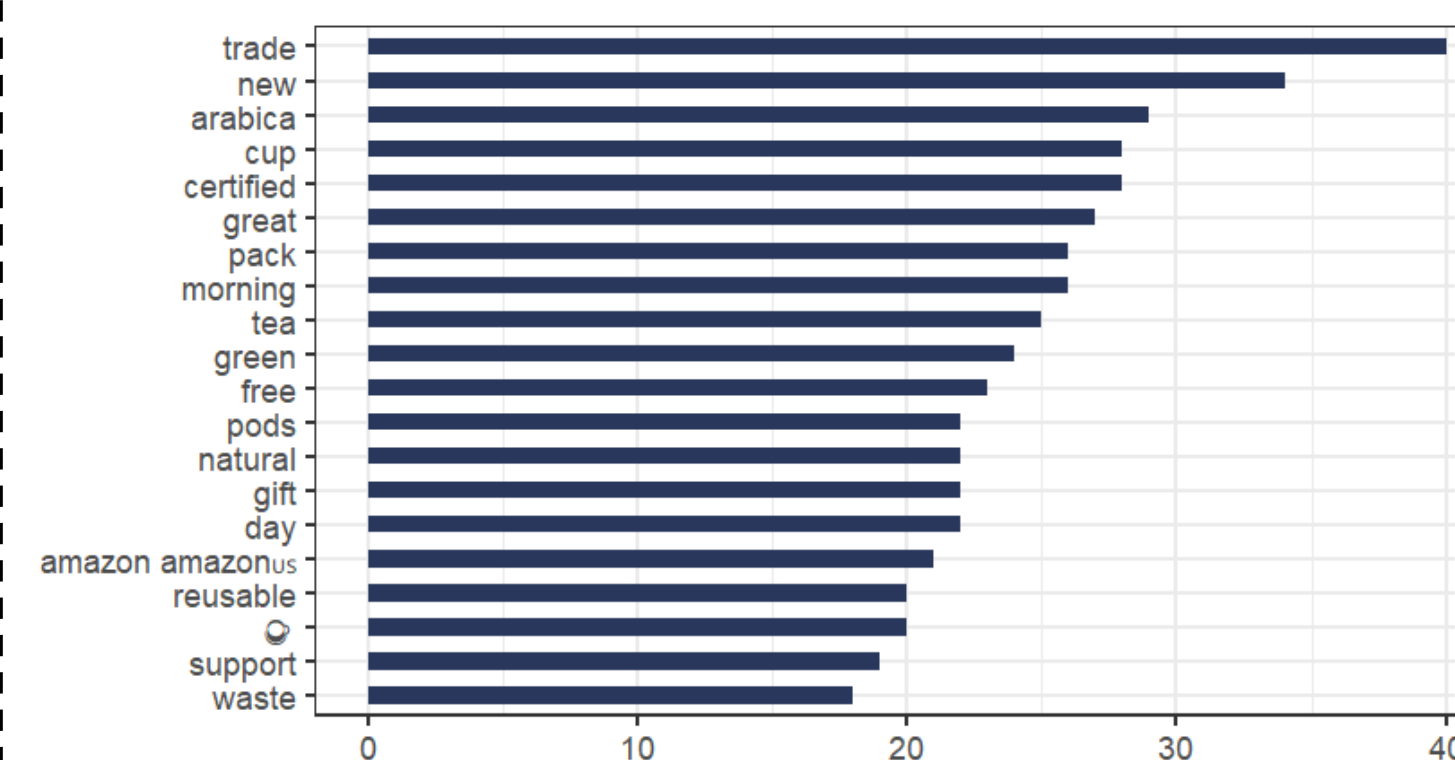


Figure 1. Barplot absolute frequency of tweets' words

#Hashtags in Tweets with absolute frequency > 4

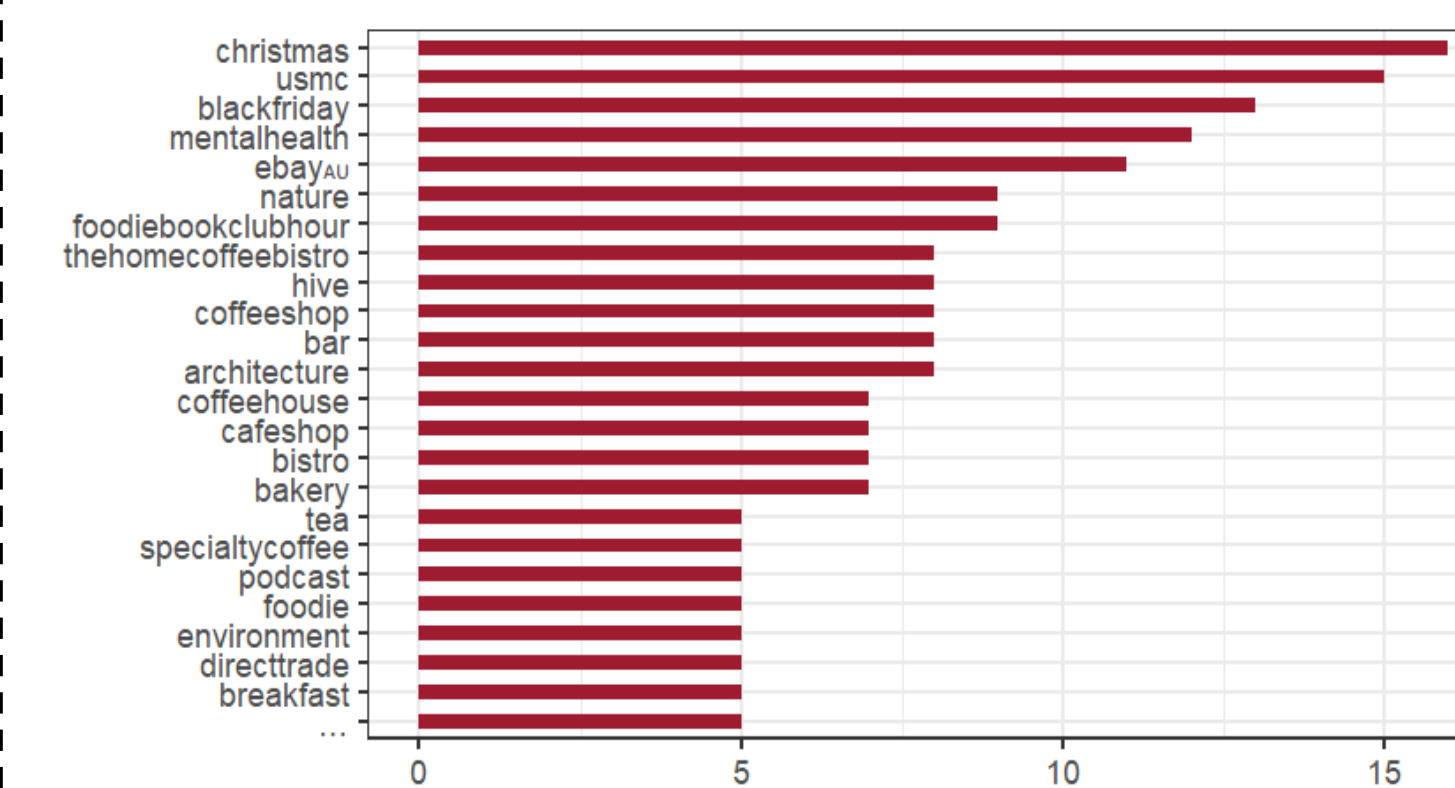


Figure 2. Barplot absolute frequency of tweets' hashtags



Figure 3. Wordcloud of words contained in Tweets ( Abs. Freq >= 10)

## Results and Discussion

- Consumers show confusion about the meaning of sustainable coffee
- High debate and skepticism about Fairtrade and Organic coffees
- Community of sustainable coffee addicted
- Growing market of sustainable accessories associated with coffee
- Sustainability and good taste are not often positively associated
- Heavy marketing and green washing of big brands perceived
- Transparent Direct Trade is the sustainable practice preferred, without certification
- Sensibility about the main sustainable issues

Insights for sustainable value creation of coffee companies

## References

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Coffee forum links: <https://www.coffeedforums.com/>; <https://www.coffeedforums.co.uk/>; <https://coffeesnobs.com.au/contact-us>