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Coffee consumption and purchasing behavior review: Insights for further research

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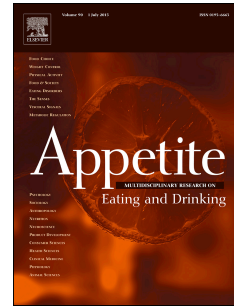
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**Consumer purchasing and consumption behavior towards coffee: a review**

**Abstract.** This paper presents a systematic literature review of consumer research towards coffee with the objective to identify and categorize motives, preferences and attributes of coffee consumption and purchasing behavior. Research papers were analyzed in terms of main characteristics and components (study type, research methodology, sampling, and product type). The review gives a systematic overview of the heterogeneous group of concepts and approaches that have been used so far to examine consumer behavior towards coffee. Results provide a model of key determinants for coffee consumption that can be grouped into the categories, (1) personal preferences, (2) economic attributes, (3) product attributes, (4) context of consumption, and (5) socio-demographics. The findings also show that there is a strong focus on coffee sustainability.

Keywords: coffee, consumers, behavior, preferences, attributes, review

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