



RESEARCH QUESTION:

How sustainability and health-oriented claims influence consumer behaviour in UK coffee chains.

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ABSTRACT

In today's market, sustainability and health-related claims have become crucial elements of brand positioning, particularly within the UK coffee sector. However, the extent to which these claims genuinely influence consumer behaviour remains contested. This dissertation investigates how sustainability and health-oriented claims impact purchasing decisions in UK coffee chains, drawing on the Theory of Planned Behaviour, Signalling Theory, and Green Consumerism Theory. A positivist approach and a quantitative survey of 163 participants were employed. Findings indicate that while consumers express favourable attitudes toward ethical and health claims, price and convenience remain dominant decision drivers, revealing a persistent attitude–behaviour gap. Sustainability claims showed limited behavioural influence, whereas health claims had a moderate impact, especially among younger demographics. This research contributes to academic understanding of ethical consumption behaviour and offers practical implications for brands, suggesting that credibility, affordability, and accessibility are essential to bridge the gap between consumer values and actions. Future studies are recommended to explore longitudinal patterns and the role of message clarity and trust in sustaining ethical consumer behaviour.

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1.0 INTRODUCTION

The UK coffee market is experiencing a shift driven by growing consumer awareness of sustainability and health (Hutchings et al., 2024). In 2024, 47% of UK diners prioritised eco-friendly choices (Caddy, 2024), and 71% aimed for healthier diets, reflecting a growing preference for ethically sourced and health-conscious products (Finnegan, 2024). In response, major coffee chains now promote sustainability certifications such as Fairtrade and Organic and offer health-oriented options like low-calorie and sugar-free beverages (Bager and Lambin, 2020).

However, a persistent **attitude–behaviour gap** challenges the effectiveness of these marketing claims (Majer et al., 2022). While many consumers express ethical and health-conscious intentions, actual purchase decisions often fail to reflect these values (Tandon et al.). This discrepancy, termed the attitude–behaviour gap, raises questions about the real influence of such claims on consumer behaviour. Key factors such as price sensitivity, brand loyalty, and scepticism towards marketing also undermine intent (Ballco & Gracia, 2022).

1.1 RESEARCH PROBLEM

Although sustainability and health claims are increasingly used as marketing tools, limited research assesses their true impact on consumer patronage in the coffee chain sector (Majer et al., 2022; Proença et al., 2022). As Czarniecka-Skubina et al. (2021) note, further studies are needed to determine whether such claims meaningfully influence purchasing decisions or are perceived merely as brand positioning strategies. This highlights a **clear gap** in the literature concerning the effectiveness of ethical and health-based marketing within everyday consumer settings such as coffee chains.

1.2 RESEARCH AIM AND OBJECTIVES

This study investigates **how sustainability and health-oriented claims influence consumer behaviour in UK coffee chains**.

This research aims to assess whether these messages genuinely shape purchasing decisions or primarily function as brand positioning tools, contributing to both marketing practice and the wider academic discourse on ethical consumption.

To address this aim, the study focuses on the following objectives:

1. To analyse the impact of sustainability claims on consumer decisions.
2. To evaluate the influence of health-related claims on coffee consumption behaviour.
3. To determine whether demographic factors moderate the relationship between these claims and consumer patronage.

2.0 LITERATURE REVIEW

2.1 SUSTAINABILITY AND ETHICAL CONSUMERISM.

Sustainability has become a defining theme in consumer behaviour, particularly in the food and beverage industry (Kochina, 2019). The UK ethical food and drink market grew by 7.6% in 2022, reaching £12.08 billion, with 77% of UK consumers expressing a preference for Fairtrade products (Bayford, 2023; Ethical Consumer, 2023). In response, coffee chains have increasingly embraced certifications such as Organic, Rainforest Alliance, and Fairtrade to appeal to ethically conscious consumers (Bager and Lambin, 2020).

Green Consumerism Theory (Peattie, 1992) offers a foundational explanation for this trend, proposing that consumers make purchasing decisions that reflect their environmental values. However, later critiques argue that this model overstates consumer willingness to act on their values, especially when factors such as price and convenience intervene (Rustagi and Prakash, 2022). This gap between intention and behaviour is particularly evident in the UK coffee sector, where sustainable options

exist, yet market dominance still favours convenience-led chains (Waldman et al., 2023).

Majer et al. (2022) and Tandon et al. (2020) highlight the persistence of the attitude–behaviour gap, wherein consumers express concern for sustainability but often fail to act accordingly. One explanation is consumer scepticism. Tu et al. (2024) argue that greenwashing and vague eco-claims confuse consumers and erode trust in sustainability initiatives, making them less likely to follow through with ethical purchases. This concern is further supported by Zhou et al. (2022), who cite Eurobarometer findings showing that while 80% of citizens buy green products, only 26% do so regularly. Recent insights from Mintel (Caddy, 2024) reinforce this, reporting that 34% of consumers struggle to trust eco-claims, and 27% view sustainable products as too expensive. Together, these findings suggest that sustainability claims may act more as branding tools than genuine behavioural drivers.

Therefore, while sustainability messaging appears to influence brand positioning (Vilasanti da Luz et al., 2020), its actual impact on consumer patronage remains contested (Majer et al., 2022). This tension between ethical ideals and commercial realities reinforces the need to examine whether such claims meaningfully shape purchasing behaviour in UK coffee chains.

2.2 HEALTH-ORIENTED CLAIMS

Health consciousness has emerged as a significant influence on consumer behaviour, particularly in the food and beverage sector (Nagaraj, 2020). Mintel (2024) reports that 71% of UK consumers aim to maintain a healthier diet, prompting coffee chains to adopt low-calorie, sugar-free, and plant-based offerings. This trend is corroborated by recent academic research; for instance, a study by Holtrop et al. (2023) found that health-conscious consumers are more inclined to seek out products with health-related claims, such as reduced sugar or added nutrients, influencing their purchasing decisions.

Signalling Theory (Spence, 1973) offers a framework for understanding how health claim's function. By communicating attributes that are not directly observable, such as "low sugar" or "calorie-conscious," brands attempt to influence consumer decision-making. However, the effectiveness of these claims relies on their credibility, clarity, and consumer trust.

Recent research challenges the assumption that health claims automatically lead to increased consumer engagement. Holtrop et al. (2023), using UK household scanner data, found that presence claims (e.g., highlighting added nutritional benefits) can increase product choice, while absence claims (e.g., "low fat" or "sugar-free") may decrease it in some product categories. Findings suggest that nutrition claims are not universally effective and are heavily influenced by contextual factors like brand familiarity, product type, and advertising intensity (Holtrop et al., 2024).

Compounding this issue is the growing scepticism among consumers toward brand communications. Tu et al. (2024) emphasise that when companies are perceived as engaging in greenwashing by exaggerating or misrepresenting their ethical practices, consumer trust is compromised, and the effectiveness of marketing claims is reduced. In a similar vein, Vlasanti da Luz et al. (2020) observe that although health-related messaging can enhance brand image, it often fails to influence actual purchasing decisions when faced with stronger influences such as price, taste, or convenience.

Therefore, while health-oriented claims may shape consumer perceptions and contribute to favourable brand positioning, their impact on behaviour is inconsistent. This highlights the complexity of the attitude–behaviour gap.

2.3 THE ATTITUDE-BEHAVIOUR GAP

The attitude–behaviour gap describes the disconnect between consumers' ethical or health-related intentions and purchasing choices (Zhuo, Ren and Zhu, 2022). This remains a key challenge in markets offering sustainable options that are often overlooked. Zhuo et al. (2022) highlight that this gap is shaped by factors such as situational barriers, habits, and limited perceived control, all of which complicate the path from intention to action.

Building on this, Wijekoon and Sabri (2021) note that emotional, structural, and contextual barriers such as limited time, low brand trust, and price sensitivity often prevent consumers from acting on their stated values. Expanding this perspective, Azzopardi and van der Sluis (2024) identify an intention–search–behaviour gap, where consumers may actively seek out socially responsible options but fail to follow through with purchases, especially in routine-driven environments like coffee shops.

This trend is visible in the UK coffee sector, where health and sustainability claims are common, but consumer engagement remains limited (Ferreira, 2019). Ferreira (2019) highlights this through the example of reusable coffee cups, where awareness campaigns have had little impact due to convenience-driven habits. These patterns point to the broader behavioural, emotional and situational factors influencing ethical and health-related consumption. The Theory of Planned Behaviour (Ajzen, 1991) helps explain this gap, suggesting that positive attitudes alone are insufficient when individuals feel they lack control or face external barriers.

2.4 THEORETICAL FRAMEWORK

This study draws on a combination of behavioural and communication theories to examine the gap between consumer intention and actual behaviour in response to health and sustainability claims in the UK coffee sector. The theoretical foundation integrates the Theory of Planned Behaviour, Signalling Theory and Green Consumerism Theory to explain the complex drivers behind consumer decisions.

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991), states that behaviour is shaped by attitudes, perceived social pressure and perceived behavioural control. It remains widely used to analyse ethical and health-oriented decision-making, particularly when consumer intention does not always result in action. According to Sethna (2023), TPB is valuable in highlighting how external barriers such as cost or habit can disrupt even strong intentions. However, more recent critiques suggest that the model tends to overstate consumers' willingness to act on their values, particularly when practical barriers such as price and convenience come into play (Rustagi and Prakash, 2022). Moreover, TPB has been criticised for focusing primarily on internal

decision-making processes, while giving less attention to how marketing communications influence perception (Zhuo et al., 2022; Wijekoon and Sabri, 2021).

To address this gap, Signalling Theory provides an external perspective by examining how marketing messages influence consumer interpretation. Claims such as “low sugar” or “Fairtrade certified” serve as signals that aim to reduce uncertainty and communicate product values. According to Sethna (2023), the success of these signals depends on their credibility and clarity. Tu et al. (2024) emphasise that when such claims are perceived as exaggerated or misleading, particularly in the case of greenwashing, they may damage trust and reduce behavioural impact.

Green Consumerism Theory adds a value-based dimension by framing ethical consumption as part of a wider social shift towards sustainability. While it helps contextualise consumer motivations, recent findings suggest that this theory often overestimates the consistency between values and behaviour. As Wijekoon and Sabri (2021) and Vlasanti da Luz et al. (2020) observe, ethical and health-related intentions are frequently overridden by competing factors such as convenience, habit and price sensitivity.

Integrating these theories allows the study to adopt a multitheoretical lens, enabling a more critical and in-depth examination of the motivations and external factors influencing consumer responses to health and sustainability claims.

4.0 METHODOLOGY

4.1 RESEARCH DESIGN

This research follows a **positivist approach**, which supports objective, value-free data collection and analysis (Park et al., 2020). Positivism is well-suited to quantitative research, where behavioural patterns are measured through observable, structured methods (Saunders et al., 2019). Given that this study aims to examine how health and sustainability claims influence purchasing behaviour, this technique allows the researcher to test hypotheses and identify relationships using quantifiable evidence.

A quantitative approach was selected, using a structured online survey to gather data on consumer responses through standardised questions, supporting generalisable and reliable results (Sethna, 2023). This deductive logic aligns with the structure of quantitative research design, where theory guides the development of hypotheses and data is collected to confirm or refute them (Saliya, 2022).

4.2 DATA COLLECTION METHODS

Primary data was collected through a structured online survey created on Google Forms. Surveys are widely used in quantitative research for collecting standardised responses efficiently across large samples and are especially valuable when exploring attitudes and behaviours (Prasad et al., 2024). The questionnaire included a mix of Likert-scale and multiple-choice questions, which allow for clear comparison between responses and support statistical analysis (Sethna, 2023).

To ensure content validity, the survey was pilot tested with five participants, allowing for refinements in clarity and flow. This process improves question reliability and strengthens internal consistency (Renuse, 2024). Distribution methods included sharing via social media, posting on Survey Circle, and embedding a QR code to enable mobile access. The online format also preserved participant anonymity, essential for reducing social desirability bias in ethically sensitive topics (Kang and Hwang, 2023).

4.3 SAMPLING TECHNIQUE

This study used a random sampling method targeting UK-based coffee consumers aged 18 and above. Participants were selected based on their relevance to the research objectives, particularly their likelihood of encountering health and sustainability claims in coffee chains. Memon et al. (2020) recommend a minimum of 150 participants in survey research to ensure statistical power, reliability of correlations, and robustness of results, especially when analysing relationships between variables using techniques like correlation or regression. Therefore, **163 participants** were targeted in line with recommendations for survey research to

ensure statistical power and reliable analysis of relationships between variables (Memon et al., 2020). The survey was distributed via Survey Circle, social media platforms, and a QR code, increasing accessibility and reach. While purposive sampling ensures relevance to the research aim, it may introduce **sampling bias**, which is acknowledged as a limitation (Wright, 2020).

4.4 DATA ANALYSIS, ETHICS AND LIMITATIONS

Survey data were analysed using descriptive statistics and correlation analysis to identify patterns and examine relationships between consumer demographics, health awareness, and sustainable purchasing behaviour, following standard practices in consumer research (Cooksey, 2020).

Ethical clearance was granted by the University of Westminster Research Ethics Committee. Participants were UK-based coffee consumers aged 18 and above, who confirmed their eligibility and consent through an approved ethics form. The study ensured anonymity and voluntary participation.

However, some limitations are acknowledged. Purposive sampling may limit generalisability, and self-reported data can be influenced by social desirability bias (Campbell et al., 2020). Additionally, although surveys are efficient, they lack the depth offered by qualitative methods (Bielska et al., 2024).

5.0 FINDINGS

5.1 PARTICIPANT AND BEHAVIOURAL INFO

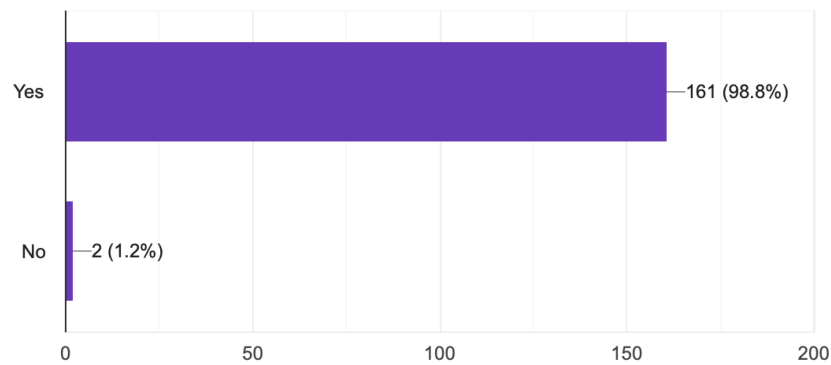
Before proceeding with the online survey, participants were required to confirm their consent to participate and acknowledge their understanding of the research purpose. As shown in *Figure 1*, 98.8% of respondents gave informed consent, ensuring ethical compliance and data validity.

Figure 1: Consent to participate in the survey.

Please confirm that you have read the above participation information and consent to participate in this survey, with your responses recorded for this research.

 [Copy chart](#)

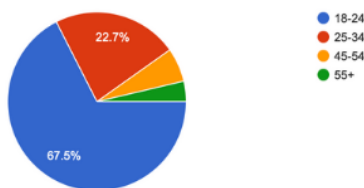
163 responses



The survey included 163 UK-based coffee consumers aged 18 and above. Most respondents were aged between 18 and 24 (67.5%), followed by those aged 25 to 34 (22.7%) (see *Figure 2*). In terms of gender, 55.8% identified as male, 40.5% as female, and a small percentage preferred not to disclose or identified as non-binary (see *Figure 3*).

Figure 2: Age distribution of respondents

What is your age?
163 responses

**Figure 3: Gender distribution of respondents**

What is your gender?
163 responses

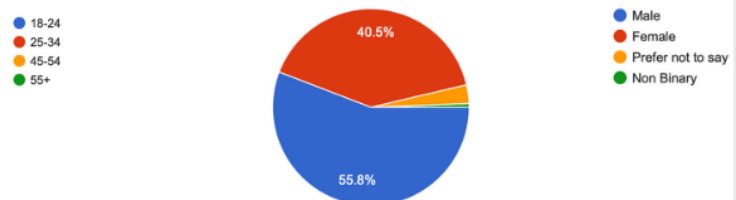
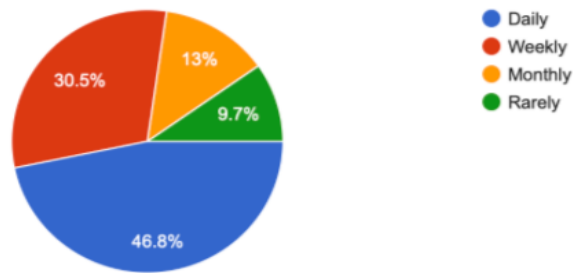


Figure 4 demonstrates that 90.1% of participants reported consuming coffee from UK chains at least once per month, qualifying them for the study.

Figure 4: Coffee Chain Consumption Eligibility

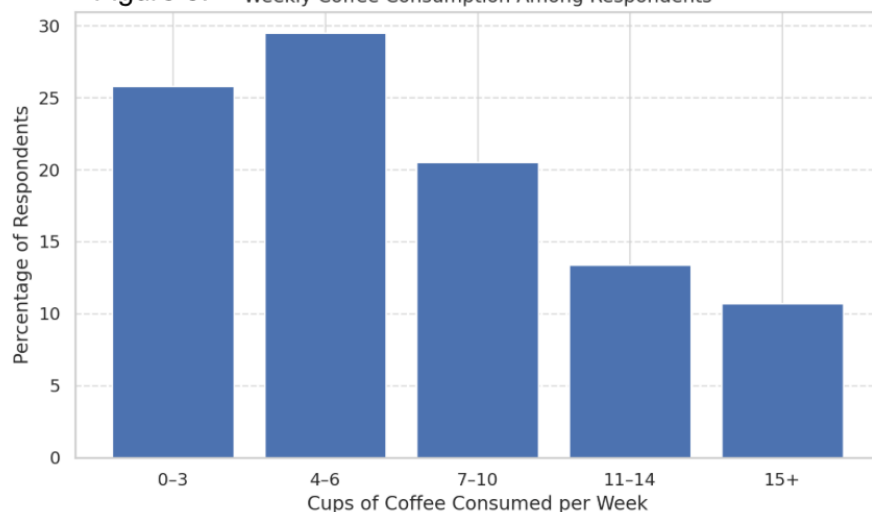
How often do you visit a coffee chain?

154 responses



As graphed in Figure 5, weekly coffee consumption varied across the sample. The most common range was 4–6 cups per week (29%), followed by 0–3 cups (26%) and 7–10 cups (21%). A smaller portion reported higher consumption, with 13% drinking 11–14 cups and 11% consuming 15 or more cups per week. These figures suggest a moderate to high engagement with coffee, reinforcing the relevance of examining how consumers respond to health and sustainability claims within this product category.

Figure 5: Weekly Coffee Consumption Among Respondents



5.2 SUSTAINABILITY-RELATED RESPONSES

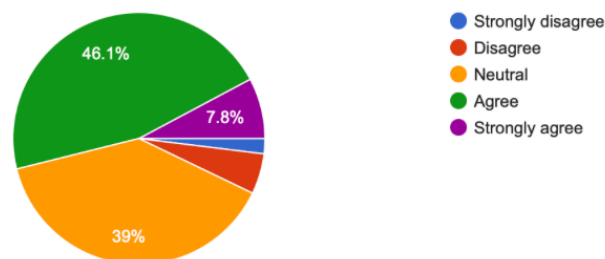
A majority of respondents expressed a positive attitude toward sustainability, with 46.1% agreeing and 7.8% strongly agreeing that they prefer coffee chains that promote sustainability (e.g., organic or fair trade). However, 39% remained neutral, and 7.1% either disagreed or strongly disagreed with the statement (see Figure 6).

This suggests that while sustainability is viewed favourably, a significant portion of consumers remain indifferent, indicating that positive attitudes do not always translate into strong preferences or behavioural action.

Figure 6: Preference for sustainability-promoting coffee chains

To what extent do you agree with the statement: "I prefer coffee chains that promote sustainability (e.g., organic, fair trade)"?

154 responses



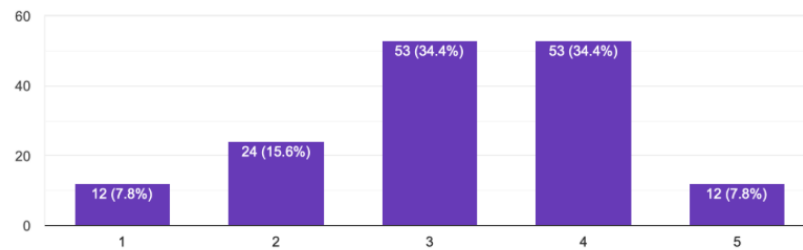
Over two-thirds of participants (68.8%) rated sustainability claims as moderately (3) or considerably (4) influential in their decision-making, while just 7.8% rated them as highly influential (5). A smaller group (23.4%) assigned low importance (1 or 2), indicating that although sustainability plays a role for many, it is not a top priority for most consumers (see Figure 7).

Figure 7: Influence of sustainability claims on decision-making

How much do sustainability claims influence your decision when choosing a coffee chain? (Please rate your answer on a scale of 1 to 5, where 1 is the lowest and 5 is the highest).

[Copy chart](#)

154 responses

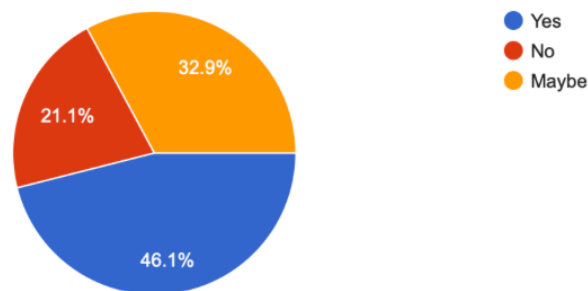


Nearly half of respondents (46.1%) indicated they are willing to pay a premium for sustainably certified coffee, while 32.9% remained uncertain and 21.1% were unwilling (see Figure 8). This highlights a positive inclination toward ethical spending, though hesitation among a third of participants reflects ongoing concerns about affordability.

Figure 8: Willingness to pay a premium.

Are you willing to pay a premium for coffee that is certified as sustainable?

152 responses



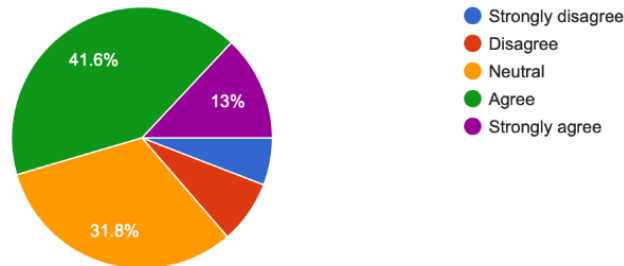
5.3 HEALTH-RELATED RESPONSES

More than half of the participants expressed a preference for healthier offerings, with 41.6% agreeing and 13% strongly agreeing with the statement. However, 31.8% remained neutral, and a small minority expressed disagreement (see Figure 9). This indicates broad support for health-conscious options, though not all consumers are actively prioritising them.

Figure 9: Preference for coffee chains with healthier options

To what extent do you agree with the statement: "I prefer coffee chains that offer healthier options (e.g., low-calorie, sugar-free)"?

154 responses

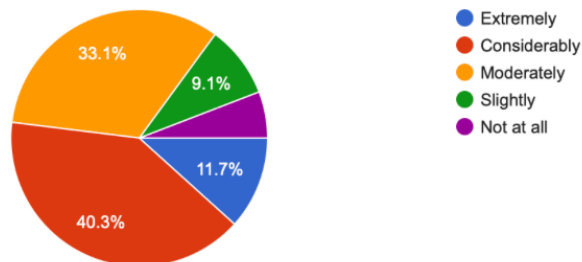


Health-related claims were seen as moderately to considerably influential by the majority of respondents, with 40.3% selecting "Considerably" and 33.1% choosing "Moderately." Just 11.7% viewed them as "Extremely" influential (see Figure 10). This reflects a strong but not overwhelming influence, suggesting health claims alone may not drive consumer decisions.

Figure 10: Influence of health related claims

How influential are health-oriented claims (such as low-calorie options, sugar-free alternatives, and reduced-fat ingredients) in your choice of coffee chain?

154 responses



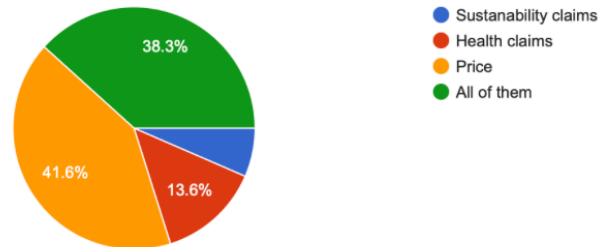
Identifying Key Purchase Drivers and the Attitude–Behaviour Gap.

To understand how health-related claims compare with other motivators, participants were asked which factor most influences their choice of coffee chain. 41.6% cited price, 38.3% selected all listed factors equally, while only 13.6% chose health claims. Sustainability was the least influential at 6.5%. These results indicate that although ethical and health messages may influence perception, price remains the dominant driver, highlighting a gap between consumer values and purchasing behaviour (see Figure 11).

Figure 11: Importance of health, sustainability, and price when choosing a coffee chain

Which factor influences your choice of coffee chain more?

154 responses



6.0 DISCUSSION

Objective 1: To analyse the impact of sustainability claims on consumer decisions.

Findings show that while 59.1% of respondents agreed or strongly agreed that they prefer sustainability-promoting coffee chains, sustainability claims had limited influence on actual decision-making. Only 6.5% said sustainability claims were the *main* factor influencing their choice (Figure 11). This supports the **attitude–behaviour gap**, as outlined in the **Theory of Planned Behaviour** (Ajzen, 1991), where strong attitudes do not always lead to behavioural outcomes due to external factors such as price. Additionally, only 46.1% were willing to pay a premium for sustainable coffee, aligning with literature by Majer et al. (2022) and Zhou et al. (2022), who highlight consumer scepticism and price sensitivity as barriers. These findings also reflect the limits of **Green Consumerism Theory**, which assumes that values will translate directly into action, a link that this study finds inconsistent.

Objective 2: To evaluate the influence of health-related claims on coffee consumption behaviour.

Health-oriented claims had a stronger impact on consumer responses than sustainability claims. 40.3% of participants rated health claims as “considerably” influential, and 54.6% agreed or strongly agreed they prefer coffee chains offering healthier options (see Figures 9 and 10). This aligns with Holtrop et al. (2023), who found that health claims can increase product appeal, particularly among health-conscious individuals. However, the fact that only 13.6% selected health claims as their primary motivator (Figure 11) reflects the inconsistency highlighted in Signalling Theory (Spence, 1973), where effectiveness depends on trust and perceived relevance. Echoing findings from Vlasanti da Luz et al. (2020) and Tu et al. (2024), this shows that health messaging can enhance brand perception but does not always drive purchase decisions, especially when price or habit competes for consumer attention.

Objective 3: To determine whether demographic factors moderate the relationship between these claims and consumer patronage.

While younger respondents (18–24) formed the majority of participants (67.5%), and often express interest in ethical or health-based consumption, this study found that price remains the strongest determinant across all groups. This reinforces literature by Rustagi and Prakash (2022) and Azzopardi and van der Sluis (2024), who argue that even among ethically aware consumers, behavioural choices are often driven by convenience and cost. The Theory of Planned Behaviour helps explain this inconsistency, highlighting how perceived behavioural control (e.g., affordability) can weaken intention-behaviour links.

7.0 CONCLUSION

This study investigated how sustainability and health-oriented claims influence consumer behaviour in UK coffee chains, and whether these claims genuinely shape decisions or serve mainly as brand positioning tools.

Objective 1 addressed sustainability claims. While many participants expressed positive attitudes, only a small share reported being strongly influenced by them when making purchases. This highlights the attitude–behaviour gap, where ethical concern does not always result in ethical action. Factors like price and brand trust continue to override sustainability preferences.

Objective 2 examined health-related claims. These were more impactful than sustainability claims, with most respondents saying they influenced their choices to some extent. However, price and convenience remained more influential, suggesting that health claims affect perception more than behaviour.

Objective 3 looked at demographics. Younger consumers (18–24), particularly women, showed greater openness to ethical messaging. Still, price was the leading driver across all groups, indicating that demographic traits alone don't determine ethical or health-based purchasing without structural support.

7.1 CONTRIBUTION TO THE FIELD

This study contributes to academic literature by testing the relevance of consumer behaviour theories, such as the Theory of Planned Behaviour and Signalling Theory, in real retail settings. It highlights how positive attitudes toward ethical branding often fail to translate into purchases, reinforcing recent critiques of Green Consumerism Theory.

7.2 IMPLICATIONS

This research enhances understanding of the intention–action gap while offering practical guidance to brands. Academically, it reinforces the role of trust, price sensitivity, and message clarity in shaping ethical behaviour. Practically, it suggests that ethical branding must be paired with clear messaging and accessible pricing to influence behaviour effectively. Without these, sustainability and health claims may be disregarded as superficial branding tools.

7.3 LIMITATIONS TO RESEARCH

While this study offers valuable insights into consumer responses to health and sustainability claims in UK coffee chains, it has limitations. The use of purposive non-probability sampling limits generalisability, and younger consumers were overrepresented in the sample (67.5% aged 18–24), reducing demographic breadth. Reliance on self-reported data introduces potential social desirability bias, despite anonymity measures. The cross-sectional, quantitative design also limits depth and fails to capture behavioural change over time. Lastly, findings are based on stated preferences rather than observed purchasing behaviour.

7.4 AREAS FOR FUTURE RESEARCH

Future research should address these limitations by using a larger, more diverse sample, especially including older and lower-income groups, for greater representativeness. Incorporating qualitative methods like interviews or focus groups could offer deeper insight into why certain claims resonate. Additionally, testing different message formats, such as presence vs. absence claims, or exploring how branding, pricing, and trust signals affect various demographics, could support more effective and inclusive marketing strategies.

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9.0 APPENDICES

SURVEY QUESTIONS

Questions Responses 163 Settings

Exploring the Impact of Sustainability and Health-Oriented Claims on Coffee Chain Patronage in the UK

B I U  

Welcome to the "Exploring the Impact of Sustainability and Health-Oriented Claims on Coffee Chain Patronage in the UK" Survey

Thank you for taking the time to participate in this survey. This research is part of my International Marketing degree at the Westminster Business School. Your input is significant and highly valued, and it will contribute significantly to the achievement of my BA International marketing degree and prepare me for my future career.

This survey gathers the views and experiences of exploring the impact of sustainability and health-oriented claims on coffee chain choices. It should take about 3 minutes to complete.

Please note:

- Your responses will be anonymous – you will not be identified or identifiable in the collected data and written report of the analysis.
- Your participation in this survey is entirely voluntary.
- You have the right to withdraw at any time without giving a reason.
- All information provided in this survey will be encrypted and password-protected. The data files will be kept in a secure place and will comply with the requirements of the Data Protection Act.

I can be contacted during and after participation by email at:

W1901625@my.westminster.ac.uk

Questions Responses 163 Settings

Please confirm that you have read the above participation information and consent to participate in this survey, with your responses recorded for this research.

☐ Yes

☐ No

What is your age?

☐ 18-24

☐ 25-34

☐ 45-54

☐ 55+

What is your gender?

☐ Male

☐ Female

☐ Prefer not to say

Questions

Responses 163

Settings

Do you consume coffee from UK coffee chains at least once per month? (If 'No,' please close the survey. Thank you)

☐ Yes

☐ No

☐ Other...

How often do you visit a coffee chain?

☐ Daily

☐ Weekly

☐ Monthly

☐ Rarely

On average, how many cups of coffee do you consume per week?

Short-answer text

Questions

Responses 163

Settings

To what extent do you agree with the statement: "I prefer coffee chains that promote sustainability (e.g., organic, fair trade)"?

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

How much do sustainability claims influence your decision when choosing a coffee chain? (Please rate your answer on a scale of 1 to 5, where 1 is the lowest and 5 is the highest).

1	2	3	4	5
☐	☐	☐	☐	☐

[Questions](#) [Responses](#) **163** [Settings](#)

How trustworthy are the sustainability claims made by coffee chains?

☐ Very Trustworthy

☐ Trustworthy

☐ Moderately Trustworthy

☐ Slightly Trustworthy

☐ Not Trustworthy at all

Are you willing to pay a premium for coffee that is certified as sustainable?

☐ Yes

☐ No

☐ Maybe

[Questions](#) [Responses](#) **163** [Settings](#)

If yes, what percentage premium would you consider acceptable?

☐ More than 15%

☐ 10-15%

☐ 5-10%

☐ Less than 5%

To what extent do you agree with the statement: "I prefer coffee chains that offer healthier options (e.g., low-calorie, sugar-free)"?

☐ Strongly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Strongly agree

[Questions](#) [Responses](#) **163** [Settings](#)

How influential are health-oriented claims (such as low-calorie options, sugar-free alternatives, and reduced-fat ingredients) in your choice of coffee chain?

☐ Extremely

☐ Considerably

☐ Moderately

☐ Slightly

☐ Not at all

How important is the availability of low-calorie or sugar-free options when choosing a coffee chain?
(Please rate your answer on a scale of 1 to 5, where 1 is the lowest and 5 is the highest).

1	2	3	4	5
☐	☐	☐	☐	☐

[Questions](#) [Responses](#) **163** [Settings](#)

Which factor influences your choice of coffee chain more?

☐ Sustainability claims

☐ Health claims

☐ Price

☐ All of them

How influential are third-party certifications (e.g., Organic, Fairtrade, Rainforest Alliance) in confirming the sustainability of a coffee chain?

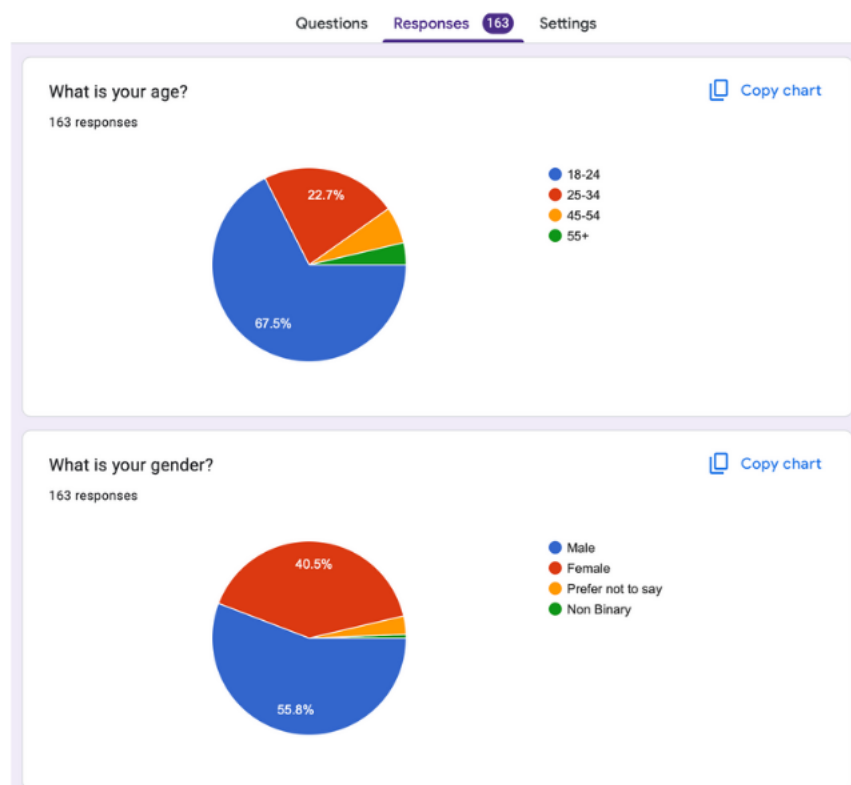
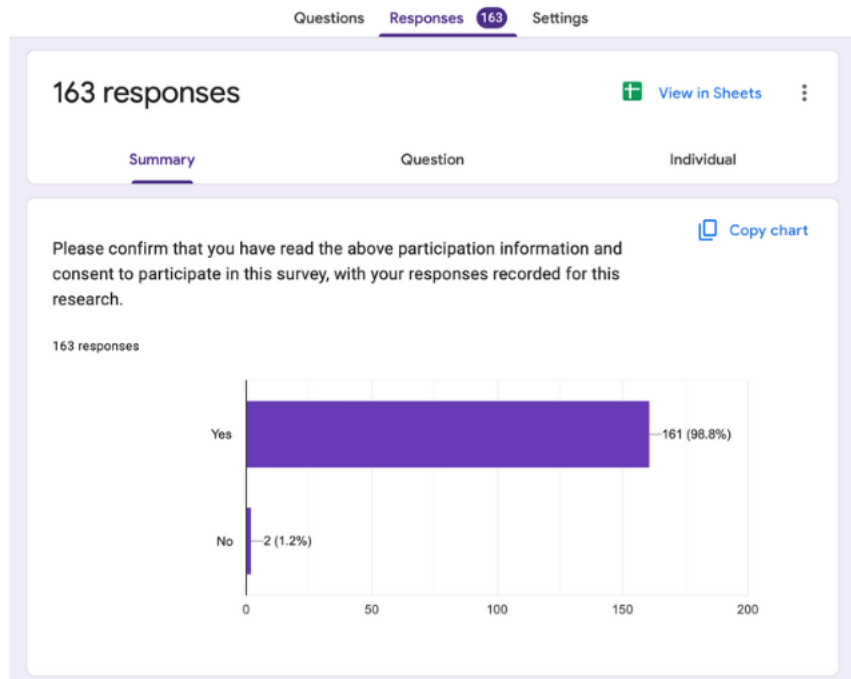
☐ Extremely Influential

☐ Very Influential

☐ Slightly Influential

☐ Not Influential at all

SURVEY RESPONSES

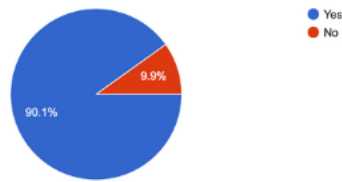


Questions Responses 163 Settings

Do you consume coffee from UK coffee chains at least once per month? (If 'No,' please close the survey. Thank you)

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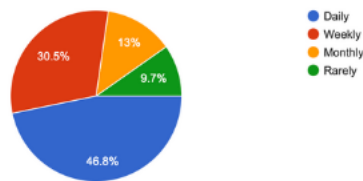
162 responses



How often do you visit a coffee chain?

[Copy chart](#)

154 responses

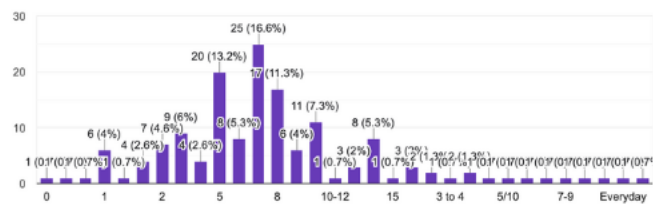


Questions Responses 163 Settings

On average, how many cups of coffee do you consume per week?

[Copy chart](#)

151 responses

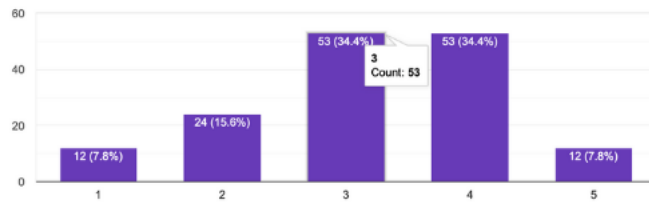


Questions Responses 163 Settings

How much do sustainability claims influence your decision when choosing a coffee chain? (Please rate your answer on a scale of 1 to 5, where 1 is the lowest and 5 is the highest).

[Copy chart](#)

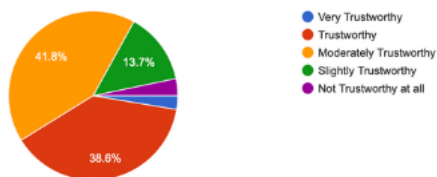
154 responses



How trustworthy are the sustainability claims made by coffee chains?

[Copy chart](#)

153 responses

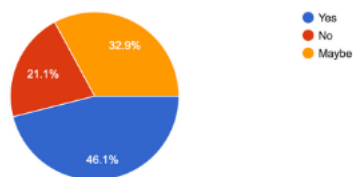


Questions Responses 163 Settings

Are you willing to pay a premium for coffee that is certified as sustainable?

[Copy chart](#)

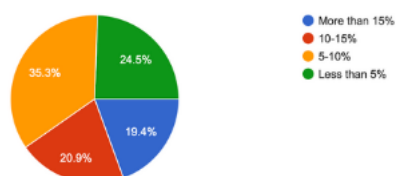
152 responses



If yes, what percentage premium would you consider acceptable?

[Copy chart](#)

139 responses

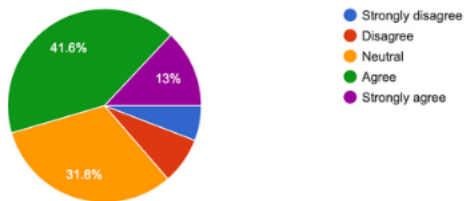


Questions Responses 163 Settings

To what extent do you agree with the statement: "I prefer coffee chains that offer healthier options (e.g., low-calorie, sugar-free)"?

[Copy chart](#)

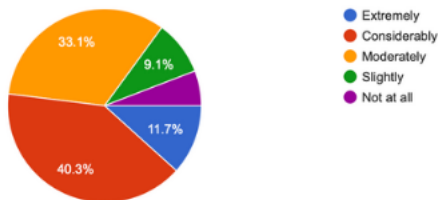
154 responses



How influential are health-oriented claims (such as low-calorie options, sugar-free alternatives, and reduced-fat ingredients) in your choice of coffee chain?

[Copy chart](#)

154 responses

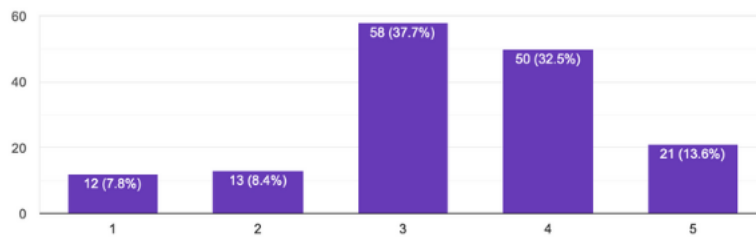


Questions Responses 163 Settings

How important is the availability of low-calorie or sugar-free options when choosing a coffee chain? (Please rate your answer on a scale of 1 to 5, where 1 is the lowest and 5 is the highest).

[Copy chart](#)

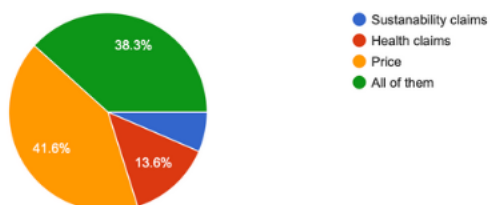
154 responses



Which factor influences your choice of coffee chain more?

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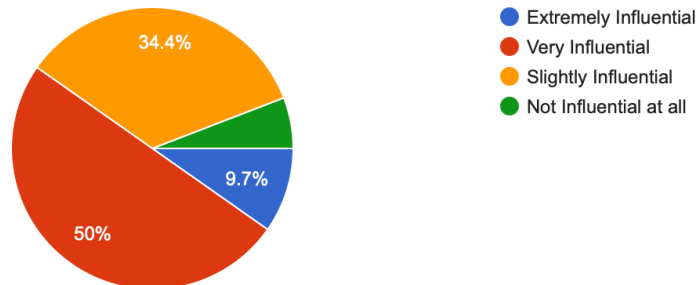
154 responses



How influential are third-party certifications (e.g., Organic, Fairtrade, Rainforest Alliance) in confirming the sustainability of a coffee chain?

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154 responses



SURVEY LINK & QR CODE

<https://docs.google.com/forms/d/e/1FAIpQLSfDzM3OBWa3SZJawILoInJmCpKHTIzmVzerNjdoRRYKliSyPw/viewform?usp=dialog>

