

Mapping 32 Years of Coffee Consumer Research: A Bibliometric and Thematic Synthesis

Jéssica Ferreira Helvécio¹ , Alexandre Henrique Silas Souza^{2*} ,
Fernanda Nunes Maciel¹ , Luiz Henrique de Barros Vilas Boas¹ 

¹Universidade Federal de Lavras/UFLA, Departamento de Administração e Economia/DAE, Lavras, MG, Brasil

²Universidade Federal de Lavras/UFLA, Departamento de Ciência dos Alimentos/DCA, Lavras, MG, Brasil

*Corresponding author: alexandrehenriquesilas@gmail.com

Editor: Samuel Pereira de Carvalho 

Received in October 8, 2025 and approved January 30, 2026

ABSTRACT

Consumer behavior studies related to coffee, in its various forms as a product—whether as beans, ground, or as a beverage—have gained increasing attention in recent years. Both academically and practically, interest in coffee consumption and the complex dynamics shaping consumer choices has grown significantly. This study aims to map the evolution of scientific production on coffee consumer behavior, identify key trends, and highlight research gaps and contributions to the coffee sector's development and innovation. Using bibliometric analysis on data retrieved from the Scopus and Web of Science databases, this research reveals a growing academic and practical interest in coffee consumption, focusing on sensory preferences, marketing strategies, and cultural impacts. The co-citation analysis of authors and journals demonstrates the interconnectedness of various disciplines, emphasizing the importance of a multidisciplinary approach to understanding coffee consumer behavior. Results highlight the central role of sustainability, ethical consumption, and sensory attributes in shaping consumer perceptions and preferences. Additionally, this study outlines a future research agenda, calling for investigations into sensory quality, the influence of digital marketing, cultural and economic factors, and conscious consumption practices. A deeper understanding of consumer motivations and perceptions can guide more effective strategies, fostering sustainable innovations in the coffee sector to meet evolving global demands.

Key words: Consumer behavior; coffee marketing; sustainability; sensory analysis.

1 INTRODUCTION

Coffee consumer behavior is a broad and significant field of study, particularly in the contemporary context. Beyond being a key commodity for Brazil's economic development, coffee plays an important cultural role, forming part of the daily habits and rituals of many individuals (Martins, 2015). According to Bennett and Kassarian (1980), purchasing decisions have existed long before historical records, making sellers reliant on consumer choices and decisions. Over the years, consumer behavior has become increasingly complex.

Sustainability has become a central driver in the coffee market, particularly due to the growing demand for exports. Samoggia and Ridiel (2018) identify the coffee industry as a pioneer in implementing certifications and adopting sustainable practices, which have increasingly drawn the attention of researchers studying consumer behavior (Sörqvist et al., 2013; Golding & Peattie, 2005; Andorfer & Liebe, 2015; Lee, Bonn, & Cho, 2015).

Beyond sustainability, consumers consider a range of other attributes when making purchasing decisions. According to Samoggia and Ridiel (2018), seven key factors influence consumption behavior: sustainability labeling, organic certification, fair trade, country of origin, coffee type, intrinsic attributes, and extrinsic attributes. These elements underscore a growing consumer interest in transparency regarding the

origin and processing of coffee. As defined by Nassif et al. (2005), intrinsic attributes refer to sensory characteristics such as taste, aroma, color, appearance, and consistency, while extrinsic attributes relate to contextual and perceptual elements, including the consumption environment, packaging, branding, and country of origin—all of which shape consumer perception and decision-making.

Bennett and Kassarian (1980) argue that changing consumer behavior exerts pressure to adopt methods that meet new standards. This has sparked debates on consumer-oriented marketing strategies, emphasizing the need to satisfy consumer needs amidst expanding options for goods and services.

In the case of coffee, it is crucial to consider the transformation process from ground or whole beans to the final beverage. This chain is complex, involving multiple stages from cultivation and commercialization to the end consumer (Martins, 2015). Regarding coffee consumption as a beverage, data from the Brazilian Coffee Industry Association (ABIC, 2023) reveal that, during the 2022/2023 period, the United States was the largest coffee consumer, followed by Brazil, which recorded a 1.64% increase compared to the same period in the previous year.

Given the importance of this product, it is essential to examine and integrate the literature on coffee consumer behavior over time. Previous studies have approached coffee consumption from relatively fragmented perspectives, such

as sensory evaluation and flavor preference, packaging, branding and other marketing strategies, sustainability and ethical certifications, and health-related claims, often with limited dialogue across these domains. From a theoretical standpoint, this fragmentation has hindered the consolidation of a comprehensive framework for understanding how intrinsic (sensory and quality-related) and extrinsic (symbolic, ethical, and contextual) attributes jointly shape coffee-related attitudes and behaviors. Although individual studies draw on diverse lenses—such as attitude and intention models, value-based approaches, cue utilization and signaling theories, and sustainability-oriented frameworks—there is still no systematic overview of how these perspectives connect, overlap, or leave blind spots in the explanation of coffee consumer behavior.

In this context, a bibliometric review offers a systematic way to map the intellectual structure of the field, revealing its main theoretical streams, core constructs, and patterns of influence among authors, institutions, and journals. By combining performance indicators with science-mapping techniques, it becomes possible to identify which theories and concepts dominate the literature, which intersections between sensory, marketing, and sustainability perspectives have been explored, and where important conceptual gaps remain. Thus, the review does not only organize prior empirical findings but also contributes to the refinement of the conceptual framework of coffee consumer behavior and to the generation of new knowledge by highlighting underdeveloped or emerging theoretical connections.

Therefore, this study aims to conduct a bibliometric review to map the evolution of scientific production on coffee consumer behavior. It also seeks to identify key trends, research gaps, and contributions of these studies to the development and innovation in the coffee sector. The specific objectives are to: (I) analyze the temporal distribution of publications on coffee consumer behavior; (II) map the leading authors and institutions in this field globally; (III) identify the key publication sources on this topic; (IV) examine co-authorship and collaboration networks among researchers; and (V) analyze the most frequent keywords to identify emerging themes, trends, and research gaps, thereby guiding future research and promoting greater integration among sensory, marketing, and sustainability perspectives within a more coherent theoretical landscape.

1.1 Theoretical Framework

1.2.1 Consumer Behavior Theory

Consumer behavior theory can be understood as a field of study dedicated to analyzing consumer activities. As research on this topic has progressed, its scope has also expanded. Initially, the focus was primarily on purchasing

behavior, aiming to understand the factors that motivate purchase decisions. However, in recent years, researchers and professionals have shifted their attention to the act of consumption itself, exploring both the motives and forms of consumption, as well as the factors influencing purchase decisions. Thus, the study of consumer behavior goes beyond purchasing behavior, encompassing issues that arise after the acquisition of a product or service (Miniard, Engel, & Blackwell, 2000).

As pointed out by Kotler and Keller (2018), consumer behavior is shaped by a wide range of factors, including cultural, social, personal, and psychological elements. Cultural influences encompass aspects such as culture, subculture, and social class, which are further shaped by family, institutions significant to the individual, nationality, religion, ethnic groups, regional identity, and socioeconomic status. Social factors include reference groups, family dynamics, social roles, and societal status. Psychological factors, in turn, involve motivation, perception, learning, and memory. Motivation stems from consumers' needs and interests, reflecting their lifestyle choices and goals. Perception relates to how consumers process exposure, attention, and interpretation of information. Learning is associated with behavioral changes induced by experience, while memory pertains to the retention of information and experiences, whether short- or long-term (Hawkins et al., 2007; Kotler & Keller, 2018).

In the context of coffee, these general principles translate into specific consumption patterns. Cultural and subcultural influences are expressed in national coffee traditions, regional preparation methods, and the symbolic role of coffee in daily routines and social rituals. The emergence and diffusion of coffee shops have democratized access to specialty coffees, creating a new market niche in which consumers increasingly seek sensory, social, and physiological experiences associated with high-quality coffee. Sensory analysis, often used as a central method in coffee research and practice, provides parameters and information regarding consumer preferences for intrinsic attributes such as color, aroma, and flavor, which interact with extrinsic cues such as packaging design, brand image, country of origin, and certification claims. Recent qualitative work on specialty coffee has shown how sensorially oriented experiences are embedded in broader regimes of attention and commercial engagement, highlighting the entanglement between sensory practices, market devices, and consumption relations (Perrut, 2024).

Studying consumer behavior therefore provides a means to investigate and analyze the factors influencing consumers' perception, acceptance, motivation, purchase intention, and attitudes toward specific products such as coffee. These insights aid in understanding consumer needs and desires, enabling greater precision in the development of new products and in the marketing strategies implemented by

companies (Banov, 2017). In coffee markets, these strategies increasingly integrate intrinsic quality cues (e.g., flavor profiles, roasting level, origins) with extrinsic elements (e.g., sustainability certifications, fair-trade and organic labels, storytelling about producers and territories, and, more recently, digital touchpoints), reinforcing the complexity of consumer decision processes.

Several studies and reviews have synthesized determinants of coffee consumption and purchasing behavior, with particular emphasis on attributes such as sustainability labeling, organic certification, fair trade, country of origin, coffee type, and intrinsic and extrinsic cues (Samoggia & Riedel, 2018). However, these contributions have generally adopted narrative or systematic perspectives focused on specific periods, themes, or market segments, without mapping the long-term evolution of the field, its intellectual structure, or the connections among different theoretical approaches.

There are no recent literature reviews that systematically trace the historical development of research on coffee consumer behavior using bibliometric and science-mapping techniques. This lack of longitudinal, theory-oriented synthesis limits our understanding of how diverse frameworks—such as attitude and intention models, value-based and signaling approaches, sensory and cue-utilization theories, and sustainability-oriented perspectives—have been mobilized, combined, or left underexplored over time. The present bibliometric review addresses this gap by organizing and integrating accumulated knowledge, identifying convergences and blind spots, and thus contributing to the refinement and advancement of the conceptual foundations of coffee consumer behavior.

2 MATERIAL AND METHODS

This study adopts a quantitative approach, which, as noted by Silva et al. (2014), involves the collection

and analysis of numerical data to objectively investigate phenomena and minimize subjectivity. This methodological design enhances the replicability and reliability of results, contributing to more robust conclusions. Additionally, the research is classified as descriptive, as it seeks to characterize a specific phenomenon or population without establishing causal relationships, offering a comprehensive overview of the subject under investigation (Silva et al., 2014). The methodological foundation is bibliometrics, defined by Araújo (2006) as a quantitative and statistical technique used to measure the production and dissemination of scientific knowledge.

Thus, the data will be obtained through a review of the existing literature and quantitatively analyzed using bibliometric techniques to answer the following question: How has scientific production on consumer behavior regarding coffee consumption evolved over time?

The research protocol is based on Prado et al. (2016), which follows a six-step framework for conducting bibliometric research: defining the analysis objective and selecting the scientific database; conducting search procedures; collecting and organizing data; analyzing scientific production; and analyzing co-citation networks. This framework ensures scientific rigor throughout the development of this study (see Table 1: Proposed research framework).

Searches were conducted in two databases: Scopus and Web of Science (WoS), chosen for their relevance and credibility. According to Costa, Silva, and Assunção (2024), these two databases are among the primary resources used in academic research. Scopus, launched in 2004, contains over 91 million records and is considered the largest citation database in the world, while WoS, launched in 1964, has more than 74 million records and is regarded as one of the oldest and most prestigious databases globally. They further recommend that researchers use both databases complementarily, as was done in this study.

Table 1: Proposed research framework.

Stages	Description
Selection of the object of analysis and scientific database	a) Selection of scientific databases for the searches; b) Definition of terms representing the field.
Search procedures	a) Define search terms to locate journals; b) Define operators for advanced searches; c) Apply search filters.
Data collection and organization	a) Define the bibliometric analysis software; b) Download references in compatible and spreadsheet formats; c) Create a flowchart of the inclusion process; d) Import files into the bibliometric software.
Analysis of scientific production	a) Analyze the temporal distribution of selected publications; b) Analyze citations of selected articles; c) Identify journals with the most publications; d) Analyze countries of selected articles.
Co-citation network analysis	a) Analyze co-citation networks of the most cited articles; b) Analyze co-citation networks of the most cited journals.
Future research agenda	a) Present key topics and gaps for future studies.

The search strings were designed to capture studies related to coffee consumer behavior, using operators and codes specific to each database. To broaden the search results, the terms consumer and behavior were written with an asterisk wildcard (), allowing the retrieval of different variants such as consumer, consumers, behavior and behaviors. In the Web of Science database, the following search string was applied: TS=(consumer_behavior) AND TS=(coffee). For Scopus, the search string used was: TITLE-ABS-KEY(consumer*_behavior) AND TITLE-ABS-KEY(coffee). The searches were conducted on multiple days between September and October 2024, ensuring the reproducibility of the retrieval process.

The research was conducted between September and October 2024. In addition to using search strings, the results were filtered by document type, including only “ARTICLE” and “REVIEW ARTICLE.” Editorial materials, books, book chapters, analyses, letters, commentaries, and other document types were excluded. No further delimiters, such as publication year or subject area, were applied to maintain the scope and interdisciplinarity of the topic.

As a result, the Web of Science database returned 413 records and Scopus returned 210. The bibliographic management software Zotero was used to merge the results from both databases, yielding a total of 623 articles, of which 108 duplicates were removed. The remaining records were exported to an Excel file, where the researcher conducted a detailed screening of all titles and abstracts. During this manual screening stage, 172 articles were excluded for not addressing the core topic of coffee consumer behavior, including studies focused exclusively on agronomic, sensory, chemical, or technological aspects of coffee, as well as those dealing only with caffeine rather than the coffee beverage,

without any link to consumer behaviors, perceptions, or decision-making (Figure 1).

After evaluating and selecting the files, 343 articles remained and were included as the database for this research, all aligned with the study’s theme. These 343 articles were imported into RStudio and analyzed with the Bibliometrix package to obtain descriptive performance indicators (annual growth of publications, most productive journals, authors, countries, and most cited documents).

For science mapping, co-citation, co-authorship, and keyword co-occurrence networks were first pre-processed in Bibliometrix and then visualized in VOSviewer. To reduce noise and improve readability, we applied inclusion thresholds in all network analyses: only cited references and sources with at least 20 citations, authors and countries with at least 5 documents or 5 citations, and keywords occurring in at least 5 articles were retained in the final maps.

3 RESULTS

This study analyzes 343 articles published between 1992 and 2024, covering 32 years and showing an average annual growth rate of 9.45%. The temporal evolution can be interpreted in four phases (Figure 2). Phase 1 (1992–2006) corresponds to an emergence stage with very low output: the first records appear in 1992 with two articles, “A Simultaneous-Equations Model of Coffee Brand Pricing and Advertising” (Nelson, Siegfried, & Howell, 1992) and “Ethnicity and Consumer Product Evaluation: A Cross-Cultural Comparison of Korean Immigrants and Americans” (Lee & Ro Um, 1992), followed by only one article in 1994 and fewer than four publications per year from 1995 to 2006.

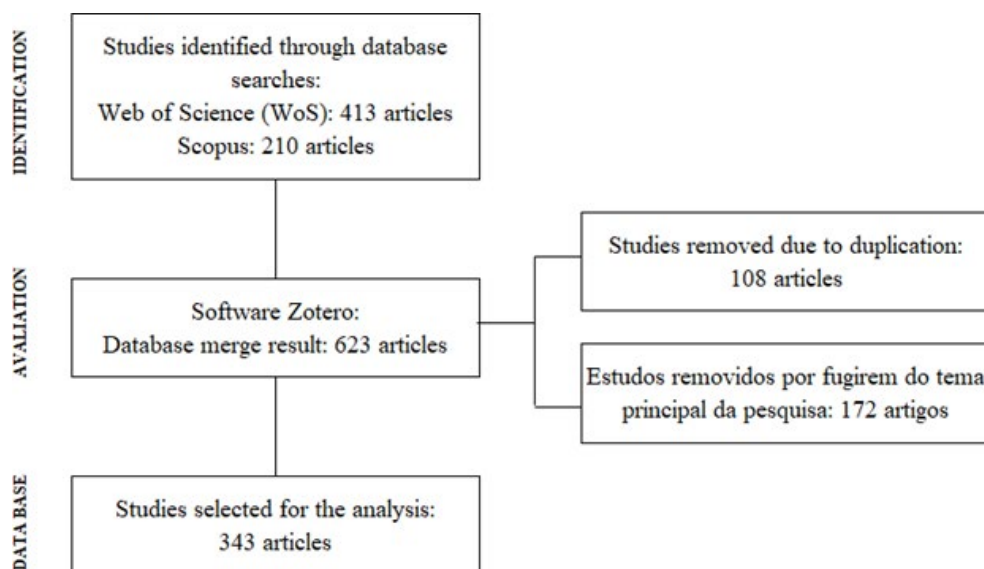


Figure 1: Flowchart – Selection of Articles for Analysis.

Phase 2 (2007–2008) represents a transition stage, with six articles published per year. Phase 3 (2009–2021) is a period of rapid expansion, characterized by double-digit publication volumes every year and a peak of 49 articles in 2021. Finally, Phase 4 (2022–2024) suggests a stabilization at a high level of scientific activity, with annual output remaining in the same order of magnitude; 2024, still partial at the time of data collection, already totals 36 publications.

This temporal trajectory directly addresses objective (I), indicating how coffee consumer behavior has evolved from a marginal topic into a consolidated research field. The gradual shift from sporadic publications to sustained annual growth reflects broader global interest in coffee as a vehicle for studying issues such as quality, sustainability, and changing lifestyles in consumption.

Table 2 lists the most cited articles across the indexing databases. After deduplication, nine unique titles remain among the top-cited set. The leading article is De Pelsmacker et al. (2005), with 860 Web of Science citations. By examining consumers' willingness to pay for fair-trade coffee, this study positioned ethical concerns, sustainability claims, and price premiums as central themes in coffee purchasing behavior.

Wertenbroch (1998) is also highly cited (605 in WoS; 566 in Scopus); although not focused exclusively on coffee, its analysis of self-control and quantity rationing for vice and virtue goods has influenced subsequent research on indulgence, pricing strategies, and portion size in coffee consumption contexts. Bray, Johns and Kilburn (2011) appears as another top entry in WoS among

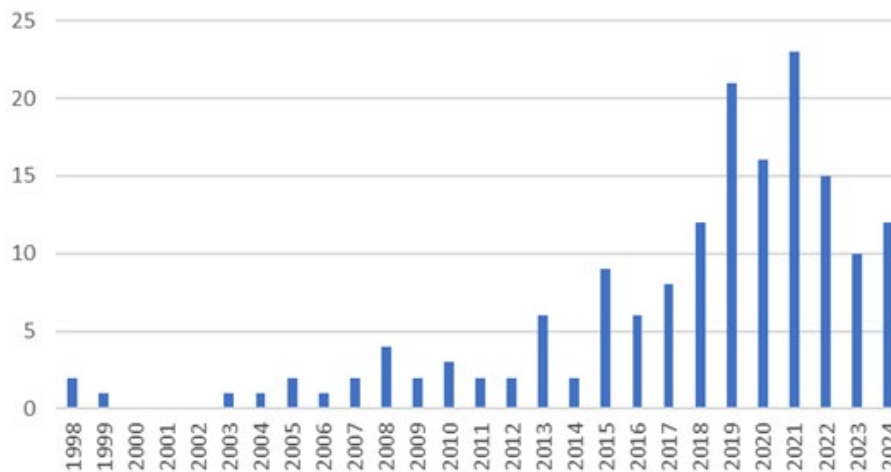


Figure 2: Evolution of the Annual Volume of Publications in the Sample.

Table 2: Most cited articles in the sample.

Title	Authors	Journal	Year	DOI	Citations (WoS)	Citations (Scopus)
Do consumers care about ethics? Willingness to pay for fair-trade coffee	De Pelsmacker, P.; Driesen, L.; Rayp, G.	Journal of Consumer Affairs	2005	10.1111/j.1745-6606.2005.00019.x	860	958
Consumption self-control by rationing purchase quantities of virtue and vice	Wertenbroch, K.	Marketing Science	1998	10.1287/mksc.17.4.317	605	566
An Exploratory Study into the Factors Impeding Ethical Consumption	Bray, J.; Johns, N.; Kilburn, D.	Journal of Business Ethics	2011	10.1007/s10551-010-0640-9	582	640
Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships	Fournier, S.; Yao, J.L.	International Journal of Research in Marketing	1997	10.1016/S0167-8116(97)00021-9	371	385
A comparative analysis of reference price models	Briesch, R.A.; Krishnamurthi, L.; Mazumdar, T.; Raj, S.P.	Journal of Consumer Research	1997	10.1086/209505	318	329

the most cited and contributes to the development of a broader stream on ethical and environmentally responsible consumer decision-making, which has been frequently applied to coffee as a sustainability-sensitive product category.

Together, these highly cited works help to delineate the main conceptual lenses that have influenced research on coffee consumer behavior and related topics, such as ethical consumption, pricing, and brand relationships. In this way, they contribute to objective (II) by revealing which theoretical and empirical contributions have become central reference points in the field.

Table 3 presents the journals with the largest number of publications in the sample: Sustainability (n=29), British Food Journal (n=21), Food Research International (n=15), Food Quality and Preference (n=11), and Journal of Food Science (n=10). These findings respond to objective (III) by identifying the core publication outlets where research on

coffee consumer behavior is concentrated. They also show how different disciplinary communities – including food science, sensory and consumer research, and sustainability and marketing journals – structure the global debate on coffee consumption and shape the diffusion of concepts and methods in this area.

Figure 3 displays the geographical distribution of research on coffee consumer behavior as a heat map. The top 10 countries by publication volume are the United States with 177 publications, South Korea with 94, Brazil with 84, China with 64, the United Kingdom with 53, Germany with 45, Indonesia and Spain both with 39, Australia with 29, and Canada with 28.

Figure 4 displays the country co-authorship network, in which the United States acts as a central node connected to multiple countries. The analysis identifies five main clusters of international collaboration, with notable roles for South Korea, Germany, Brazil, and China.

Table 3: Most relevant journals in the sample.

Journal	Articles	ISSN	International Qualis	JIF (2023)	JCI (2023)	Publisher	Region	Frequency
Sustainability	29	2297-6477	Q2	3.3	0.68	MDPI	Switzerland	24 issues/year
British Food Journal	21	0007-070X	Q1	3.4	1.04	Emerald Publishing Ltd.	UK	11 issues/year
Food Research International	15	0963-9969	Q1	7.0	1.51	Elsevier	USA	12 issues/year
Food Quality and Preference	11	0950-3293	Q1	4.9	1.18	Elsevier Sci Ltd	UK	8 issues/year
Journal of Food Science	10	0022-1147	Q2	3.2	0.74	Wiley	USA	12 issues/year

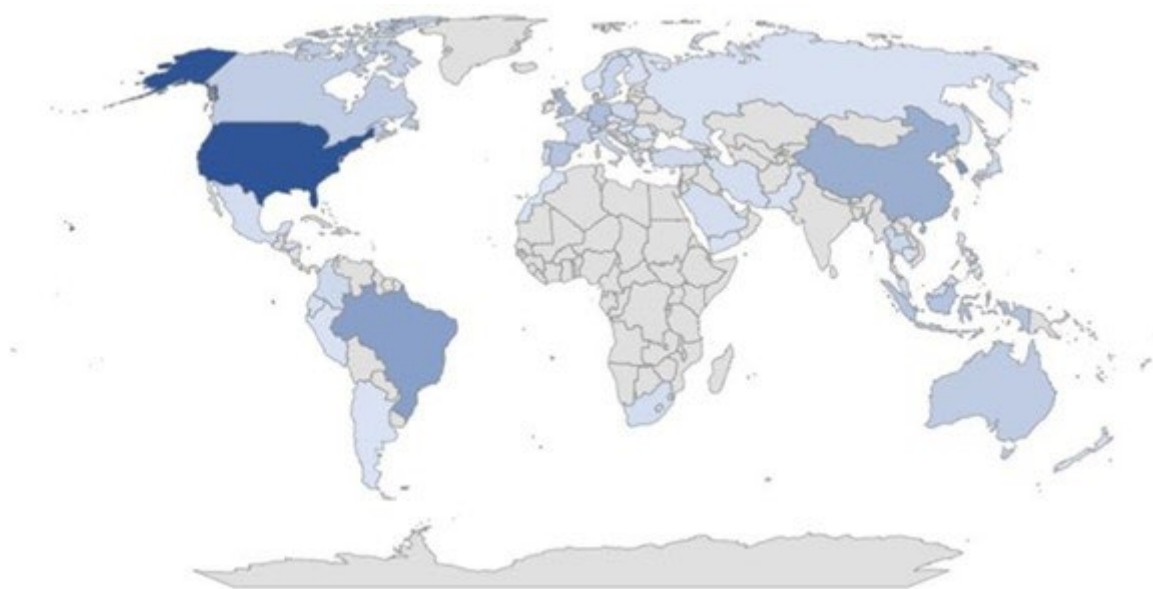


Figure 3: Heatmap of the countries with the highest number of publications in the selected sample.

Taken together, the publication heat map and the country co-authorship network address objective (II) by clarifying the global dynamics of research on coffee consumption. The concentration of output in a limited set of countries, combined with the presence of central collaboration hubs such as the United States, South Korea, Brazil, Germany, and China, shows how knowledge on coffee consumer behavior is produced, circulated, and shared across producing and consuming nations.

Figure 5 shows the document co-citation network organized in thematic clusters. A prominent blue cluster is led by works of Samoggia and Riedel (2018) focusing on consumption, health, and sustainability. A red cluster includes authors such as Chambers and Williams, emphasizing sensory quality and consumer behavior. A green cluster gathers studies on multivariate/statistical methodologies in sensory and consumer research, featuring Bichiou and Leitão.

Figure 6 presents the keyword network. The central node “coffee” links to “sustainability,” “fair trade,” and “perception” (blue cluster). The red cluster centers on “consumer behavior,” connecting to “brand loyalty,” “service

quality,” and “satisfaction.” The yellow cluster groups “fair trade,” “ethical consumption,” and “theory of planned behavior.” The green cluster aggregates “organic coffee” and “corporate social responsibility.”

These science-mapping results contribute to objective (V) by revealing how key themes – such as sensory quality, sustainability and ethical consumption, and marketing and loyalty – are interconnected in the literature. They also highlight how these thematic clusters cut across journals and countries, helping to explain the global organization of research agendas on coffee consumer behavior and to identify underexplored intersections for future studies.

Figure 7 shows the author co-authorship network, highlighting Guinard, Jean-Xavier and Ristenpart, William D. as central nodes. The red cluster (e.g., Thompson, Ashlyn N.; Han, Juliet) aligns with marketing dynamics and sensory preferences. The blue cluster (e.g., Cotter, Andrew; Frost, Scott C.) emphasizes sustainability and innovation in the coffee chain. A green cluster connected to the blue suggests continuity around sensory quality and economic implications.

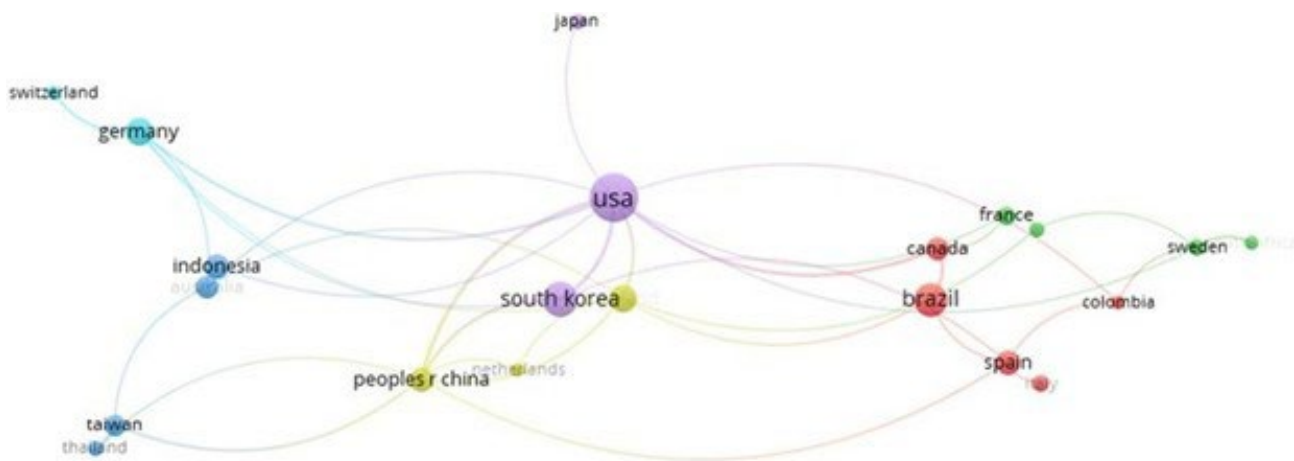


Figure 4: Co-authorship network of countries in the sample.

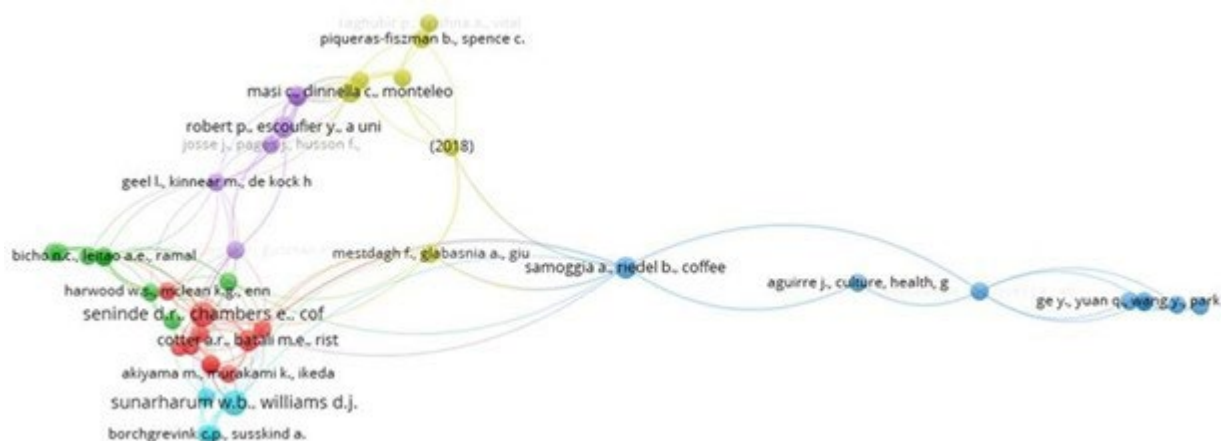


Figure 5: Co-citation network of documents.

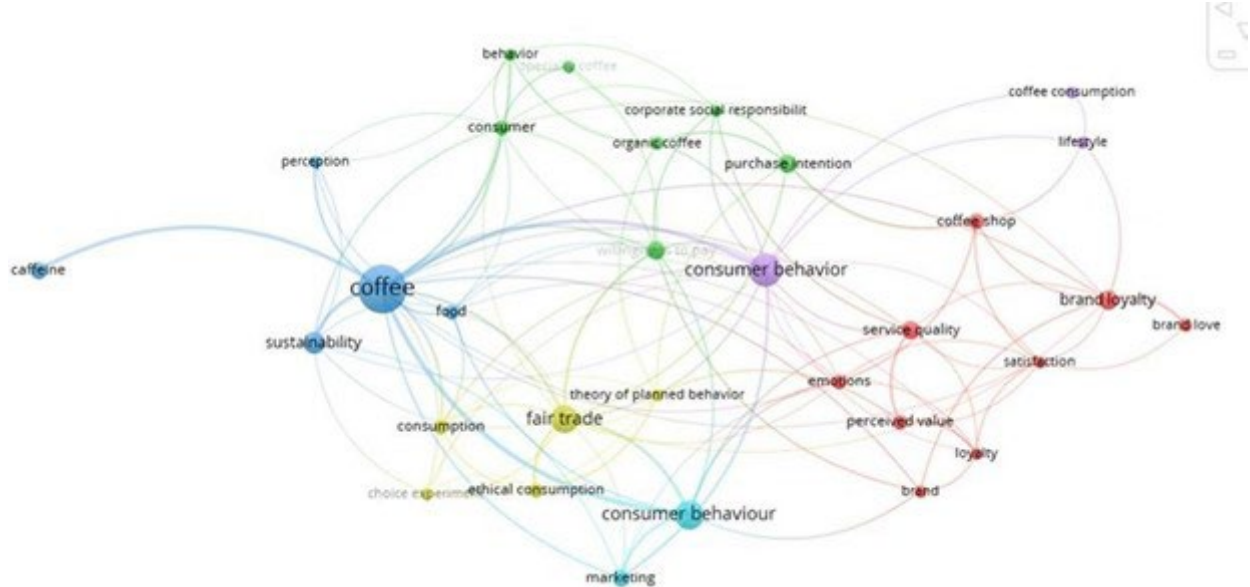


Figure 6: Keyword network of the sample.

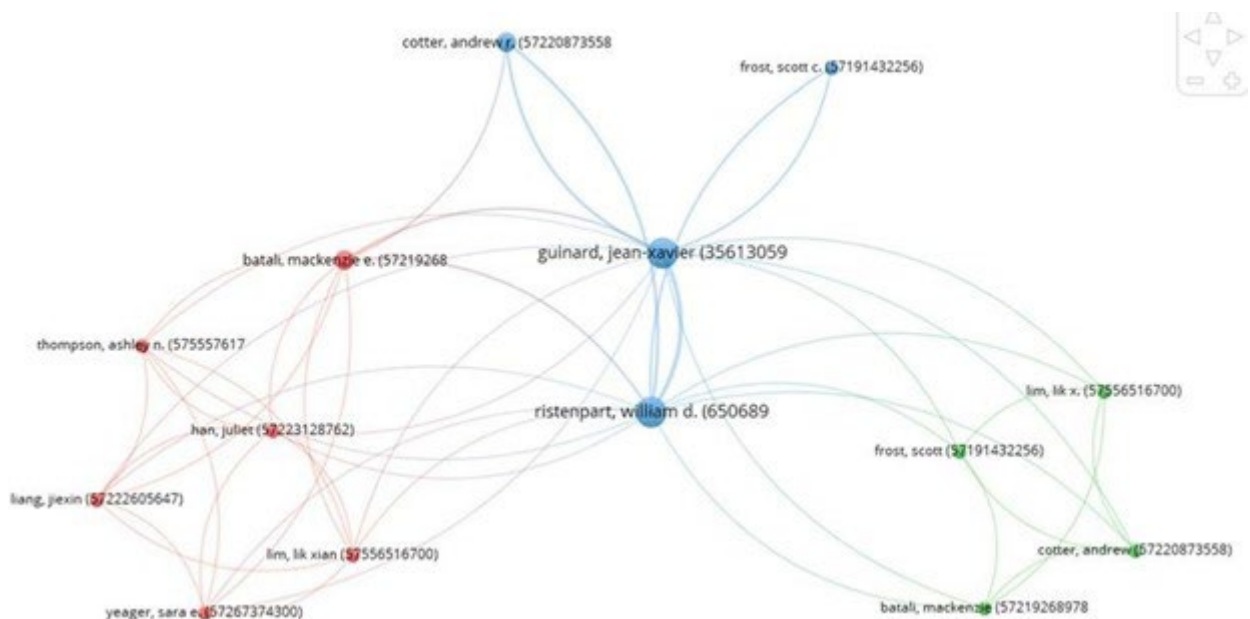


Figure 7: Co-authorship network of authors in the sample.

This author-level collaboration map directly addresses objective (IV), showing how central research groups connect different thematic clusters and regional contexts. These patterns indicate that advances in the field are driven by interdisciplinary and international collaborations that integrate sensory, marketing, and sustainability perspectives in the study of coffee consumer behavior.

4 DISCUSSION

The temporal trajectory (1992–2024) The temporal trajectory (1992–2024) shows a field that matured slowly

through the 1990s, then accelerated after 2007, peaking in 2021. Beyond the structural growth of coffee research, this surge aligns with industry shifts catalyzed by COVID-19 and with a broadening focus on sustainable/ethical coffee across the value chain. Even with 2024 being a partial year, output already ranks second by volume, suggesting continued momentum.

Journal patterns reinforce the domain’s interdisciplinarity and also reveal a useful “volume versus impact” contrast. Sustainability leads in article count (n=29), signaling the salience of environmental/ethical issues; British Food Journal bridges business/marketing; Food Research

International carries the highest impact (JIF 7.0), anchoring the more technical food-science agenda; Food Quality and Preference and Journal of Food Science sustain the sensory/quality lens. Together, the five leading outlets represent 25% of the sample and span public administration, business/marketing, and tourism—evidence that state-of-the-art syntheses should weigh journal quality and editorial scope, not only raw counts.

Geographically, the United States functions as a global hub in the country co-authorship network, but two features deserve emphasis: South Korea's high publication volume (2nd overall) and the presence of Indonesia in the top-10. South Korea's prominence reflects the rise of East Asian specialty coffee cultures, where dense café networks, strong digital engagement, and an emphasis on experience and design have turned coffee into a key lens for studying lifestyle, branding, and premiumization (Curran et al., 2025).

Indonesia's position, in turn, signals growing interest in consumer behavior within producing countries, where issues such as origin, farmer livelihoods, and sustainability practices intersect with domestic market development (Ashardiono & Trihartono, 2024). These patterns indicate that research on coffee consumption is no longer concentrated only in traditional Western markets, but increasingly shaped by emerging Asian consumer and producer contexts. Brazil's ties to Spain, France, and Canada highlight the value of producer-side perspectives in consumer research, while the network as a whole resolves into five collaboration clusters, consistent with the idea that producer–consumer partnerships accelerate method transfer, sustainability practices, and market-aligned innovation.

The document co-citation structure maps onto three thematic pillars: (i) consumption/health/sustainability (blue cluster), (ii) sensory quality and consumer behavior (red), and (iii) multivariate/statistical methods (green). This configuration explains why the field can simultaneously interrogate willingness to pay for ethical attributes and the sensory underpinnings of preference, grounded in increasingly robust analytics.

The keyword network triangulates these results: “coffee” connects to “sustainability/fair trade/perception”; “consumer behavior” links to brand loyalty, service quality, satisfaction; TPB and ethical consumption sit alongside organic coffee and CSR. In practical terms, this backbone shows how ethical narratives, perceived value/loyalty mechanisms, and sensory signals jointly structure research questions and managerial levers in coffee.

Alignment with the most-cited articles is instructive. De Pelsmacker et al. (2005) on fair-trade WTP and Wertenbroch (1998) on self-control/virtue-vice dynamics mirror the dual emphasis on ethics and decision processes found in your networks—evidence that the field's intellectual “anchors” still guide contemporary agenda-setting.

Author co-citation further clarifies integration points. Central figures such as Guinard and Ristenpart bridge sensory analysis, coffee quality, and consumer behavior, while adjacent clusters split between marketing dynamics and sensory preferences on one side and sustainability and innovation on the other, with a green bridge capturing work at the sensory–economic interface. This configuration is consistent with recent empirical evidence showing that sustainability certifications, fair-trade and organic labeling, and farm-level traceability systems can enhance perceived quality and justify price premiums when combined with clearly communicated sensory benefits.

Policy initiatives and private standards that foreground both ethical credentials and flavor narratives further reinforce these linkages in the marketplace. Taken together, this pattern suggests that the most fruitful advances will continue to come from collaborations that translate sensory and quality signals, along with ethical and environmental claims, into perceived value and purchase decisions across different consumption contexts.

Extending the interdisciplinary perspective, the field increasingly integrates sensory quality, sustainability/ethics, marketing/loyalty, and cultural–economic lenses through the very bridges observed in co-authorship and journal networks. This convergence helps explain consumption dynamics more holistically and supports cumulative theory-building across subfields.

Methodologically, combining bibliometric mapping with thematic content analysis adds explanatory power by exposing underexplored intersections—most notably, how sensory experience and sustainability narratives co-produce perceived value and shape decision processes. For example, Lange et al. (2015) showed that Fairtrade label information and in-home sensory exposure to regular and Fairtrade coffees jointly influenced liking and willingness to pay, illustrating how intrinsic sensory profiles and ethical signals interact in consumer evaluations and purchase intentions.

Managerially, two alignment fronts emerge. First, embed sustainability and innovation credibly across the value chain (traceability, certifications, responsible sourcing) and translate them into clear, trustworthy labels and messages. Second, pair sensory differentiation (roast level, flavor notes, brewing guidance) with channel-specific storytelling across physical and digital touchpoints, tailoring content to segments and occasions.

Finally, the mapped agenda highlights priority gaps: (i) portion norms and sizing as moderators of value and consumption; (ii) sensory marketing influences across environments (pack, shelf, e-commerce); (iii) demographic specificity, notably millennials and emerging cohorts; (iv) the digital consumer journey from search to post-purchase; (v) immersive technologies (AR/VR) for experience design; and (vi) the long-term loyalty effects of ethical certifications.

Together, these themes offer a theoretically grounded roadmap for advancing coffee consumer research: gaps (i) and (ii) refine value and cue-utilization models by clarifying how quantity and multisensory signals shape evaluation and choice; gap (iii) updates segmentation and generational-cohort perspectives by testing whether established drivers of coffee preference hold across age groups; gaps (iv) and (v) connect technology-acceptance and experiential marketing theories to the specific dynamics of omnichannel coffee consumption; and gap (vi) extends signaling and relationship-marketing frameworks by examining how sustainability and fairness claims translate into enduring trust and loyalty. Rather than merely listing empirical opportunities, this agenda specifies how future studies can build and integrate conceptual models of coffee consumer behavior.

In sum, the field is expanding quantitatively and converging thematically around three pillars—sensory quality, sustainability/ethics, and marketing/loyalty—woven together by collaborative networks and increasingly sophisticated methods.

5 CONCLUSIONS

Over 32 years, research on coffee consumer behavior has converged around three pillars: sensory quality, sustainability and ethics, and marketing and loyalty, demonstrating their joint influence on consumption decisions. The study organizes fragmented literature into a coherent framework while identifying gaps such as digital journeys and demographic specificity. Despite database and methodological limitations, it advances theoretical integration and highlights opportunities for future research and more aligned, effective market strategies.

6 AUTHORS CONTRIBUTION

Conceptual idea: Helvécio, J.F.; Silas Souza, A.H.; Boas, L.H.B.V.; Methodology design: Helvécio, J.F.; Silas Souza, A.H.; Boas, L.H.B.V.; Data collection: Helvécio, J.F.; Silas Souza, A.H.; Data analysis and interpretation: Helvécio, J.F.; Silas Souza, A.H.; Boas, L.H.B.V.; Writing and editing: Helvécio, J.F.; Silas Souza, A.H.; Boas, L.H.B.V.

7 DATA AVAILABILITY STATEMENT

Data available upon request to authors

8 REFERENCES

- Associação Brasileira da Indústria de Café - ABIC. (2023). *Indicadores da indústria de café no Brasil: relatório anual 2023*. São Paulo: ABIC. Available in: <<https://www.abic.com.br>>.
- Andorfer, V. A., & Liebe, U. (2015). Do information, price, or morals influence ethical consumption? A natural field experiment and customer survey on the purchase of Fair Trade coffee. *Social Science Research*, 52:330-350.
- Araújo, C. A. A. (2006). Bibliometria: evolução histórica e questões atuais. *Em Questão*, 12(1):11-32.
- Ashardiono, F., & Trihartono, A. (2024). Optimizing the potential of Indonesian coffee: A dual market approach. *Cogent Social Sciences*, 10:2340206.
- Banov, M. R. (2017). *Comportamento do consumidor: vencendo desafios*. São Paulo: Cengage Learning.
- Bennett, P. D., & Kassarian, H. H. (1980). *O comportamento do consumidor*. São Paulo: Atlas.
- Bray, J., Johns, N., & Kilburn, D. (2011). An exploratory study into the factors impeding ethical consumption. *Journal of Business Ethics*, 98:597-608.
- Briesch, R. A. et al. (1997). A comparative analysis of reference price models. *Journal of Consumer Research*, 24(2):202-214.
- Costa, D., Silva, G. J. C., & Assunção, M. A. (2024). Scopus vs. Web of Science: uma avaliação comparativa das principais bases de dados para a pesquisa acadêmica. *Cadernos do FNDE*, 4:e0982.
- Curran, N. M. et al. (2025). Standing out and fitting in: Korean coffee entrepreneurs' strategies for survival. *Food, Culture & Society*, 28(3):573-592.
- De Pelsmacker, P. et al. (2005). Do consumers care about ethics? Willingness to pay for fair-trade coffee. *Journal of Consumer Affairs*, 39(2):363-385.
- Fournier, S., & Yao, J. L. (1997). Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships. *International Journal of Research in Marketing*, 14(5):451-472.
- Golding, K., & Peattie, K. (2005). In search of a golden blend: Perspectives on the marketing of fair trade coffee. *Sustainable Development*, 13(3):154-165.
- Hawkins, D. I. et al. (2007). *Comportamento do consumidor – Construindo a estratégia de marketing*. (10ed) Rio de Janeiro: Campus.
- Kotler, P., & Keller, K. L. (2018). *Administração de marketing*. (15ed). São Paulo: Pearson Education do Brasil.

- Lange, C. et al. (2015). Impact of information and in-home sensory exposure on liking and willingness to pay: The beginning of Fairtrade labeled coffee in France. *Food Research International*, 76:317-324.
- Lee, K. H., Bonn, M. A., & Cho, M. (2015). Consumer motives for purchasing organic coffee: The moderating effects of ethical concern and price sensitivity. *International Journal of Contemporary Hospitality Management*, 27(6):1157-1180.
- Lee, W. N., & Roum, K. H. (1992). Ethnicity and consumer product evaluation: A cross-cultural comparison of Korean immigrants and Americans. *Advances in Consumer Research*, 19:1.
- Martins, A. L. (2015). *História do café*. São Paulo: Editora Contexto.
- Miniard, P. W., Engel, J., & Blackwell, R. (2000). *Comportamento do consumidor*. Rio de Janeiro: LTC – Livros Técnicos e Científicos.
- Nassif, W. et al. (2005). The coffee shop influence on coffee consumption in the city of São Paulo. *Review of Business Management*, 7(19):21-35.
- Nelson, P., Siegfried, J., & Howell, J. (1992). A simultaneous equations model of coffee brand pricing and advertising. *The Review of Economics and Statistics*, 74(1):54-63,
- Prado, J. W. et al. (2016). Multivariate analysis of credit risk and bankruptcy research data: A bibliometric study involving different knowledge fields (1968–2014). *Scientometrics*, 106(3):1007-1029.
- Perrut, I. M. (2024). Uma “captura” comercial em forma de análise sensorial: Investigando o “regime de engajamento na atenção” nos marcos das relações de consumo de café especial. *Antropolítica - Revista Contemporânea de Antropologia*, 56(3):e58585.
- Samoggia, A., & Riedel, B. (2018). Coffee consumption and purchasing behavior review: Insights for further research. *Appetite*, 129:70-81.
- Silva, D. et al. (2014). Pesquisa quantitativa: Elementos, paradigmas e definições. *Revista de Gestão e Secretariado – GeSec*, 5(1):1-18.
- Sörqvist, P. et al. (2013). Who needs cream and sugar when there is eco-labeling? Taste and willingness to pay for “eco-friendly” coffee. *PLoS ONE*, 8(12):e80719.
- Wertenbroch, K. (1998). Consumption self-control by rationing purchase quantities of virtue and vice. *Marketing Science*, 17(4):317-337.