



# Coffee Consumption and Industry Strategies in Brazil

Edited by Luciana Florêncio de Almeida  
and Eduardo Eugênio Spers

Series Editors: Alessio Cavicchi and Cristina Santini

# **COFFEE CONSUMPTION AND INDUSTRY STRATEGIES IN BRAZIL**

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Edited by

**LUCIANA FLORÊNCIO DE ALMEIDA**

**EDUARDO EUGÊNIO SPERS**



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## CHAPTER 15

# Does coffee origin matter? An analysis of consumer behavior based on regional and national origin

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### 15.1 A consumers' perspective of coffee origin

Until the 1980s, the coffee sector had little to no differentiation in product. However, due to the deregulation of the sector and increased demand for product diversification, there was an increase in differentiation regarding coffee attributes, including origin valorization (Kaplinski and Fitter, 2004; Lewin et al., 2004; Cunha and Saes, 2005; Chagas et al., 2009). Brazil is widely recognized for its large coffee production and its contribution to the supply of coffee worldwide. The country is responsible for more than 30% of the world's coffee production and is the largest coffee producer in the world (ICO, 2019). In 2018, coffee production in the country was up to 61 million 60 kg bags (CONAB, 2018). In 2017, exports of coffee from Brazil totaled US \$5.5 billion (SECEX, 2017). Brazilian coffee is increasingly recognized for its tradition and good quality. Nevertheless, little is known about how individuals process its origin and how this attribute influences coffee choices among consumers in Brazil.

Origin has become an important element in the value creation of agricultural products (Chagas et al., 2009). It refers to the place of production, processing, and/or preparation, and can be identified by the name of a farm, a city, a region, a country, etc. For example, consumers use country-of-origin (COO) as an attribute to evaluate products (Maheswaran, 1994; Moon and Jain, 2002; Usunier, 2006; Felzensztein and Dinnie, 2006; Gudero, 2009). Thus, their attitude toward a country affects their origin perception (Moon and Jain, 2002). Martin and Eroglu (1993) defined a country's image as "the total of all descriptive, inferential, and informational beliefs that an individual has regarding a particular country." These beliefs include political, economic,