



Master Thesis

To the topic:

„Consumer Views on Blockchain-enabled Sustainability Certification in Coffee“



Motivation

Understanding consumer perceptions and evaluations of sustainability certification is crucial for driving market acceptance and transparency of (advanced) certification processes. Consumers exhibit diverse motivations and barriers when interacting with sustainability certifications as well as with advanced technologies, often influenced by trust in sustainability certification, the underlying technology and individual perceptions of product quality. Consumer attitudes, perceived behavioural control, and environmental concerns shape the intention to purchase sustainably produced coffee and at what price level. Similarly, transparency, accountability, and information reliability play a crucial role in consumer intentions to adopt advanced sustainability certification solutions. Further, the real information requirements of consumers, particularly concerning product category-specific factors, are critical for enhancing perceived value of certifications, as various segments of consumers prioritize attributes based on their values and risk perceptions.

Goals

This master's thesis explores consumer perceptions of blockchain-enabled sustainability certification in the coffee sector, whilst addressing the methodological interest in applying AI-supported tools within academic research. A literature review to specify the theoretical model can be conducted using an AI-based scientific tool (e.g., Scite) and will serve as the foundation for developing a model based on an established theoretical framework, e.g., Theory of Planned Behaviour, Unified Theory of Acceptance or Use of Technology, or the Technology Acceptance Model. Based on the specified model, a questionnaire shall be developed, pre-tested and pilot tested, before transferring it into an online survey tool. The consumer study will be facilitated by a market research agency, to ensure timely receipt of the data. This research will examine how blockchain-enablement impacts consumers' trust in sustainability certification and willingness to pay, and what kind of information consumers require when evaluating sustainability labels on coffee. The data analysis will be carried out using Structural Equation Modelling (SEM) in R or Python.

We offer

- interdisciplinary work in the field of blockchain and sustainability
- Opportunity to work with high practical relevance
- Excellent working environment and intensive support

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