

## **Signaling Sustainability: The impact of sustainability-cues on consumer adoption of Amazon forest products**

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### **Resumo**

Co-created products and multi-stakeholder networks are crucial for ethical sourcing and traceability of rainforest products. This study explores how sustainability cues—sustainability labels, traceability QR codes, and co-creation labels—affect consumer intention to buy (ITB) and willingness to pay (WTP). While sustainability labels are well-researched, traceability systems and co-creation labels remain underexplored. Hypotheses suggest that traceability QR codes and co-creation labels outperform sustainability labels in boosting intention to buy and willingness to pay, with trust and sustainability perception as mediators. Moreover, consumer knowledge, values, and product complexity are moderators. An online experiment with 571 Brazilian participants revealed that sustainability cues did not directly affect ITB or WTP. However, trust and sustainability perception significantly mediated the effect of traceability QR code. Knowledge and values moderated consumer responses. These findings highlight traceability QR code and co-creation label's potential to engage less informed consumers and promote sustainable products.