

Good to the last drop – speciality coffee

More than 1.6 billion cups of coffee are consumed worldwide on a daily basis. Specialty coffee refers to gourmet coffee such as flat whites, cappuccinos, espressos and macchiatos which is “made from exceptional beans grown only in ideal coffee-producing climates. They tend to feature distinctive flavours, which are shaped by the unique characteristics of the soil that produces them”. The South African coffee industry has seen a move from instant coffee towards pure ground coffee: consumption of pure ground coffee (per person) has increased. Emerging market trends in specialty coffee consumption have resulted in a number of changes in consumption patterns, preferences and consumer behaviours.

A study was conducted by Kelsey van der Merwe, a [Master's](#) student in the [Department of Marketing Management](#), to determine the behavioural intentions of specialty coffee consumers in South Africa. The results revealed that attitude, subjective norms and perceived behavioural control are important predictors of behavioural intention. Of all of the influencing factors, perceived behavioural control was the most important influencer on specialty coffee consumption.

As marketers and practitioners should understand the consumer decision-making process to guide marketing efforts in the specialty coffee industry, some recommendations were made. South African coffee shops and suppliers need to focus on adapting their offering to better meet the needs of the changing specialty coffee consumer. To grow a coffee market into a relatively mature market, there is a need to capture younger consumers by using special marketing efforts specifically focused on their needs. A competitive advantage may be gained by specialty coffee shops if they adapt their offerings and aim to serve the market in a focused manner. This is especially important as specialty coffee consumers are willing to go the extra mile to consume good quality specialty coffee.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2011 with the [Department of Marketing Management](#) by Kelsey van der Merwe under the supervision of [Dr. T. Maree](#).