

Customer value traits – A coffee café study

With more than 1,6 billion cups consumed daily worldwide, it's understandable that coffee has become the preferred drink in many parts of the world. Subsequently, coffee cafés are opening more now than ever before. Rapid growth in any industry comes with its own challenges, and with increasing costs, remaining competitive is crucial. In such a competitive environment, not only is it necessary to have competitive prices but also to focus on increasing and retaining loyal customers, as this will undoubtedly have positive effects on overall revenue of potentially any coffee café.

A research study was conducted by Anthony Wingfield, a [Master's](#) student in the [Department of Marketing Management](#), to determine the relationship that customer shopping values, namely hedonic and utilitarian, have on satisfaction and loyalty towards a coffee café in South Africa. Data was obtained from 200 respondents through the use of a self-administered questionnaire within a specific coffee café.

The results of this study showed that both hedonic and utilitarian customer values play an important part in predicting customer satisfaction, however, hedonic customer values proved to hold a stronger relationship with customer satisfaction. On the other hand, utilitarian customer values showed to have a stronger relationship with loyalty. The findings of this study also revealed that customers who are satisfied with their experience and/or service offering are more likely to be loyal.

Owners and/or managers of such cafés should recognize and pursue means in which to improve on elements which appeal to both a customer's hedonic and utilitarian values. Thereby, ensuring customer satisfaction, which will in turn strengthen loyalty. This all positively impacts behavioural emotions, such as talking positively about one's experience, and ultimately revisiting the coffee café in future.

This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2018 with the [Department of Marketing Management](#) by Anthony Wingfield under the supervision of [Dr Tinashe Ndoro](#).