

## Coffee: Do we like it, or do we like the experience?



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Coffee is the second most consumed beverage in the world, after water, with more than 2.25 billion cups consumed daily. The coffee industry has exploded in recent years due to recent trends in coffee culture and coffee houses all over the world. This consumer behaviour can be explained by several things, but can it be due to consumers wanting to share a coffee consumption experience in search of an autotelic experience? An autotelic experience occurs when an experience itself is valued and what consumers seek, as opposed to the actual product or service associated with it.

Understanding why consumers choose to share a consumption experience of choice with other people will allow marketers to create a unique product or service offering that will be more meaningful to consumers. Although sharing is a phenomenon that has been under-researched, it is a consumer behaviour that takes place in daily interactions.

Lizelle Nagel, a [Master's](#) student, conducted a study under the supervision of Professor Liezl-Marié van der Westhuizen in the [Department of Marketing Management](#) to explore different intrinsic and extrinsic motivations to share in an autotelic experience.

Hedonic enjoyment has a positive relationship with a shared autotelic experience, and this indicates that the higher consumers' perceived level of pleasure associated with the activity is, the more they will perceive the activity as an autotelic experience. Furthermore, the study found a negative relationship between eudaimonia and a shared autotelic experience. This negative relationship can be explained by the nature of eudaimonia being self-centred, whereas an autotelic experience is centred around the experience. Therefore, the study argues that the more important a consumer's sense of self is, the less important the experience becomes. This study will enable marketers in practice to optimize their offerings to cater for a more meaningful experience for their customers.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2023 with the [Department of Marketing Management](#) by Lizelle Nagel under the supervision of [Prof Liezl-Marié van der Westhuizen](#).*