Coffee ecstasy: Unveiling the ingredients of customer delight in coffee shops.

Coffee is one of the most consumed beverages world-wide, with over 2.25 billion cups of coffee being consumed per day world-word. Even though there are some health benefits to drinking black coffee in moderation, an average consumer consumes 3 to 5 cups of coffee per day. While in South Africa the average consumer has approximately 3.4 cups of coffee per day, with majority consuming their first cup before 8am, its then not surprising that in South Africa, the coffee shop industry has rapidly grown over the years. However, the coffee shop culture has changed due to the recent Covid-19 pandemic, instead coffee shops have now become a way of doing business.

It is important for marketers to understand the factors that enhance their customer's experience within coffee shops. As consumers no longer visit a coffee shop to simply get their caffeine fix. This is why marketers should be aiming at delighting their customers as opposed to simply satisfying them. To clarify, customer satisfaction is simply meeting customer needs whereas customer delight is seen as surpassing customer satisfaction and involves a feeling of surprise or joy.

A research study was conducted by Sabrina Andrea Dias, a [Master's](#) student in the [Department of Marketing Management](#) to address the gap in customer delight literature within a South African context. This study examined the factors (hedonic motives, utilitarian motives, perceived value, perceived employee service delivery, and customer satisfaction on customer) that influence customer delight, specifically in South African coffee shops.

An online survey was conducted, and 346 responses were obtained via convenience and snowball sampling from South Africans who are customers of coffee shops and who are eighteen years or older. The findings revealed that four of the independent variables (hedonic motives, perceived value, perceived employee service delivery and customer satisfaction) are statistically significant predictors of customer delight within coffee shops. Furthermore, hedonic motives was the strongest predictor for customer delight followed by customer satisfaction as opposed to perceived value which was the weakest predictor of customer delight.

Therefore, if coffee shop marketers wish to achieve customer delight, they should then focus their attention in achieving hedonic motives, customer satisfactions, perceived employee service delivery and perceived value in their coffee shops. To achieve hedonic motives, it is recommended that coffee shops have an aesthetic store design. The addition of a loyalty program may be beneficial as it will help achieve customer satisfaction and perceived value. To achieve perceived employee service delivery, the staff should then be trained and neat in their appearance.

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 Sabrina Andrea Dias under the supervision of Dr Tinashe T.R. Ndoro.