



Exploring the behavioural and purchase intentions of Specialty Coffee consumers in Pretoria

By

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ABSTRACT

Specialty Coffee is a prominent and emerging market globally, and in recent years it has affixed itself in the South African coffee industry (Coffee Business Intelligence South Africa, 2021). Specialty Coffee is described as quality coffee differentiated by sustainable and ethical production, intricate bean roasting and expert bean brewing. Creating a distinct flavourful experience for consumers to enjoy (Famous Bean, 2021).

Despite the increasing prominence of Specialty Coffee in South Africa, limited research has been conducted on the consumer behaviours, behavioural intentions and purchase intentions of Specialty Coffee consumers in South Africa (Urwin, 2019).

Resultantly, this paper explores the variables influencing Specialty Coffee consumers located in Pretoria, Gauteng, behavioural intentions and ultimate purchase intentions.

This has been done to expand knowledge on Specialty Coffee consumers, and their consumer behaviour to enable local Specialty Coffee businesses to differentiate themselves in the competitive market. Further, Specialty Coffee brands can better meet the needs and expectations of their consumers, expanding the local Specialty Coffee market (van der Merwe & Maree, 2016).

The research conducted in this paper utilised Azjen's (1991) Theory of Planned Behaviour (TPB), to explore the behavioural intentions and purchase intentions of Specialty Coffee consumers in Pretoria. It was identified that attitude and perceived behaviour control (TPB) plays the most influential role in driving consumer behaviour to purchase intention (Ajzen, 1991).

Key words: Coffee Culture, Speciality coffee, Consumption behaviour, Attitude, Subjective Norm, Perceived behavioural control (PBC), Behavioural intention, Purchase intention

DECLARATION

I Catherine Lemmer hereby declare that the **Research Report** submitted for the **BA Honours in Strategic Brand Communication** to The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

C.Lemmer 2 December 2022

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1 INTRODUCTION

In recent years, the Specialty Coffee industry has experienced substantial growth on a global and local scale (Coffee Business Intelligence South Africa, 2021).

The significant global shift towards Specialty Coffee consumption is largely attributed to the Third Wave of Coffee (Krekó, 2015), that entails coffee centred in high quality throughout the coffee supply chain. Such as sustainably sourcing coffee beans, roasting beans using specialised techniques and brewing the beans to form differentiated taste experiences (Coffee Magazine South Africa, 2019).

Coffee Business Intelligence stated that South African coffee consumption increased from 589,000 – (per) or packed in units of 60kg bags of coffee a year in 2017, to 675 000 per 60kg bags a year in 2021, indicating stable growth in the market (Coffee Business Intelligence South Africa, 2021) .

Famous Bean South Africa (2021) noted that consuming coffee has become a differentiated experience when consuming Specialty Coffee (Famous Bean, 2021). This has led to developed markets such as the United States experiencing 50% increase of their coffee consumption being Specialty Coffee (Famous Bean, 2021).

Kelsey van der Merwe and Tania Maree (2016), state that Specialty Coffee has become a viable market segment in South Africa. However, most research on the consumption of Specialty Coffee has been done in the context of developed countries. Leaving a gap in knowledge surrounding the consumption behaviours in emerging markets like South Africa (van der Merwe & Maree, 2016).

Consequently, van der Merwe and Maree (2016) conducted research on the Specialty Coffee market in South Africa using Ajzen's (1991) Theory of Planned Behaviour (TFB) (van der Merwe & Maree, 2016). More recently Urwin, et al., (2019) explored and described Specialty Coffee consumption in Gauteng (Johannesburg) (Urwin, et al., 2019).

With limited research conducted on Specialty Coffee consumption behaviours and purchase intentions within a South African context, there is a need for further exploration into Specialty Coffee consumption in the areas of Gauteng which have not been addressed in previous research such as in Pretoria, Gauteng.

Research Problem

The increased desire for Specialty Coffee is largely attributed to shifts in consumption behaviour and purchase intention towards coffee consumption, that have been explored extensively in developed markets such as in the United Kingdom, Australia (Ferreira, 2017:73)

and Hungary (Krekó, 2015). This increasing desire has also been explored in emerging markets such as Malaysia (Hashim, et al., 2017) and Brazil (Ramírez-Correa, et al., 2020) .

However, there is limited knowledge surrounding the behavioural consumption of Specialty Coffee in a South African context, with limited research having been conducted. Within the limited past research conducted on the consumption behaviour, behavioural and purchase intentions of Specialty Coffee consumers in South Africa, Azjen's (1991) Theory of Planned Behaviour has been used by (Urwin, 2019) and (van der Merwe & Maree, 2016) to unpack the attitudinal, social and perceptive behavioural control in Specialty Coffee consumption in Johannesburg, Gauteng (Ajzen, 1991).

Resultantly, this study has utilised the Theory of Planned Behaviour to explore the behavioural and purchase intentions of Specialty Coffee consumers in Pretoria, Gauteng to expand the understanding of Specialty Coffee consumers in South Africa (Ajzen, 1991).

Purpose Statement

Past research conducted on the consumption behaviour and purchase intentions of Specialty coffee consumers in Johannesburg Gauteng, indicates viability in the market, making it important to gain further knowledge surrounding the developing Specialty Coffee consumer with recent application and within a unresearched region such as - Pretoria, Gauteng, to further the development of the Specialty Coffee market in South Africa.

The purpose of this study is to explore the behavioural and purchase intentions of Specialty Coffee consumers located in Pretoria, utilising the theoretical foundation of The Theory of Planned Behaviour to explore the variables contributing to Specialty coffee consumers consumption behaviour and ultimate purchase intention. This has been done to garner information that may assist Specialty Coffee businesses in Pretoria, to satisfy the needs of Specialty Coffee consumers and differentiate themselves within the local coffee industry (van der Merwe & Maree, 2016).

Rationale

Over the last two years Gauteng has experienced an influx of Specialty Coffee shops and roasteries opening (Coffee Business Intelligence South Africa, 2021). Notably, this trend recently affixed itself in Pretoria, with Specialty Coffee shops opening, like Roastmasters Roastery and Café (2022) opening in 2021 (Roastmasters Roastery, 2022). Along with Sorcery Coffee Roasters entering the market in early 2022 (Sorcery Coffee, 2022). Despite the growing trend of Specialty coffee consumption in South Africa and specifically Pretoria, there is a gap in knowledge and understanding surrounding this phenomenon.

To address the gap in knowledge surrounding South African Specialty coffee consumers, this study used Azjens (1991) Theory of Planned Behaviour to explore the attitudes, subjective

norms and perceived behavioural control to assist in understanding the variables that influence people to become Specialty coffee consumers (Ajzen, 1991).

With the increasing trend of coffee consumption within the local market, it is imperative that an understanding of the variables influencing the consumption of Specialty coffee in Pretoria is explored. For Specialty coffee businesses to adequately meet the needs and desires of their target audience, while becoming differentiated within the vast local coffee industry (van der Merwe & Maree, 2016).

Research Questions

Primary Research Questions

1. Explore the behavioural intentions of Specialty coffee consumers located in Gauteng, Pretoria using the Theory of Planned Behaviour (Ajzen, 1991)?

Secondary Research Questions

- (a) Explore how individual attitude towards the consumption of Specialty Coffee influences purchase intention?
- (b) Explore how consumers exposed to subjective norms towards Specialty Coffee consumption, influences their purchase intentions?
- (c) Explore how perceived behavioural control over Specialty Coffee consumption influences the purchase intentions of consumers?

Hypotheses

H1: Consumer attitude towards Specialty Coffee consumption results in purchase intention

H2: Consumers exposed to subjective norms regarding Specialty Coffee consumption results in purchase intention

H3: Consumers who experience perceived behavioural control regarding Specialty Coffee consumption results in purchase intention

2 LITERATURE REVIEW

Conceptualisation

To understand the concepts and terms used by the researcher in this study, it is imperative that an outline and explanation of the key concepts is provided, to eliminate any misinterpretations in the study.

The concept of Coffee is vital to the research study, being a part of the main concept and title of the paper. Specialty Coffee, in accordance with Coffee Magazine South Africa (2019), describes it as quality coffee, differentiated by sustainably sourced coffee beans, specialised bean roasting and expert brewing of the coffee beans. This provides a unique taste and experience for coffee consumers (Coffee Magazine South Africa , 2019). This has led to the increasing expectation of a coffee shop having a unique **coffee culture**, which is the experience of consuming coffee accompanied by a distinct atmosphere present at a coffee shop, enhancing the experience of drinking quality Specialty coffee (Cape Town Magazine, 2017).

The concept of **Purchase Intention** explains the specific intention to purchase and consume a product (van der Merwe & Maree, 2016). As such, the concept of coffee culture will be operationalised to explore the variables influencing the purchase intentions and consumption of Specialty coffee consumers, such as experience, quality coffee and preferences (Ramírez-Correa, et al., 2020). Coffee culture has a large impact on the **consumption behaviour** of Specialty coffee. Consumption behaviour is the concept articulating the behaviours resultant of an individual's unique interpretations and use of a specific product (Specialty coffee) (Urwin, et al., 2019). In relation to individual usage and interpretation, is **attitude**. The concept of attitude is one reflecting individual evaluation of a product, based on their personal experiences and preferences. Attitude determines a consumers favour or disfavour towards engaging in a specific behaviour. This concept assists in generating purchase intention towards Specialty coffee. Attitude is a core construct in Icek Ajzen's (1991) Theory of Planned Behaviour (TPB). TPB is a prominent theory used by marketing researchers to explore the purchase intentions of consumers (Ajzen, 1991). The second construct used within TPD to uncover purchase intentions, is **Subjective Norm**. Subjective norm is a concept which entails that social pressure from reference groups to engage in a particular activity, drives individuals to partake in that behaviour. This is particularly relevant to the proposed study, as it allows the unearthing of the power that Subjective norms hold towards the consumption of Specialty coffee (Ajzen, 1991). The last key concept in relation to TPD, is **Perceived Behavioural Control**, which is the concept describing the ease in engaging with a particular behaviour like the consumption of Specialty coffee. The greater the Perceived Behavioural Control over a

consumption scenario, the more likely a consumer is to make a purchase (Ajzen, 1991) (delete extra point) The culmination of attitudes, subjective norms and perceived behavioural control towards Specialty Coffee consumption, results in **behavioural intent** towards Specialty Coffee consumption (Ajzen, 1991). This concept is pivotal to the success of this study, as the researcher aims to explore the behavioural intentions towards Specialty Coffee. Behavioural intent results in purchase intention towards Specialty Coffee. Considering that the proposed study aims to explore the variables contributing towards Specialty coffee behavioural intent and purchase intention, the above concepts are apt to operationalise the study. To explore the evolution of Specialty coffee and the behavioural changes which develop parallel a historical and thematic literature review may be conducted.

Theoretical Foundation

The main seminal author for this paper is Icek Ajzen (1991) and his Theory of Planned Behaviour (TPB). TPB is a model which theorises that the intentions of an individual are developed based on three constructs. These constructs include the attitudes which the individuals hold towards the behaviour, the subjective norms, and their perception of behavioural control (Ajzen, 1991, p188). The central belief of the TPB is that individuals are more inclined to engage with a behaviour when they attain a positive attitude towards a certain behaviour. In addition, there is the belief that when significant members of an individual's reference group have positive attitudes towards a behaviour, they are more inclined to engage with the behaviour themselves. Additionally, when an individual feels they have perceived behavioural control over a behaviour, they have more intent to engage with the specific behaviour (Ajzen, 1991, p188).

Having discussed the premise of the TPB, it can be identified how this theory supports the topic of exploring the behavioural and purchase intentions of Specialty Coffee consumers in Pretoria. The main aim of the study is to explore the consumption behaviours and the influential factors contributing to consuming Specialty Coffee, as such the TPD is apt as it reflects the development of an individual's behavioural journey to garnering purchase intention. The use of this theory will assist in exploring to what extent attitude, subjective norm and perceived behavioural control alters a Specialty Coffee consumer's behavioural intention to purchase and consume the said product. In this manner knowledge can be garnered surrounding the consumption of Specialty coffee within the South African context and specifically Pretoria, Gauteng, assisting in bridging the gap in knowledge surrounding the topic.

Literature Review

1. Development of Coffee industry and Culture

The 20th century has held much development for the coffee industry, due to new inventions like instant coffee, filter coffee and automatic espresso machines, connecting the consumer with mass produced and accessible coffee, inciting the First Wave of Coffee (Krekó, 2015).

This growth was followed by the Second Wave of Coffee, that was largely fuelled by the opening of the first Starbucks café in 1971, this has shifted the practice of making coffee, to encompassing increased quality, visual appeal and taste differentiated coffee (Krekó, 2015). Ramírez-Correa, et al (2020) expanded that the Second Wave of Coffee includes the experience of the coffee shop atmosphere as a core part of consuming coffee (Ramírez-Correa, et al., 2020). The Second Wave introduced 'Coffee Culture' to the market, the concept that satisfies the demand for an experience when consuming coffee (Coffee Business Intelligence South Africa, 2021).

Ramírez-Correa, et al (2020) delved into The Third Wave of Coffee, by explaining how it is a recent development in the Coffee Industry. However, it builds off the first two waves of coffee (Ramírez-Correa, et al., 2020). The Third Wave brought about awareness surrounding the ethical and sustainable sourcing of coffee. As well as the growing expectation of single origin sourced coffee that provide differentiated flavours (Poole, et al., 2017). The Third Wave of Coffee led to the advent and conceptualisation of 'Specialty Coffee' (Coffee Magazine South Africa, 2019).

2. Specialty Coffee

Krekó (2015) states that the term 'Specialty Coffee' is first coined in 1974 by Erna Knusten, in the Tea & Coffee Trade Journal. Knusten (1974) used the term to refer to the high quality and sustainable coffee that she supplied to coffee roasters in San Francisco (Krekó, 2015). In a more modern context, The Specialty Coffee Association of America (2022) (SCAA) explains that it is important to define the term Specialty, as it is commonplace for confusion to occur, where marketing terms like 'gourmet' and 'premium' are seen as the equivalent of 'Specialty'. However, the SCAA clears this confusion by stating the industry requirements for Specialty coffee, these parameters include that the coffee quality must be evaluated and given a score. If this score is 80 points or above, the coffee may be considered specialty (Ref)

Urwin et al., (2019) uses Ana Valencia's (2017) definition to further describe the concept of Specialty coffee (Urwin, et al., 2019) Valencia (2017) explains that specialty coffee is sustainably and ethically sourced. In addition, one of the key factors of Specialty Coffee is that it must be roasted at the right temperature to enhance the natural aromas of the beans. Most importantly, is the brewing of the coffee, as the coffee must be brewed using the best method

to bring to life the differentiated flavours of a particular bean, delivering maximum quality to the consumer (Valencia, 2017).

According to Hashim et al., (2017) the development of companies like Starbucks, transformed the coffee industry by placing the experience of consuming coffee at the heart of the coffee industry. This experience is enhanced by factors like sustainably sourced coffee beans, small-batch roasting of coffee beans and diverse methods of brewing (Hashim, et al., 2017). This trend in coffee production and consumption is rapidly increasing globally and represents growth for the larger coffee market.

2.1 Specialty Coffee consumption in a global context

Demand for Specialty Coffee

With the immense growth experienced in the coffee market globally, the Specialty Coffee market is expected to follow suit (Fairtrade Foundation, 2018). Maida (2017) forecasts a 10% increase of Specialty Coffee consumption due to increased popularity of coffee consumption among Millennials, this is accelerated by the change in consumer lifestyle (Maida, 2017). As such researchers investigated Specialty Coffee consumers and their consumption of Specialty Coffee. In the United Kingdom, the coffee market has become one of the most profitable markets in retail trade, resulting in more and more consumers becoming more accustomed to coffee culture (Ferreira, 2017:73).

Factors influencing purchasing and consumption behaviour

Hashim et al., (2017) refers to Ko and Chiu (2008), who suggest that demographics are key in studying consumption patterns specific consumer segments. As such, they state that young adult coffee consumers could provide information about the consumer market. It is thus suggested that Specialty Coffee consumption is related to demographic factors (Ko and Chiu, 2008, Hashim, et al., 2017). Resultantly, Hashim et al., (2017) determine that with the prevalence of demographic factors, it is important to determine the demographic variables of a brand's desired target audience. As such these authors determine their desired audience to be millennial generation y consumers, as they hold the most purchasing power in Malaysia (Hashim, et al., 2017).

In Hashim et al., (2017) paper, the influential factors impacting Specialty Coffee consumers in the region are identified. The sample group consists of millennial specialty coffee consumers, who share that the quality, price, and location are the most influential factors affecting their consumption of specialty coffee (Hashim et al., 2017:40).

Based on Hashim et al., (2017) findings, the consumption of Specialty Coffee is largely determined by the perceived quality of the product, this is as it provides gratification for the consumer, stimulating the decision to make a purchase and consume Specialty coffee. Resultantly, consumers have become more aware of the quality of the products they consume,

making it important to ensure that the Specialty Coffee being sold is of quality (Hashim, et al., 2017). Further impacting the consumption of Specialty coffee in a Malaysian context is the location of the coffee shop, Hashim et al., (2017) refers to Hung (2012) to substantiate their argument, as Hung (2012) describes that the convenient location of a coffee shop, draws customers to the store (Hashim, et al., 2017). Lastly, Hashim et al., (2017) emphasises the importance of the atmosphere present at a coffee shop, as this encourages consumers to linger at the coffee shop, leading to increased purchase intention (Hashim, et al., 2017).

Consumer preferences

Krekó (2015) is one of the pioneers in conducting research on Specialty Coffee consumption within a specific geographic context (Hungary). In addition, 81.3% participants prefer Specialty Coffee over commercialised coffee chains, with (14,1%) visiting a specialty shop daily (Krekó, 2015).

Brazilian authors studying Specialty coffee consumers, identify that there are three types of Specialty Coffee consumers. Firstly, regular consumers, who are described as the consumers least attracted to the habit of consuming Specialty Coffee. Secondly, enthusiasts, who are motivated by the source of the coffee, history, sensory experience, environmental and ethical sustainability. Lastly, experts who consume Specialty coffee due to the gratification experienced when consuming the aromatic beverage (Ramírez-Correa, et al., 2020). Also, within the Brazilian context, there is much discussion surrounding the impact of corporate social responsibility (CSR) on the purchase intention of consumers towards coffee consumption and specifically Specialty consumption. This provides the opportunity for the variable of sustainability to be used to generate additional value for Specialty Coffee consumers

Despite the growing research surrounding Specialty Coffee consumption in global contexts, there is limited information surrounding Specialty Coffee consumption in South Africa. As such, Kelsey van de Merwe and Tania Maree (2016) explored the development of the emerging Specialty Coffee market in South Africa in their paper 'the behavioural intentions of Specialty Coffee consumers in South Africa' (van der Merwe & Maree, 2016). Further expanding the body of knowledge surrounding Specialty Coffee consumption in South Africa is, Ronald Urwin, Hema Kesa and Erica Sao Joao (2019) in their paper 'The rise of Specialty Coffee: An Investigation into consumers of Specialty Coffee in Gauteng'.

Before delving into the specifics of Specialty Coffee consumption behaviour, an overview of the South African Specialty market may be done.

2.2. Specialty Coffee consumption in South Africa

Demand for Specialty Coffee

According to Gilberto Biacuana (2017), there has been a significant rise in coffee culture in South Africa, increasing the demand for Specialty Coffee, proliferating the development of coffee roasteries nationwide. This growing demand has also garnered the attention of international coffee chains like Starbucks. Yet, local Specialty roasteries most accurately serve the conscious coffee consumers nationally (Biacuana, 2017). Referencing to developing coffee culture surrounding Specialty Coffee, the rise of coffee culture in Cape Town may be considered. According to Cape Town Magazine (2017) Cape Town has the largest number of independent roasteries in the country, with Anthony Swartz (owner of Anthony's Golden Cup) attributing the success to a passion for making quality coffee. The rise in quality coffee has altered consumer expectations, as they are able to differentiate their preferences based on distinct taste (Cape Town Magazine, 2017). According to Nicola Daniels (2021), the growing preference for quality coffee and the experience of coffee culture, has enabled Specialty Coffee shops in Cape Town to endure the Covid-19 National Lockdowns. This indicates the resilience of a coffee shop which differentiates themselves and creates value through Specialty Coffee (Daniels, 2021).

Specialty Coffee and Coffee Culture are not only on the rise in Cape Town but is quickly emerging nationwide. Urwin (2019) states that the market segment for Specialty Coffee in South Africa is on the rise, as seen with the emergence of new Specialty Coffee shops and roasteries (Urwin, et al., 2019). In Gauteng, a large amount of growth has been experienced as seen with the various Specialty roasteries and coffee shops opening. For instance, in Johannesburg, Specialty Coffee shops have opened like the Urban Grind (Parkhurst), Bean There (Melville), Father Coffee (Braamfontein) and Motherland (Rosebank) (Buxten, et al., 2017). Specifically in Pretoria, Specialty retailers have emerged such as Roastmasters Roastery and Café (2021) opening in 2021 (Roastmasters Roastery , 2022), Sorcery Coffee Roasters (2022) opening in 2022 (Sorcery Coffee, 2022), Rhino Roastery opening at Castlewalk Centre in 2021 (Rhino Roastery, 2021).

South African Specialty Coffee Consumer Profile

According to Devault and Newbold (2018), a consumer profile is a depiction of a unique consumer segment within a larger market. These profiles are compiled to assist businesses in meeting their consumers unique needs. In creating a consumer profile, the lifestyle of the consumer is determined by means of their demographics such as age, gender, and level of education. Further, the socio-economic standing of the consumer should be considered through variables like income and profession. Regarding more psychological factors of the consumers lifestyle, the consumers behaviours, beliefs and personal identity should be evaluated. The aforementioned factors determine a consumer's buying behaviour and can be

used to understand their decision-making process when making purchases of Specialty Coffee (Devault & Newbold, 2018). Parumasur and Roberts Lombard (2017) state that the variables influencing a consumer's purchasing decisions, social, personal, cultural, and psychological factors can be used to understand their market behaviours towards Specialty coffee (Parumasur & Roberts-Lombard, 2017).

The above theory on Consumer Behaviour is used by Urwin et al., (2019) to uncover the intricacies of Specialty Coffee consumers located in Gauteng. Urwin et al, (2019) selected their sample based on the study Hashim et al, (2017) conducted on millennial consumers. This sample was selected due to the economic power and demographic majority that millennials hold in the Malaysian market where the study is conducted. Similarly, South Africa being an emerging market, millennials hold much purchasing power in the market, thus Urwin et al, (2019) selected a sample of millennial consumers located in Gauteng. This study uncovered that majority of the participants are within the ages of 18 to 39 and are of a Caucasian ethnicity (Urwin, et al., 2019). These participants reveal that they consume between two to three cups of coffee a day. In 2019 Urwin (2019) noted that majority participants (80.3%) are willing to pay R30 or more for a cup of Specialty Coffee. This indicates that a consumer's positive attitude towards Specialty Coffee influences them to purchase and consume Specialty coffee. Similar to Krekó's (2015) findings on subjective norm/reference groups (Krekó, 2015), Urwin (2019) determines that friends, family and other relationships are key factors influencing purchasing behaviour towards Specialty coffee (Urwin, et al., 2019).

Consumer Preferences

Sustainably and ethically sourced coffee

The importance of quality Specialty Coffee is not the only driving force in the demand for Specialty coffee. As it is also heavily driven by the desire for sustainably and ethically sourced coffee beans (Insight Survey, 2017). Urwin et al, (2019) explores the impact of sustainably sourced Specialty coffee, on the perception of Specialty Coffee. In these findings Urwin et al., (2019) notes that sustainability in the consumption of Specialty coffee in Gauteng, holds little weight in the perceptive value of Specialty Coffee. These consumers favour aroma and fragrance over the sustainability of the Specialty Coffee they consume (Urwin, et al., 2019). Providing contrasting evidence to the study that Ana Valenica (2017) conducted on Specialty Coffee in the United Kingdom (Valencia, 2017).

Experience

The experience of consuming specialty coffee remains imperative, with Barry (2017) stating that consumers are demanding a complex style of carefully roasted beans, brewed at the appropriate temperature to enhance the natural flavour profiles of the coffee beans. This brings about a new awareness surrounding the sourcing and origins of the coffee. Generating

the need for Specialty Coffee to be differentiated based on geographic origin, as consumers are acutely aware of the taste and aroma differentiations in single-origin coffee (Adams, 2017). In Urwin's (2019) study, it is uncovered that consumers repurchase Specialty coffee, if their previous experience with the Specialty Coffee was flavourful and aromatic (Urwin, et al., 2019). Their preferred Specialty beverages are cappuccino, followed by café latte and americano. Urwin (2019) notes that their findings on the experience of Specialty coffee consumption is aligned with Kreko's (2015) findings. Both authors results indicate that the experience of consuming Specialty Coffee, is largely bound in the atmosphere present at the location of consumption (Krekó, 2015). Hashim et al, (2017), furthered the argument of location being pivotal, by stating that the ease of access to the location enable consumers to purchase more regularly and conveniently (Hashim, et al., 2017).

Irrespective of the emergence of Specialty Coffee in the South African market, limited knowledge is obtained surrounding the consumption patterns and preferences of Specialty coffee consumers in South Africa (Coffee Business Intelligence South Africa, 2021). This led to van de Merwe and Maree (2016) investigating the intricacies of Specialty coffee consumers in South Africa.

2.3 Theory of Planned Behaviour in relation to Specialty Coffee consumption in South Africa
van de Merwe and Maree (2016) conducted a research study on the behavioural intentions of Specialty coffee consumers in South Africa. This study was conducted in 2016, utilising Ajzen's (1991) Theory of Planned Behaviour (TPB) as a theoretical basis. As discussed in the theoretical foundation of this paper, the TPB involves interlinking variables such as attitude, subjective norm and perceived behavioural control (PBC) (Ajzen, 1991). The authors of this paper hypothesise that consumers who have more positive attitudes towards Specialty coffee, have greater intent to consume Specialty Coffee (van der Merwe & Maree, 2016). This hypothesis was confirmed as consumers with positive attitudes towards Specialty coffee, show significant intent to purchase and consume Specialty coffee. The second hypothesis of this study is that consumers who are exposed to positive subjective norms towards Specialty coffee, are more likely to purchase and consume Specialty coffee. This hypothesis is proved to be correct as Specialty coffee consumption often occurs in the company of others. Lastly, the authors hypothesise that positive PBC leads to greater purchase intention and consumption of Specialty Coffee. This hypothesis proves to be correct, as it is the most impactful factor in engaging with Specialty coffee in, in terms of the TPB (van der Merwe & Maree, 2016).

The global increase of coffee consumption has proliferated behavioural and purchase intent towards Specialty coffee. Despite there being various research studies conducted on Specialty coffee consumption internationally, there is limited information surrounding this topic within a South African context (Famous Bean, 2021). The increasing number of Specialty

roasteries and coffee shops indicate the demand for Specialty coffee in South Africa, inciting the need for further research into the consumption behaviour, behavioural intentions, and purchase intentions within the Specialty coffee market locally. van de Merwe and Maree's (2016) use of Azjen's (1991) Theory of Planned Behaviour was proven to be a successful method of exploring the behavioural intentions of Specialty coffee consumers, indicating viability of TPB being used as the theoretical foundation of this paper.

3 Research Design and Methodology

Paradigm

The selected tradition for this study is Interpretivism. du Plooy Cilliers et al, (2014) describe the interpretivism tradition, as one developed to address the intricacies of social sciences. This tradition explores the impact that a social environment has on individuals. The paradigm may be further expanded by selecting the position of interpretivism, in this case the position is ontological. An ontological position entails the belief that reality is not objective, but rather is considered a social construct developed by individual perceptions and the meanings that these individuals ascribe to their experiences. Understandably, an interpretivist tradition positioned ontologically is in constant influx, altering as individual interpretations change (du Plooy-Cilliers, et al., 2014).

Consequently, the selected paradigm is effective in exploring the behavioural and purchase intentions of Specialty coffee consumers. This is due to the nature of consumer behaviour being largely influenced by consumers personal interactions with reality. The use of Ajzen's (1991) Theory of Planned Behaviour allows the researcher to explore the attitudinal, subjective norms and perceived behavioural constructs. These constructs assist in understanding the subjective experiences of individual consumers, resulting in the behavioural intentions which proliferate purchase intentions. This in application to exploring Specialty coffee consumers and their behavioural intentions, assists in gathering new information on these consumers and how their subjective experience develops their behavioural intent to purchase (Ajzen, 1991). With consideration that the design of this study is exploratory, aimed at gathering knowledge and information surrounding the consumption behaviours of Specialty coffee consumers in Pretoria. As such the proposed study will also be positioned epistemologically, to enable the researcher to explore and develop an understanding of Specialty coffee consumers behavioural and purchase intentions. Further the study of past papers on the subject in the literature review, will enable the researcher to gain an overview and understanding of the epistemological body of knowledge (du Plooy-Cilliers, et al., 2014). This study is executed with validity, as it is bound in a specific theoretical foundation. In this case the theoretical foundation consists of Icek Ajzen's (1991) Theory of Planned Behaviour (Ajzen, 1991).

Research Design Approach

A quantitative approach has been used in this study, to determine the relationships between TPB and the consumption of Specialty coffee in Pretoria, Gauteng. The research design was exploratory in nature. du Plooy-Cilliers, et al., (2014) shared that exploratory research is

generally conducted when there is a lack of research surrounding a specific topic. As such, exploratory research is ideal in unpacking the factors that impact the consumption behaviour of Specialty coffee consumers in Pretoria, this is due to the lack of knowledge surrounding this topic, in this specific context (du Plooy-Cilliers, et al., 2014). This quantitative study was conducted deductively, exploring general variables (demographics, psychographics) (Parumasur & Roberts-Lombard, 2017), influencing purchase intention towards Specialty coffee, to specific variables such as individual attitude, social pressure and ease of consumption (Ajzen, 1991).

Methodology

Population

This study is aimed at exploring the purchase intentions and consumption behaviours and of Specialty coffee consumers in Pretoria, utilising the theoretical foundation of the Theory of Planned Behaviour by Ajzen, 1991 (Ajzen, 1991, van der Merwe & Maree, 2016). As such this research has been conducted within specific population parameters to ensure that the correct audience is being researched. du Plooy-Cilliers et al., (2014) describe the population as the total amount of social artefacts which need to be investigated to explore the research problem. The target population is every individual within the population parameters; however, this is not always a viable option, and an accessible population is determined (du Plooy-Cilliers, et al., 2014). The targeted population for this study is Specialty coffee consumers located in Pretoria, Gauteng. Resultantly this paper has been conducted in the Gauteng province, with specific focus on Pretoria. However, this study was further narrowed down by using an accessible population of Specialty coffee consumers located in Pretoria East, as this is accessible to the researcher, located near their place of education.

Sampling

Consumers in Pretoria East who consume and purchase specialty coffee were selected by using a non-probability sampling technique, where some participants were not able to participate (du Plooy-Cilliers, et al., 2014). This sample was determined by the parameters of the close-ended survey researcher on site. A non-probability and purposive sampling method was used to select millennial and Gen Z Specialty coffee consumers who purchase and consume Specialty coffee in Pretoria. This sample was selected due the economic and social power they hold in the South African consumer market (Urwin, et al., 2019). The selection process entailed that researcher shared a virtual close-ended survey with a Specialty coffee shop, Boxer Brew Coffee, which the owner then shared with their consumers on social media and in the coffee shop itself. This ensured that the respondents were aware of Specialty coffee, resulting in reflective findings

Data-Collection

A cross-sectional survey was used, as the research aims to update and build knowledge surrounding Specialty coffee consumption in Pretoria, in 2022 (du Plooy-Cilliers, et al., 2014). This survey explored the consumption behaviours of Specialty coffee consumers in Pretoria. To help understand the factors which motivate coffee consumers to purchase and consume Specialty coffee.

This study featured a close-ended survey on Google Forms, unpacking the demographic variables and consumption behaviours of Specialty coffee consumers. Further, this survey used questions adapted from Urwin et al, (2019) research paper on the consumer behaviour of Specialty coffee consumers in Gauteng (Urwin, et al., 2019) to explore the individual and social factors contributing to Specialty Coffee purchases and consumption. The above discussion was operationalised to explore the secondary research question of this paper. This same close-ended survey was used to explore the primary research question of exploring the consumption of Specialty coffee using The Theory of Planned Behaviour (Ajzen, 1991). The questions were measured using a Likert scale, where participants shared their degree of agreeing or disagreeing with Specialty coffee consumption behaviours and purchase intentions (Ajzen, 1991). The questions for TPB utilisec questions in Van der Merwe and Maree's (2016) research paper on the behavioural intentions of Specialty coffee consumers in Gauteng (van der Merwe & Maree, 2016).

Data-analysis

The data collected on the demographics of Specialty coffee consumers were analysed using descriptive analysis. This enabled the researcher to unpack the findings and determine the range (minimum value and highest value), central points (mean and median). This assists in determining the most influential variables swaying consumers to purchase and consume Specialty coffee, in regard to their consumer characteristics.

Further, the information gathered on the influence of TPD on the consumption of Specialty coffee, provides an in depth understanding of the impact of individual and social factors. This was also attained using descriptive analysis. This was achieved by using the Microsoft tool Excel where the first workbook was used to unpack the Google Form responses, and eliminate invalid responses, as well as invalidating respondents who did not fall within the population parameters. The second workbook segments the population into the sample, divided by the age and location parameters of the sample specifications. The third presents all the responses of the accessible population and sample, which were then broken down into the thematic

sections that were initially identified in literature review of this research paper. These themes were demographics and consumption behaviour, attitude, subjective norm and perceived behavioural control. Within these themes patterns, averages and central tendency were explored using descriptive statistics. In doing so frequency tables were developed to represent the quantitative data (du Plooy-Cilliers, et al., 2014).

4 FINDINGS AND INTERPRETATION

Data Findings

Demographics

In the exploration of the consumption behaviours and purchase intentions of Specialty coffee consumers in Pretoria. Demographic variables defining the sample have been used to further explore and understand the consumption behaviours associated with the specific demographics millennials and Gen Z Specialty Coffee consumers in Pretoria East. (Urwin, et al., 2019). This stance was taken upon the influence of Hashim et al (2017) who suggests that demographics are important in exploring consumption behaviour of specific consumer segments, such as Specialty coffee within the coffee industry. As such Hashim et al., (2017) determined a specific demographic audience (millennials) which they focused on in exploring the consumption of Specialty coffee in Malaysia. Similarly, Urwin, et al., (2019) researched the rise of Specialty coffee by developing a consumer profile consisting of demographic variables and the consequential consumption habits (Urwin, et al., 2019). Understandably, in 2022 the desired demographic audience has shifted, with the significance millennial and Gen Z and consumers gaining buying power in the market. This section of the data findings explored the secondary question of the research paper, which was to explore the demographic variables influencing consumption habits of Specialty coffee consumers in Pretoria. This research question was hypothesised as a null hypothesis, H_04 : Demographic variables do not have a significant impact on the consumption habits of Specialty coffee consumers in Pretoria. As well having included an alternate hypothesis, H_{a4} : The demographic variables of Coffee consumers in Pretoria, has a significant impact on their purchase intention towards Specialty Coffee

The demographic data collected during this research study were as follows, and can be seen below in Table 1. There were 17 (55%) female respondents who fell within the sample parameters of age (18-30). The number of female respondents were closely followed by 13 (42%) male respondents who also met the population and sample parameters. As the research process carried out, the geographic parameters of the sample evolved from being specifically bound in Pretoria East, to including further regions in Pretoria (North, West and South). Despite the responses from these regions being lower than Pretoria East, the findings present valuable insights into the consumption behaviour and purchase intention of Specialty coffee consumers throughout Pretoria. As such, it was identified that 27 (87%) of respondents

were in Pretoria East. Followed by 2 (7%) respondents being in Pretoria North, and lastly 1 (3%) being in Pretoria West and South.

Gender

Value	Freq (n)	%
18-25	21	68%
25-30	10	32%

Table 1. Specialty coffee consumer demographics

Age

Value	Freq (n)	%
Male	13	42%
Female	17	55%
Other	1	3%

Table 2. Specialty coffee consumer demographics

Location

Value	Freq (n)	%
Pretoria East (1)	27	87%
Pretoria North (2)	2	7%
Pretoria West (3)	1	3%
Pretoria South (4)	1	3%
Total	31	100%

Table 3. Specialty coffee consumer demographics

Consumption behaviour

Having established an understanding of the demographic variables associated with Specialty coffee consumers in Pretoria, their specific consumption behaviours, habits and preferences were explored, as Urwin et al (2019) did in 2019.

Firstly, it was identified through the survey that 28 (90.3%) of participants were predominately coffee consumers. From these 28 coffee consumers, 22 (71%) consume Specialty coffee when given the control, while 6 (19.3 %) consume commercial coffee. When given the control, 3 (9.75%) of the respondents shared that they consume instant coffee variations. To expand on the participants consumption behaviours, the participants were asked to share where they

tend to consume Specialty coffee, in response 17(56.6%) shared that they consume Specialty coffee at both coffee shops and within their own homes. Further, 11(36.7%) shared that they tend to drink Specialty coffee at coffee shops. Lastly, 2(6.7)% of the participants said that they consume the unique beverage at home. Considering that a large majority of Specialty coffee consumers prefer to consume Specialty coffee at both coffee shops and home, indicates a desire to be immersed in a specific coffee culture which is often present at a coffee shop. This finding aligns with Ramirez-Correa et al., (2020) and their findings on the purchase intentions of Specialty coffee, where they noted that there is an increasing desire and expectation for a coffee shop having their own unique coffee culture (Ramírez-Correa, et al., 2020).

The consumption behaviour of Specialty coffee consumers in Pretoria were further explored by enquiring about the cups of coffee the respondents consume daily, in which it was identified that most of the participants consume an average of 2 (45%) cups of Specialty coffee a day, followed by 8 (26%) consuming 3 cups of Specialty coffee a day. 3 (10%) of participants shared that they consume 1 cup a day, whereas 6 (19%) admitted to consuming 4 cups of coffee. The findings which were identified in this study, were similar to the findings of Urwin et al., (2019), that indicated (63.9%) consume 2 cups of Specialty coffee a week. It was also confirmed using descriptive statistical analysis that the average (mean) participant consumes 2 cups of Specialty coffee a day, followed by the median and mode also equating to 2 cups being the mid-range and most frequent value.

Value	Freq (n)	%
1 cup	3	10%
2 cups	14	45%
3 cups	8	26%
4 cups	6	19%
Total	6	100%

Table 4. Consumption habits of Specialty coffee consumers

Value	Freq (n)
Mean	2
Median	2
Mode	2
Variance	0,85591
Range	3

Table 5. Consumption behaviour of Specialty coffee consumers

Lastly in the exploration of consumption behaviour in relation to demographics, the preferred Specialty coffee beverage of the respondents were explored by asking the respondents to share their preferred variation of Specialty coffee. In this section consumers indicated that cappuccino is the most common first beverage choice, with 16 (51.6%) of participants sharing the beverage as their preferred choice. Once again, these findings are in close relation to Urwin et al., (2019) that found 62.6% of their respondents select a cappuccino as their drink of choice. At a significantly lower average, 5 (16.1%) of participants shared that an americano is their first choice of Specialty coffee, marking a stark difference of 35.5% between cappuccino and americano being the first choice. The second most favoured Specialty beverage that was identified is a flat white with 7(35%) of participants including the beverage in their list of preferences.

Value	1st Choice	2nd Choice
(1)Cortado	3 (9.7%)	1 (5%)
(2) Cappuccino	16 (51.6%)	0 (0%)
(3)Americano	5 (16.1%)	2 (10%)
(4) Flat White	2 (6.5%)	7 (35%)
(5) Artisanal beverages	1 (3.2%)	3 (15%)
(6) Café latte	4 (12.9%)	5 (25%)
(7) Espresso	0 (0%)	2 (10%)
Total	31 (100%)	20 (100%)

Table 6. Consumption behaviour, preferred Specialty coffee beverages

Value	Count
Mean	2,774193548
Median	2
Mode	2
Variance	1,980645161
Range	5

Table 7. Consumption behaviour, 1st choice stats

Value	Count
Mean	4,7
Median	4,5
Mode	4
Variance	2,221052632
Range	6

Table 8. Consumption behaviour, 2nd choice stats

With the intention of this research study being geared towards exploring the consumption behaviours and purchase intentions of Specialty coffee consumers, it is important to review varying degrees of coffee consumers and their intentions to consume Specialty coffee.

Attitude

Having explored the relation between demographics and consumption behaviour, the next section of the research explores on the primary research questions of this study, exploring the impact of individual attitude on the purchase intention and consumption of Specialty coffee. In exploring this section Icek Ajzen's (1991) Theory of Planned Behaviour has been utilised to explore the impact of individual attitude, social norms and perceived behavioural control (Ajzen, 1991). This section is interlinked with the first section on consumption behaviours, as attitude is a key component in determining the way in which a consumer perceives a product or service, driving purchase intention (Parumasur & Roberts-Lombard, 2017). This section has been executed with the intent of confirming, or invalidating the null hypothesis that tested the relation of individual attitude in the purchase intention of Specialty coffee consumers in Pretoria. The gathering of these findings was largely bound in the guidance of van der Merwe & Maree, 2016 and their usage of TPB to unpack the behavioural intentions of Specialty coffee consumers in South Africa (van der Merwe & Maree, 2016). Further, Urwin et al's., (2019) findings on preferences and consumption habits were included in the research on TPB, to explore the influence of these variables on individual attitude towards Specialty coffee.

The first notable finding gathered on attitude, was geared towards understanding the importance of the common variable in Specialty coffee, 'single-origin' coffee beans, in terms of its influence on individual attitude. This question was placed on a likert scale from 1-5, 1 representing not important and 5 representing very important.

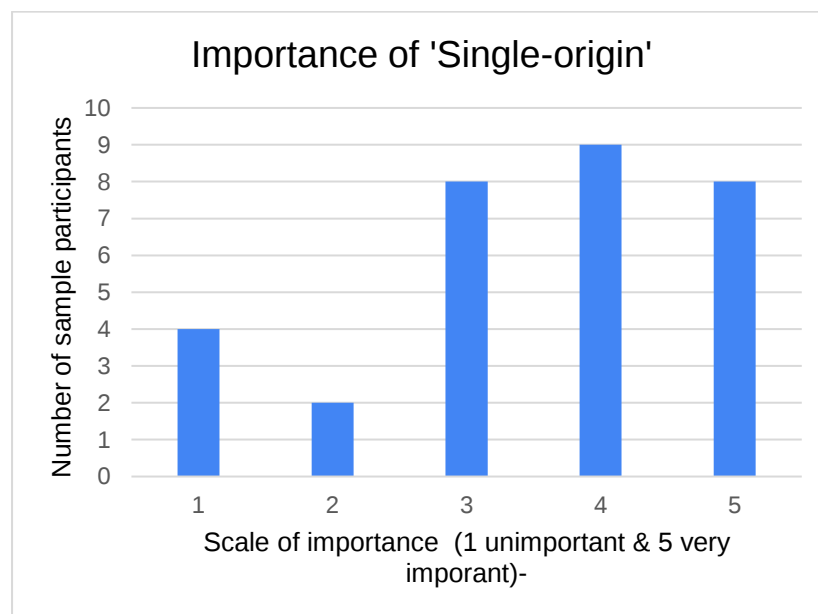


Table 9. Attitude, Single-Origin coffee

As it can be observed in the table above, a large majority of Specialty coffee consumers in Pretoria, found it important and very important that the Specialty coffee they consume is Single-Origin. This was equated to 9 (29%) of consumers sharing that they find it important that their Specialty coffee is Single-Origin, followed by 8 (25.8%) sharing that it is very important for their Specialty coffee to be Single-Origin. In this instance, it was illustrated that individual attitude has an impact on the purchase intention towards Specialty coffee. These findings are similar to Urwin et al (2019) who also found that the quality of the single-origin coffee is of high priority (43.7%), followed by also being considered as essential (37.4%). After questioning participants about their attitude on single-origin coffee, they were asked to share their attitude on the ethical and sustainable standard of the Specialty coffee beans. These participants once again ranked the value on a Likert scale. In doing so, it was uncovered that 16 (51.6%) of participants find the sustainability and ethical standards of Specialty coffee to be very important, while 8 (25.8%) value it as important.

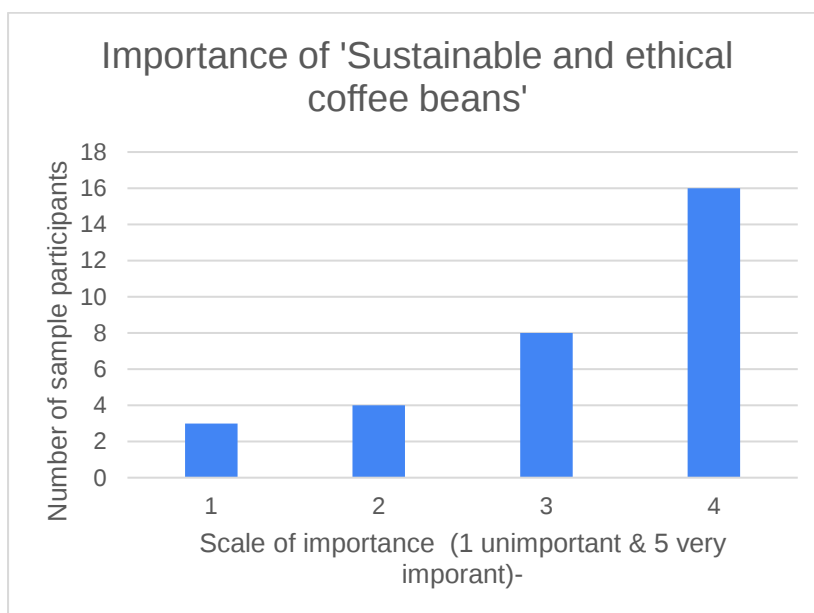


Table 10. Attitude, Sustainability and ethics

Despite the findings on attitude and sustainability in this study indicating a positive relationship between the variables, it does not align with the findings of Urwin et al (2019). This is as Urwin et al., (2019) uncovered that sustainability has a low-level influence on the perception of consumers, whereas elements such as quality are highly valued (Urwin, et al., 2019). This may be attributed to the paper being written in 2019, four years ago, as well as the study having been conducted in Johannesburg. As such the finding on sustainability having a positive impact on Specialty Coffee consumers attitude in Pretoria, is a significant one.

Having discussed the impact of sustainability and ethics in Specialty coffee, the study shifts to the next question, encompassing that a pleasant atmosphere at a Specialty coffee shop has an important/neutral/ or unimportant influence.

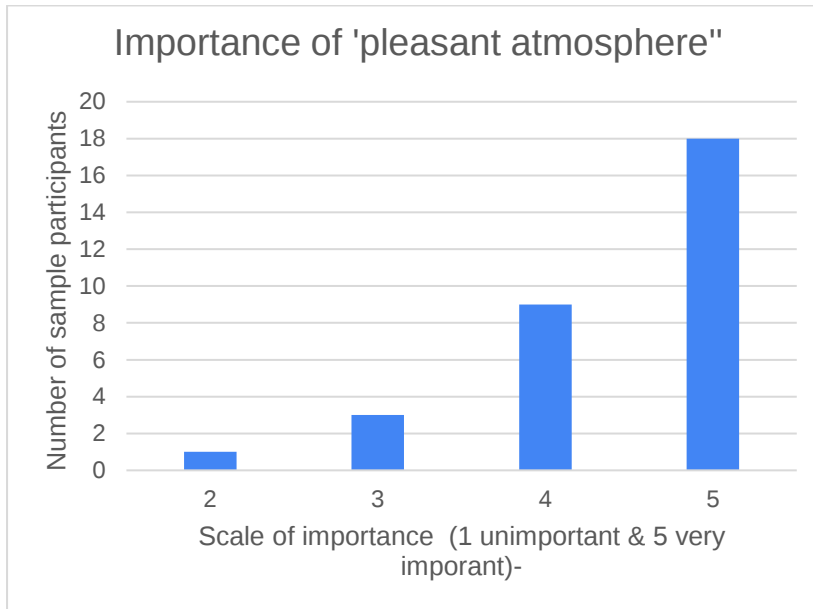


Table 11. Attitude, atmosphere

As it can be seen in Table 11 above, a pleasant atmosphere at a Specialty coffee shop is highly valued, with 18 (58%) of respondents seeing it as very important. This statistic is followed by 9 (29%) of respondents perceiving it as important. The statistical importance of a pleasant atmosphere is illustrated in the median calculating at 5, as well as the mode equating to 5. These findings on atmosphere, relate to Hashim, et al's., (2017) findings which note the importance of a pleasant atmosphere at a coffee shop when consuming Specialty coffee, this is as a large part of the consumption of Specialty coffee is bound in the coffee culture and experience of that culture at a coffee shop (Hashim, et al., 2017).

With an understanding in the importance of a pleasant atmosphere, the next question evaluated the percieved value of good customer service at that same location. In ranking the importance of customer service, 24 (77%) shared that it is very important, while 7 (23%) saw it as important. These findings vary from authors who used the same question, as Urwin et al., (2019) discovered that 52.5% of their respondents saw good customer service as important, while 31% saw it as very important.



Table 12. Importance of good customer service

This question has a mean (average) and mode (frequency) of 5 (Very important), indicating the prominence and impact of good customer service on the individual attitude of Specialty coffee consumers.

Subjective Norms

Having explored the influential variables impacting the attitude of Specialty coffee consumers in Pretoria, the subjective norms impacting Specialty coffee consumption in Pretoria were explored afterwards. This tested the second hypothesis within the primary research question and was evaluated on the basis of the null hypothesis, 'Subjective norms do not have a significant impact on the consumption of Specialty coffee in Pretoria. (Ajzen, 1991).

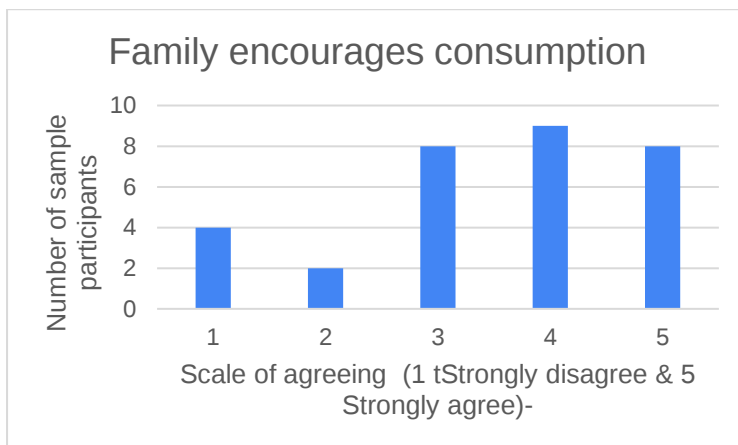


Table 13. Family encourages

As illustrated above, the sample share that they are neutral when it comes to family recommending and encouraging the consumption of Specialty coffee in Pretoria, as 10 (32%) shares that they are not specifically pressured to consume Specialty coffee due to the

recommendation of family. This was statistically described by the mode and median working out to 3 (neutral).

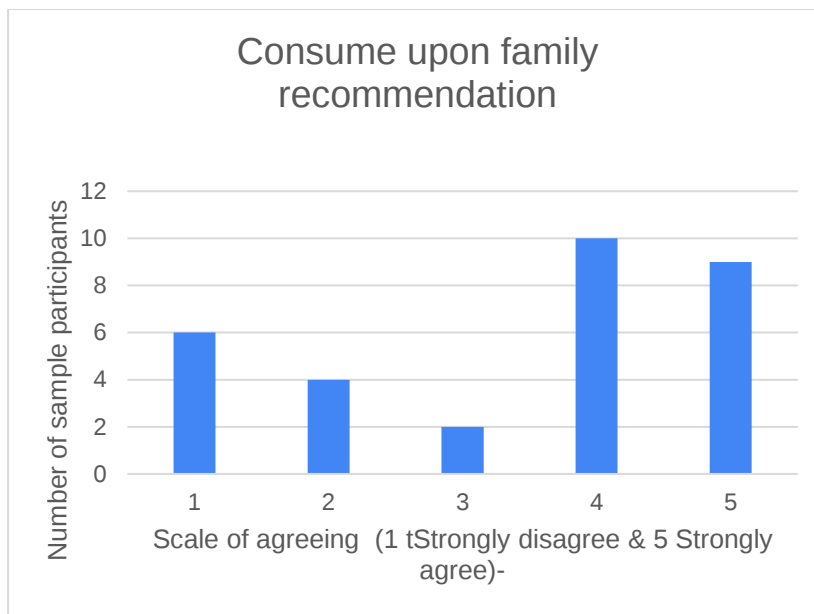


Table 14. Family consumption

Despite participants not experiencing social pressure from family to consume Specialty coffee, they agree that they would consume Specialty coffee had their family recommended it 10 (32%). These findings are similar to Van de Merwe and Maree (2016) who uncovered those participants are not significantly impacted by family to consume Specialty coffee (van der Merwe & Maree, 2016)

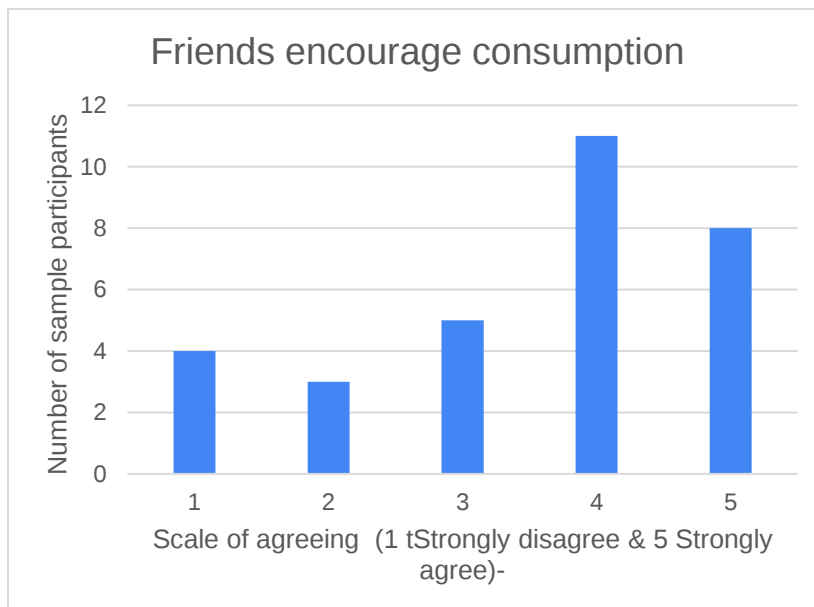


Table 15. Friends recommend

Secondly in exploring subjective norms, the impact of friends recommendations were explored. Here participants indicate that 11 (35%) of them were encouraged to consume Specialty coffee by friends. This differed by 2% from the recommendation of family. This indicates similar levels of social pressure.

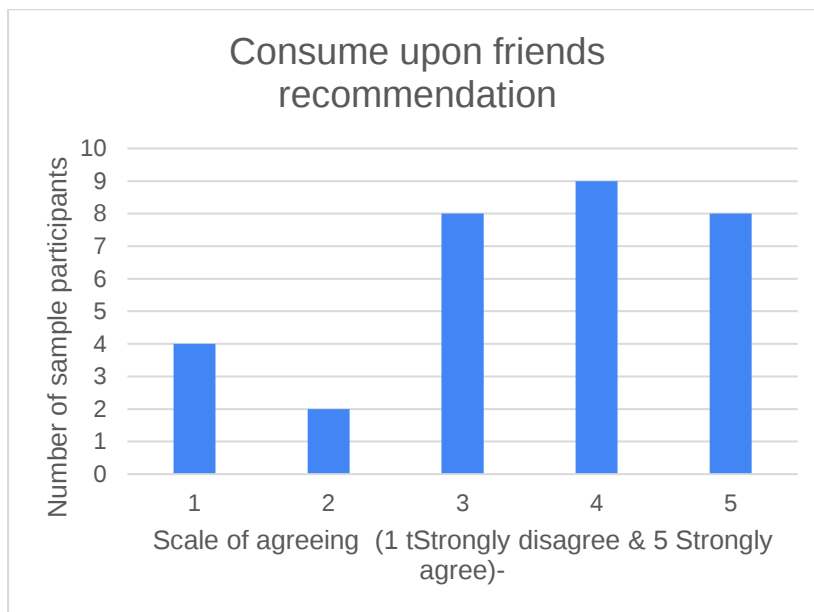


Table 16. Friends consume

35% of participants communicated that they would consume Specialty coffee upon the recommendation of friends. Reflecting that the participants are not only influenced to consume Specialty coffee by 35% but were willing to act on their purchase intention for Specialty coffee due to friends. Van de Merwe and Maree (2016) shared similar results with friends having more influence by a small percentage over family (van der Merwe & Maree, 2016).

Perceived Behavioural control (PBC)

In the last section of the survey, participants were asked to share their frequency of visiting Specialty coffee shops, and the perceived behavioural control in the convenience of the location. Here participants highlight that 12 (38.7%) of them visit Specialty coffee shops multiple times in a week. This was further explored by reviewing the median, which was 2 (weekly). These same participants shared that the convenience of the location is significant, as 58.1% identify convenient location as very important.

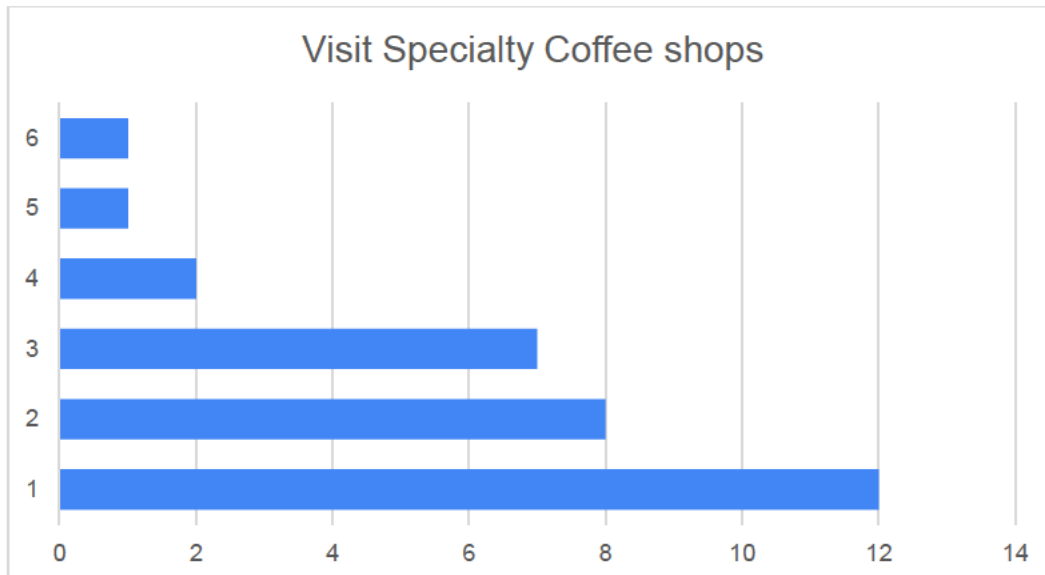


Table 17. Frequency of visiting Specialty coffee shops

Symbol	Value	Column1
1	Multiple times weekly	
2	Weekly	
3	Twice a month	
4	Monthly	
5	Daily	
6	Once Every 3 months	

To truly gage the extent of which Specialty coffee consumers are willing to go for a cup of Specialty coffee, which meet their individual preferences, the sample were asked to share how much more money they are willing to pay for a cup. Here the respondents shared that they are willing to pay R5-R8 for a cup of Specialty coffee. Indicating their willingness to forfeit monetary value for a product which resonates with the individual attitude and allows perceived control over the purchasing and consumption behaviour. Similarly, Van de Merwe and Maree (2016) identified the perceived behavioural control over the purchasing and consumption of Specialty coffee is of great significance (van der Merwe & Maree, 2016).

Value	Freq (n)	%
(1)R5 - R8	12	38.7%
(2)R10+	10	32.2%
(3)R3 - R4	8	25.8%

(4)R2 or less	1	3.3%
Total	31	100%

Table 18. Willingness to pay for Specialty coffee

Research Questions and Hypotheses

Research Questions

Primary Research Questions

2. Explore the behavioural intentions of Specialty coffee consumers located in Pretoria East using the proposed framework (TPB)

Secondary Research Questions

3. *Explore the demographic and psychographic variables of Specialty coffee consumers located in Pretoria East*
4. (a) *Explore how individual attitude towards the consumption of Specialty coffee impacts purchase intention*
(b) *Explore how consumers exposed to subjective norms towards Specialty coffee consumption, impacts their purchase intentions*
(c) *Explore how perceived behavioural control over Specialty coffee consumption influences the purchase intentions of consumers*

H₀ 1: Individual consumer attitude does not have a significant impact on their purchase intention towards Specialty Coffee.

H_a 1: Individual consumer attitude has a significant impact on a consumers purchase intention towards Specialty Coffee

H₀ 2: The subjective norms surrounding an individual coffee consumer does not have a significant impact on their purchase intention towards Specialty Coffee

H_a 2: The subjective norms surrounding an individual coffee consumer has a significant impact on their purchase intention

H₀ 3: Coffee consumers purchase intention towards Specialty coffee is not significantly impacted by the perceived behavioural control over Specialty coffee consumption

H_a3: Coffee consumers purchase intention towards Specialty coffee is significantly impacted by the perceived behavioural control over Specialty coffee consumption (van der Merwe & Maree, 2016).

5 CONCLUSION

Final thoughts

Throughout this study the behavioural and purchase intentions of Specialty Coffee consumers located in Pretoria, Gauteng were explored, to expand the general understanding of Specialty Coffee consumer's and their behaviour towards Specialty Coffee consumption. This is as the research aim was to garner information on the behavioural intentions that drives a consumer to make a purchasing decision towards Specialty Coffee. As discussed, the theoretical foundation of this paper consisted of Ajzen's (1991) Theory of Planned Behaviour, to unpack the influence of consumer attitude, the subjective norms that surround them and their perceived control over their purchasing decision of Specialty Coffee (Ajzen, 1991).

This research problem was addressed using quantitative research questions, executed using close-ended surveys. The research questions aim to validate the null hypotheses to determine whether the variables of TPB have an influence on the behavioural and purchase intention towards Specialty Coffee (Ajzen, 1991).

The first research question was developed to explore the influence that demographics such as age, gender and geographic location have on the purchase intent towards Specialty Coffee. The results prevailed that the demographic factors of age and gender, do not have a significant influence on the behavioural or purchase intent of Specialty Coffee consumers. Further, geographic location revealed to have a significant influence on the purchase intention towards Specialty Coffee as 87% of respondents were located in Pretoria East, indicating purchase intent in relation to geographic location.

The second research question aimed to measure the influence that the Theory of Planned Behaviour, has on the behavioural and purchase intention of Specialty coffee. This question was broken down into three secondary questions, each addressing a different variable of TPB.

Firstly, the impact of attitude on the purchase intent towards Specialty coffee is explored with the null hypothesis, individual attitude does not have a significant influence on the behavioural and purchase intent of Specialty Coffee consumers. This null hypothesis is examined, by exploring consumers attitude towards 'Single-Origin' coffee, that is a prominent feature of quality Specialty Coffee, and results show that 54.8% of Specialty coffee consumers think that

the specific origin Specialty coffee is influential, as 29% believe it is important and 25.8% think it is very important.

The most significant factor on Specialty Coffee consumers attitude in this study, is sustainably and ethically sourced coffee beans, as 51.6% of consumers find that it is very important when purchasing Specialty Coffee. The remainder of participants shared that it is important to them. Indicating that a consumer's individual attitude has a significant impact on their purchase intention towards Specialty Coffee.

Secondly in addressing the TPB, subjective norms do not have a significant influence on the purchase intention of Specialty Coffee consumers, this is as the most significant influence in regard to subjective norms was the social pressure of friends. 35% of participants shared that they receive social pressure from friends to consume Specialty Coffee, and 35% state that their purchase intention is spurred through the recommendation of friends (Ajzen, 1991).

Lastly in analysis of TPB, was perceived behavioural control. PBC proved to have a significant influence on the behavioural and purchase intentions of Specialty Coffee consumers. The significance was proven in the survey question on the convenience of location, in which 58.1% of participants shared that their behavioural and purchase intent is largely driven by the ease of purchase in a convenient location

These results address the research problem, in that Specialty Coffee consumers located in Pretoria, are significantly impacted in their behavioural and purchase intent towards Specialty Coffee, if they experience positive attitude resultant of single-origin coffee as well as sustainably and ethically sourced Specialty Coffee. Further, the importance of perceived behavioural control in regard to convenience of location, allows Specialty Coffee businesses in South Africa to strategically place the location of their Specialty Coffee shops in the regions of Pretoria East, to drive consumers behavioural and purchase intent.

Recommendations

For future studies on the behavioural and purchase intent of Specialty Coffee consumers in South Africa, and specifically in Pretoria, Gauteng, the impact of sustainably and ethically sourced Specialty Coffee may be explored. This is as Urwin (2019), identified that sustainable and ethical factors do not have a significant impact on attitude and the behavioural intent of Specialty Coffee consumers in Johannesburg, Gauteng. These results are thus contradictory to the results unearthed in this research paper, indicating the need for further investigation

into the evolving expectations and needs of Specialty Coffee consumers in South Africa and specifically Gauteng

Limitations and ethical implications

Having discussed the importance of further investigation into the influence of individual attitude in relation to sustainability, it should be noted that the results may be bound in geographic location (Pretoria) as Urwin's (2019) study was conducted in Johannesburg. However, it is likely that since Urwin's (2019) paper was released, Specialty Coffee consumers and the factors which impact their behavioural and purchase intent, have evolved, validating the need for further investigation (Urwin et, al. 2019).

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Appendices or Annexures

CONSENT FORM

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Catherine Lemmer , and I am a student at Vega School of Brand Leadership. I am currently conducting research under the supervision of Anthony Wingfield about The Behavioural and Purchase Intentions of Specialty Coffee consumers in Pretoria I hope that this research will enhance our understanding of the South African Specialty Coffee market I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at [INSERT THE IIE BRAND'S NAME], will have access to your interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide?
Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my BA Honours in Strategic Brand Communication You may ask me to send you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Catherine Lemmer

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Anthony Wingfield

Participant or respondent consent

I, _____, agree to participate in the research conducted by [INSERT YOUR FULL NAMES AND SURNAME] about [INSERT AIM OF RESEARCH/BRIEF SUMMARY OF EXACTLY WHAT YOU ARE RESEARCHING].

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- I agree to be interviewed for this research.
- My confidentiality will be ensured. My name and personal details will be kept private.
- My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.
- I may choose not to answer any of the questions that are asked during the research interview.
- I may be quoted directly when the research is published, but my identity will be protected.

Signature	Date



Gatekeeper's letter/ Request to conduct research

Dear Business owner.

I am writing to ask your permission to conduct research at your business

My name is Catherine Lemmer, an Honours in Strategic Brand Communication student at Vega School Pretoria, a brand of the Independent Institute of Education (IIE). The research I wish to conduct for my Honours Project is titled 'Exploring the behavioural and purchase intentions of Specialty coffee consumers in Pretoria East'

The aim of this study is to explore the variables influencing the consumption of Specialty coffee by consumers located in Pretoria East. The project consists of handing out survey's to consumers who are keen to participate. I will ensure not to interrupt the consumers dining, by only approaching regular consumers with time to spare. I will not impose the survey on any consumers.. All consumers will remain anonymous. The identity of the Café may remain anonymous if that is preferred, but I believe the information gathered regarding the brands differentiated products, will enhance the identity and image of the brand.

This study will be conducted in the second semester of my studies, which is approximately in August 2022. The study will commence over the course of a month.

Yours sincerely

Student: Catherine Lemmer

Supervisor: Anthony Wingfield

My contact details are as follows:

Catherine Lemmer

[REDACTED]

[REDACTED]

The contact details of my supervisor/navigator/lecturer are as follows:

Anthony Wingfield

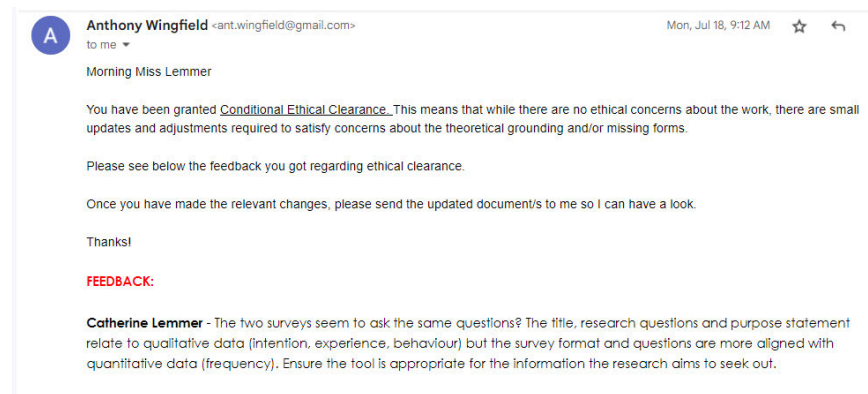
[REDACTED]



Gatekeeper's Approval

Consent form to conduct research at my company	
I,	
Representative of	
My capacity:	
Give my permission thatmay conduct research at my company. This research has been explained to me and I understand what participation in this research will involve. I reserve the right to withdraw this permission at any time. I also understand that research reports will be available in the library and IIE Repository.	
Select below:	
• I request that my company's identity be kept confidential. • My company may be identified in the study	
Signature	Date

Ethics Clearance Letter



Research details	
Problem statement	The global shift towards coffee culture is largely attributed to the third wave of coffee, which entails coffee being centred in delivering quality throughout the coffee supply chain. Such as sustainably sourcing coffee beans, roasting beans using specialised techniques and brewing the beans to form differentiated taste experiences. This popular phenomenon is also known as speciality coffee (Coffee Magazine South Africa , 2019). Coffee Business Intelligence states that South African coffee consumption has increased from 589,000 – 60kg bags of coffee a year in 2017, to 675 000 -60kg bags a year in 2021, indicating stable growth in the market (Coffee Business Intelligence South Africa, 2021)Famous Bean South Africa (2021) notes that consuming quality coffee has become an experience, marking a strong preference for speciality coffee, as seen with 50% of the coffee consumed in Europe and the USA being speciality coffee (Famous Bean, 2021).Kelsey van der Merwe and Tania Maree (2016), state that speciality coffee has become a viable market segment in South Africa. However, most research on the consumption of speciality coffee has been done in the context of developed countries. Leaving a gap in knowledge surrounding the consumption behaviours in emerging markets like South Africa (van der Merwe & Maree, 2016).Consequently, van der Merwe and Maree (2016) conducted research on the speciality coffee market in South Africa using Ajzen's (1991) Theory of Planned Behaviour (TFB) (van der Merwe & Maree, 2016). More recently Urwin, et al., (2019) explored and described speciality coffee consumption in Gauteng (Johannesburg) (Urwin, et al., 2019). With limited research conducted on speciality coffee consumption behaviours and purchase intentions within a South African context, there is a need for further exploration into speciality coffee consumption in the areas of Gauteng which have not been addressed in previous research such as in Pretoria Gauteng.
Purpose statement	The purpose of this study is to explore the behavioural and purchase intentions of speciality coffee consumers located in Pretoria East, utilising the theoretical foundation of TFB to uncover the variables contributing to speciality coffee consumers consumption behaviour (van der Merwe & Maree, 2016). The past research conducted and on the consumption behaviour and purchase intentions of speciality coffee consumers in South Africa, indicates viability in the market, making it important to gain further knowledge surrounding the developing speciality coffee consumer.
Research question/s	Research Questions Primary Research Question Explore the behavioural intentions of Specialty coffee consumers located in Pretoria East using the proposed framework (TPB)

	Secondary Research Questions <i>(a) Explore how individual attitude towards the consumption of Specialty coffee impacts purchase intention</i> <i>(b) Explore how consumers exposed to subjective norms towards Specialty coffee consumption, impacts their purchase intentions</i> <i>(c) Explore how perceived behavioural control over Specialty coffee consumption influences the purchase intentions of consumers</i>
Hypotheses/ Objectives	H₀ 1: Individual consumer attitude does not have a significant impact on their purchase intention towards Specialty Coffee. H_a 1: Individual consumer attitude has a significant impact on a consumers purchase intention towards Specialty Coffee H₀ 2: The subjective norms surrounding an individual coffee consumer does not have a significant impact on their purchase intention towards Specialty Coffee H_a 2: The subjective norms surrounding an individual coffee consumer has a significant impact on their purchase intention H₀ 3: Coffee consumers purchase intention towards Specialty coffee is not significantly impacted by the perceived behavioural control over Specialty coffee consumption H_a 3: Coffee consumers purchase intention towards Specialty coffee is significantly impacted by the perceived behavioural control over Specialty coffee consumption
Research rationale	In Pretoria East, Gauteng an increase in speciality coffee shops has been experienced with Roastmasters Roastery and Café (2022) opening in 2021 (Roastmasters Roastery , 2022). Along with Sorcery Coffee Roasters entering the market in early 2022 (Sorcery Coffee, 2022). This presents the potential of exploring the consumption behaviours and purchase intentions of speciality coffee consumers in Pretoria East, Gauteng. To further expand and enhance the local Specialty Coffee market
<u>Literature Review</u>	
Key Theories	Icek Ajzen (1991) The Theory of Planned Behaviour and Kelsey van der Merwe and Tania Maree (2016) the behavioural intentions of speciality coffee consumers in South Africa (speciality coffee)
Seminal authors/sources	Icek Ajzen (1991) <i>The Theory of Planned Behaviour</i>; Noémi Krekó (2015) <i>What is the secret behind the success of the “New-wave” Specialty Coffee places in Budapest?</i>;

	Kelsey van der Merwe and Tania Maree (2016) <i>the behavioural intentions of speciality coffee consumers in South Africa</i> ; Urwin et al (2019) <i>The Rise of Speciality Coffee: An Investigation into the consumers of speciality coffee in Gauteng</i> ; Ramírez-Correa et., al (2020) <i>Purchase intention of Speciality Coffee</i> ;				
Themes	Development of Coffee Industry and Culture	Specialty Coffee	Consumption Behaviour of Specialty Coffee Globally	Consumption Behaviour of Specialty Coffee in SA	Theory of Planned Behaviour in relation to speciality coffee consumption in SA
Key Concepts	Coffee Culture: Culture surrounding making quality coffee (Ramírez-Correa, et al., 2020). Speciality coffee: Quality coffee, differentiated by sustainably sourced coffee beans, specialised bean roasting and expert brewing of the coffee beans. (Coffee Magazine South Africa , 2019). Consumption behaviour: The investigation of consumer purchases, in relation to their use and associations of a product (Urwin, et al., 2019). Attitude: Ajzen (1991) attitude is the degree in which an individual feels favour or disfavour towards a specific behaviour (Ajzen, 1991). Subjective Norm: Ajzen (1991) explains that subjective norm is the social pressure that an individual experiences towards engaging in a specific behaviour (Ajzen, 1991). Perceived behavioural control (PBC): Ajzen (1991) notes that PBC is the perceptive ease or difficulty in performing a specific behaviour. Determined by past consumption experiences (Ajzen, 1991). Behavioural intention: Culmination of attitudes, subjective norms and perceived behavioural control towards a behaviour, resulting in behavioural intent towards a specific behaviour (Ajzen, 1991). Purchase intention: Specific behavioural intention to purchase and consume a product (van der Merwe & Maree, 2016).				

Provisional Research Approach

<u>Paradigm</u>	<u>Epistemology</u>	<u>Ontology</u>	<u>Axiology</u>
Interpretivism du Plooy-Cilliers et al., (2014) notes interpretivism does not assess social sciences objectively but	du Plooy Cilliers et al., (2014) state that epistemology is uncovers valid empirical findings and determined through	An ontological position perceives reality as a social construction, developed by the experiences of individuals. Reality and	An axiological position of interpretivism involves the complex understanding of individual realities as they determine the

understand that humans perspectives are in constant influx in reaction to environmental factors (du Plooy-Cilliers, et al., 2014).	senses. Knowledge is subjective and determined by what people view as 'common sense' (du Plooy-Cilliers, et al., 2014).	perceptions shift, requiring constant investigation (du Plooy-Cilliers, et al., 2014).	variables of a research study (du Plooy-Cilliers, et al., 2014).
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Research Design/ Approach	A quantitative approach has been used in this study, to determine the relationships between TPB and the consumption of speciality coffee in Pretoria East Gauteng. The research design is exploratory in nature. du Plooy-Cilliers, et al., (2014) state that exploratory research is generally conducted when there is a lack of research surrounding a specific topic. As such, exploratory research is ideal in unpacking the factors which impact the consumption behaviour of Speciality Coffee consumers in Pretoria East, this is due to the lack of knowledge surrounding this topic, in this specific context (du Plooy-Cilliers, et al., 2014).
<u>Research Plan</u>	
Population	This study has been conducted in the Gauteng province, with specific focus on Pretoria. du Plooy-Cilliers et al., (2014) describes the population as the total amount of social artefacts which need to be investigated. The target population is every individual within the population parameters; however, this is not always a viable option, and an accessible population is determined (du Plooy-Cilliers, et al., 2014). The targeted population for this study is Speciality Coffee consumers located in Pretoria, Gauteng. The accessible population is speciality coffee consumers located in Pretoria East, as this is accessible to the researcher, located near their place education.
Sampling	Consumers in Pretoria East who consume and purchase specialty coffee. Non-probability sampling technique may be used, where some participants were not able to participate (du Plooy-Cilliers, et al., 2014). This sample was determined by the researcher on site. The research site was Boxer Brew Coffee, where a non-probability and purposive sampling method was used to select millennial speciality coffee consumers who consume and purchase specialty coffee.
Data collection method(s)	A cross-sectional survey was used, as the research aims to update and build knowledge surrounding speciality coffee consumption in Pretoria, in 2022 (du Plooy-Cilliers, et al., 2014). Data was collected via a close-ended survey, where the TPD was be used to establish questions. The questions were measured using a Likert scale, where participants can share their degree of agreeing or disagreeing with speciality coffee consumption behaviours and purchase intentions (Ajzen, 1991).

Data analysis method(s)	The data collected was analysed using descriptive analysis. Enabling the researcher to unpack the findings and determine the range (minimum value and highest value), central points (mean and median). These statistics assist in testing the set hypotheses through inferential statistics (du Plooy-Cilliers, et al., 2014).
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Ethics	The research ensured informed consent from participants as well as be informed that their personal details will remain anonymous. The participants are within legal age to (18 and over). The researcher ensured that there is no distortion in the results, as they are involved with a specialty coffee shop. The research questions did not incite specific outcomes as they were developed using past papers within the same field. The results of the survey were analysed using descriptive statistics, avoiding any manipulation of the information gathered (du Plooy-Cilliers, et al., 2014).
Limitations	du Plooy-Cilliers (2014) notes time is a limitation, considering that an honours thesis is conducted over the course of a year. A cross-sectional quantitative study has been used as a delimitation. Budget constraints of a higher education research study limit the researcher in conducting the study throughout various speciality coffee stores in Pretoria East, as a result an accessible sample is was determined at Roastmasters Roastery and Café and Boxer Brew Café (du Plooy-Cilliers, et al., 2014).