THE BEHAVIOURAL INTENTIONS OF SPECIALITY COFFEE CONSUMERS IN SOUTH AFRICA

Kelsey van der Merwe

Master's student, Department of Marketing Management, University of Pretoria

Tania Maree

Senior Lecturer, Department of Marketing Management, University of Pretoria

*Corresponding author

Contact details:

T Maree

Department of Marketing Management University of Pretoria

Private bag X20

Hatfield

0028

Tel: +27 12 420 3418

e-mail: tania.maree@up.ac.za

ABSTRACT

More than 1.6 billion cups of coffee are consumed worldwide on a daily basis. South Africa is rapidly adapting to worldwide trends with speciality coffee consumption on the rise, with South Africa recently having been recognised as a key player in the speciality coffee industry. Emerging market trends in speciality coffee consumption have resulted in a number of changes in consumption patterns, preferences and consumer behaviour. The purpose of this study was to determine the behavioural intention of speciality coffee consumers in South Africa, using the Theory of Planned Behaviour. The data were gathered from a non-probability sample of 327 respondents, who were selected through a self-completion online questionnaire. The results indicate that males consume more speciality coffee than females. The majority of respondents consume speciality coffee more than once a day, and foam cappuccinos are consumed most regularly. The results of the stepwise multiple regression analysis demonstrate the utility of the Theory of Planned Behaviour as a conceptual framework for predicting the behavioural intention of speciality coffee consumers. The findings indicate that attitude, subjective norms and perceived behavioural control are important predictors of behavioural intention. Furthermore, perceived behavioural control is the most important factor influencing speciality coffee

consumption, and the most influential of the direct measures of the Theory of Planned Behaviour. With the current rise in speciality coffee consumption among South Africans, the Theory of Planned Behaviour framework contributes to understanding those factors which influence regular speciality coffee consumption. It is recommended that marketers and practitioners adapt their offerings to appeal to the specific needs of the growing speciality coffee market in South Africa.

KEYWORDS

Speciality coffee, consumption behaviour, Theory of Planned Behaviour (TPB), Attitudes, Subjective Norms, Perceived Behavioural Control

INTRODUCTION

Coffee is the world's most popular beverage - more than 500 billion cups of coffee are consumed worldwide annually (National Coffee Association of USA [NCA], 2012). Coffee, also the world's most traded commodity after crude oil, has become a widespread global phenomenon (Luttinger & Dicum, 2006). Although coffee consumption is not a recent occurrence, it is increasing rapidly (NCA, 2012).

South Africans, generally, adapt to global trends and so coffee consumption is rising, with a market value of R3 921 499 (Business Market Intelligence [BMI], 2012; Hyslop, 2012; Mack, 2012). South African coffee consumers are moving from instant coffee towards pure ground coffee (BMI, 2012) and in 2010 there was a 17.3% increase (per person) in the consumption of pure ground coffee (BMI, 2012). When these statistics are considered, it becomes clear that the South African coffee consumer market is growing and is a viable focus area for research.

According to Ajzen (1991), researchers have applied the Theory of Planned Behaviour (TPB) to various aspects of social and consumer behaviour. The theory has also been used to explain consumers' food choices (Bredahl, Grunert & Frewer, 1998), alcohol consumption (Huchting, Lac & LaBrie, 2008), wine consumption (Bruwer, Saliba & Miller,

2011), moderate-drinking behaviour (Previte, Russell-Bennett, & Parkinson (2015) and soft-drink consumption (Kassem, Lee, Modeste & Johnston, 2003).

Previous research on coffee addressed a variety of aspects: coffee markets (Lewin, Giovannucci & Varangis, 2004; Donnet, Weatherspoon & Hoehn, 2007), environmental impacts of coffee preparation methods (Brommer, Stratmann, & Quack (2011), consumer preferences (Heidema & de Jong, 1998; Cristovam, Russell, Paterson & Reid, 2000; Hsu & Hung, 2005) and consumption patterns (Roseberry, 1996; Ponte, 2002). In addition, several studies have focused on specific market contexts, including France (Cailleba & Casteran, 2010), New Zealand (Murphy & Jenner-Leuthart, 2011), Belgium (De Pelsmacker, Janssens & Mielants, 2005), Central and Southern United States of America (Johnson-Kozlow, Kritz-Silverstein, Barrett-Connor & Morton, 2002; Donnet *et al.*, 2007), the United Kingdom (Golding & Peattie, 2005) and Taiwan (Hsu & Hung, 2005).

Much of the previous research on the topic has been conducted in developed countries. Emerging market trends in speciality coffee consumption have resulted in a number of changes in consumption patterns, preferences and consumer behaviour. Despite this, there is a lack of literature focusing on emerging markets, such as South Africa.

The main purpose of this study is to determine the behavioural intentions of speciality coffee consumers in South Africa, using the theoretical basis of the TPB. In addition to examining the influences of attitudes, subjective norms and perceived behavioural control (PBC) on the intention to consume speciality coffee, this study investigates age and gender differences in speciality coffee consumption.

The research therefore attempts to address three key aspects: the lack of research on coffee consumption in emerging markets, providing a specific focus on consumer speciality coffee preferences and the intention to consume speciality coffee, as well as testing the TPB in terms of speciality coffee consumption in an emerging market.

The research contributes to expanding the knowledge of the rising speciality coffee consumer, which could assist consumer-behaviour researchers to understand more fully the consumer decision-making process. Additionally, it offers a guide for marketing efforts in the speciality coffee industry. The results of the study should also be valuable to coffee retailers, suppliers, restaurants and outlets, all of whom aim to adapt to changing

consumer patterns whilst taking advantage of the new opportunities in the speciality coffee market.

The article is structured as follows: firstly, the literature review provides a background to speciality coffee and the South African coffee market. Secondly, the theoretical basis of the study is described, along with the hypotheses development. Thirdly, a detailed discussion of the methodology follows. Fourthly, the results are discussed and summarised. Then follows a discussion of the findings, conclusions and implications, and the article concludes with limitations and directions for future research.

LITERATURE REVIEW

Speciality Coffee

Two main streams of coffee preferences exist: instant versus speciality. Speciality coffee refers to a gourmet coffee that is 'made from exceptional beans grown only in ideal coffee-producing climates. They tend to feature distinctive flavours, which are shaped by the unique characteristics of the soil that produces them' (De Waal & Pienaar, 2013, p.13). Gourmet coffee beverages include, but are not limited to, flat whites, French presses, cappuccinos, espressos and macchiatos (NCA, 2012).

Coffee is made from the ground and roasted beans of two main species: Arabica and Robusta coffees (Jolliffe, 2010; De Waal & Pienaar, 2013). Robusta is considered to be of a lower quality and I used in the blending of instant coffee; whereas Arabica is of a higher quality and is used for differentiated coffees, of which speciality coffee is a unique component. Differentiated coffee means that the coffee is distinguished on the basis of its 'distinct origin, defined processes and exceptional characteristics, such as superior taste' (Lewin *et al.*, 2004, p. 99).

The history of coffee has progressed in waves that have revolutionised the coffee market. The first wave, during the early 1900s, was described as the mass-produced coffee wave, when consumers mostly consumed instant coffee (Maestre, 2013). The second wave gave rise to the speciality revolution, which focused on sourcing artisanal roasted beans (Ponte, 2002; Manzo, 2010; Pendergrast, 2010). The third and current wave has introduced

artisanal coffee roasters and independent coffeehouses that focus specifically on quality, taste and uniqueness (Manzo, 2010; Pendergrast, 2010).

South African Coffee Market and Culture

The total South African coffee market has an estimated market volume of 38 298 tonnes (BMI, 2012). The South African speciality coffee segment experienced tremendous growth, contributing 19.6% to market volumes and 21.6% to market value (BMI, 2012). According to De Waal and Pienaar (2013), this was the single largest growth percentage reported in BMI's analyses and speciality coffee currently accounts for 13.9% of volume and 31.2% of value (approximately R1 billion) of all the coffee sold in South Africa.

South Africa has also seen an increase in products associated with premium coffee, such as coffee machines, milk-frothers and plungers (Durham, 2011; Rohland cited in De Waal & Pienaar, 2013). The increase in the sales of these premium products illustrates the shift away from instant coffee. Espresso-based coffees dominate the South African foodservice market, with 90% of all coffees being espresso-based (Brown, 2013).

Customers are trending towards high quality, differentiated, origin-specific speciality coffees with a unique taste (Arnold in Mack, 2012; De Waal & Pienaar, 2013). In South Africa, a coffee culture is developing that is described as a 'market experiencing sophistication' (Loonat cited in Mack, 2012, p. 22). There is a distinct change in South Africa's coffee culture, with coffee consumers becoming more discerning (Durham, 2011; Brown, 2013).

THEORETICAL BASIS AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behaviour (TPB)

The TPB presents a model theorising that 'intentions are determined by three constructs: attitudes towards the behaviour; subjective norms; and perceptions of behavioural control' (Ajzen, 1991, p. 188). The general premise of the TPB is that 'people are more likely to perform a behaviour when they have a favourable attitude towards the behaviour, stronger beliefs that significant others think they should perform the behaviour, and greater perceived behavioural control over the anticipated impediments' (Ajzen, 1991, p. 188).

According to Cho, Chang, Yeo, Wounded Head, Zastrow, Zdorovtsov, Skjonsberg & Stluka (2015, p. 68) the TPB can be usefully applied to explain the influence of social as well as psychological factors on consumers' behavioural intentions. As such, the TPB has been useful in predicting and explaining purchase behaviours concerning food and beverage consumption, in particular: soft drinks (Kassem et al., 2003), alcohol (Huchting et al., 2008; Bruwer et al., 2011), fish (Verbeke & Vackier, 2005), fast-food consumption (Dunn, Mohr, Wilson & Wittert, 2011) and healthy food choices (Bogers, Brug, Van Assema & Dagnelie, 2004).

Previous research provides strong empirical support for the model and such studies indicate theory validity and the TPB's predictive power to explain consumer behaviour. It is therefore suitable to use it as a basis to explain and predict speciality coffee consumption. Figure 1 presents the proposed conceptual framework to predict the intention to drink speciality coffee.
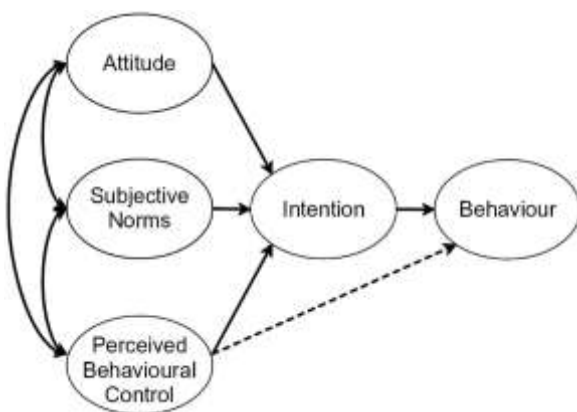

Figure 1: Conceptual Framework: The Theory of Planned Behaviour (Ajzen, 1991)

Kwon and Vogt (2010:424) define attitude as a person's belief about whether the outcome of behaviour will be positive or negative. The more positive a person's attitude is towards a behaviour, the more likely it is that the person would engage in it. As attitude towards behaviour depends on the value attached to the consequences of the behaviour (Ajzen, 1991), the benefits associated with speciality coffee consumption could thus evoke specific attitudes.

According to Bai, Tang, Yang and Gong (2014), a subjective norm refers to the level of perceived pressure from the individual's reference groups to perform a specific behaviour.

Referent groups are people who have an influence in a person's life and can influence decision-making, such as families, friends and colleagues. Perceived behavioural control (PBC) points to the ease or difficulty of performing a behaviour (Mosquera, Garcia & Barrena, 2014).

The TPB posits that positive attitudes, subjective norms and PBC produce positive intent among participants who might not have considered engaging in the behaviour (Ajzen, 2012). Intention is referred to as the effort that individuals are willing to make so as to engage in a particular behaviour. Based on the foregoing, it is hypothesised that:

H_{1a}: Consumers who have more positive attitudes toward speciality coffee consumption will have a greater intention to consume speciality coffee.

H_{1b}: Consumers who have more positive subjective norms towards speciality coffee consumption will have a greater intention to consume speciality coffee.

H_{1c}: Consumers who have greater perceived behavioural control over speciality coffee consumption will have a greater intention to consume speciality coffee.

Coffee-Consumer Behaviour

Speciality coffee consumers' concerns have shifted not only to quality and price, but also freshness and taste (Fraser cited in Mack, 2012). South Africans are more willing to try out new coffee options, as well as to practise openness towards trying different blends from different origins (Durham, 2011; Arnold, cited in Mack, 2012; Brown, 2013; Hofmeyr, 2013).

British Petroleum (BP) (Food and Beverage Reporter, 2012) found that consumers are inclined towards drinking gourmet coffee beverages (GCB) every day, or at least once every week. Cappuccino is South Africans' favourite GCB (Food and Beverage Reporter, 2012; Food and Beverage Reporter, 2013). This study's objectives include, *inter alia*, to determine consumers' choice of GCBs and to determine when and how often consumers drink speciality coffee.

Cristovam *et al.* (2000) report that females and males have different preferences for espresso coffee. Males have been found to consume more coffee than females (Johnson-Kozlow *et al.*, 2002; Food and Beverage Reporter, 2012; Bean There Coffee Company,

2013). In contrast, Olsen (2013: unpublished) found that men and women are equally likely to consume coffee.

Heidema and de Jong (1998) reported that consumer preferences are influenced by both gender and age. Hsu and Hung (2005) suggest that the literature lacks information concerning the consumption of coffee at an age when coffee-drinking habits are formed. Ko and Chiu (2008) suggest that studying the consumption patterns of young adult coffee consumers could provide information about the consumer market. It is thus suggested that speciality coffee consumption is related to demographic factors. It is hypothesised that:

H_2: Males consume more speciality coffee than females.
H_3: There is a positive relationship between age and the consumption of speciality coffee.

METHODOLOGY

Sample and data collection

The target population of the study included all coffee enthusiasts who were 18 years and older, residing in the major city centres of South Africa, who had consumed speciality coffee within the last six months. A non-probability sampling method, volunteer sampling, was used owing to the lack of a complete and accurate sampling frame for speciality coffee consumers. The study involved self-selection and snowball sampling (Saunders, Lewis & Thornhill, 2012).

The researcher e-mailed an online survey hyperlink to a few unique cases, namely specific coffee cafés and connoisseurs, with whom the researcher had made contact prior to the survey. They completed the survey and after doing so, "shared" the link across their social media pages, encouraging others to do the same (snowball sampling). The researcher also publicised the hyperlink on social media websites (Facebook and Twitter) in a number of related groups. The respondents were invited to self-select by clicking on the survey link, which was hosted on Qualtrics.

Questionnaire and measures

A self-completion online questionnaire was developed according to the procedures and conceptual and methodological considerations advised by Ajzen (2002). The questionnaire commenced with a brief definition of speciality coffee, in order to ensure that only speciality coffee consumers participated in the study. Behavioural intention, subjective norms and perceived behavioural control were measured using seven-point Likert type scales (1= strongly disagree and 7= strongly agree) adapted from Ajzen (1991).

Attitude towards speciality coffee consumption was measured on a semantic differential scale (coded 1 to 7). The negatively worded items were re-coded; since the items on the endpoints were a mix of both positive and negative terms. The last part of the questionnaire examined the consumption habits and demographic details of the respondents.

Data Analysis

The data captured via Qualtrics were exported to the Statistics Package for Social Sciences (SPSS, Version 22.0, 2014) for analysis. Cronbach's Alpha coefficient was used to establish the reliability for the TPB constructs (attitude, subjective norms, perceived behavioural control and intention).

To test the proposed model and hypotheses associated with it, stepwise multiple regression analysis was used. This analysis method was chosen due to its robustness in terms of multi-collinearity. An analysis was first conducted in order to ensure that the four major assumptions of multiple regression analysis (normality, linearity, multi-collinearity and homoscedasticity) were adhered to (Pallant, 2010).

The other hypotheses were tested using Spearman's rank order correlation and the Mann-Whitney U test. Spearman's rank order correlation was used to determine whether any significant relationships exist between speciality coffee consumption and age. The Mann-Whitney U test was used to determine gender differences in speciality coffee consumption. Since speciality coffee consumption produces data at an ordinal level of measurement, the parametric tests could not be used (Pallant, 2010). The researcher relied on a 95% level of

confidence, and a subsequent significance level of 5% (*p*-value ≤ 0.05) to interpret the results of the hypothesis testing.

RESULTS OF STATISTICAL ANALYSES

Respondent profile

In total, 327 respondents fully completed the questionnaire. The gender distribution was 40.7% males and 59.3% females. The ages ranged between 18 and 65 years of age; the majority (53%) of the respondents were between 22 and 32 years of age. The majority of the respondents (76.1%) resided in Gauteng, followed by those from the Western Cape (14.7%) and KwaZulu-Natal (4%).

Table 1 presents the speciality coffee consumption habits of the respondents.

Table 1: Speciality coffee consumption habits of respondents (*n* = 327)

	Frequency	%
Speciality Coffee Consumption		
More than once a day	115	35.2
Once a day	44	13.5
A few times per week (2-6)	87	26.6
A few times per month (1-4)	53	16.2
At least once in the past 3 months	19	5.8
At least once in the last 6 months	9	2.8
Speciality Coffee Beverage		
Cappuccino Cream	23	7.0
Cappuccino Foam	115	35.2
Café Latté	39	11.9
Iced Coffee	7	2.1
Macchiato	11	3.4
Flavoured Latté	8	2.4
Espresso	36	11.0
Filter Coffee	53	16.2
Café Mocha	6	1.8
French Press/ Plunger	9	2.8
Flat White	20	6.1

As indicated in Table 1, about a third of the respondents (35%) consume speciality coffee more than once daily, followed by 26.6% who consume it a few times per week and 16.2% who consume it a few times a month. The majority of the respondents (35.2%) regularly consume a cappuccino with foam. The respondents were also asked to indicate the maximum price that they would be willing to pay for their favourite gourmet coffee. On average, they were willing to pay around R27 – which is quite high.

Reliability

Cronbach's coefficient alpha was calculated in order to assess the internal consistency of each scale. The reliability statistics are presented in Table 2.

Table 2: Reliability statistics

Measurement Scales	Cronbach's alpha
Behavioural intention	0.920
Attitude	0.774
Subjective Norms	0.893
Perceived Behavioural Control	0.795

All the scales are reliable, since they exceed the acceptable limit of 0.7.

Validity

To determine the construct validity of the measuring scales, exploratory factor analyses were performed. First of all, the dependant variable, behavioural intention was subjected to a principal components analysis (PCA). The PCA indicated that the items used to measure behavioural intention form a unidimensional construct, confirming its construct validity.

The items measuring the independent variables (attitude, subjective norms and perceived behavioural control) were also subjected to PCA (using Varimax rotation). Before performing the PCA, the suitability of the data for factor analysis was assessed. The correlation matrix revealed that there were a number of coefficients of 0.3 and above. The Kaiser-Meyer-Olkin value was 0.794, exceeding the recommended 0.6 and Bartlett's Test of Sphericity (x^2 = 1464.301) was significant ($p < 0.001$), indicating sufficient correlation

between the variables to proceed. Furthermore, the communalities were all above 0.3, which further confirms that each item shared some common variance with other items.

Given these overall indicators, PCA was conducted with all nine items. The results revealed the presence of three components representing subjective norms (Eigen value 4.084), attitude (Eigen value 1.598) and perceived behavioural control (Eigen value 1.036), and cumulatively these explain 74.648% of the variance.

Table 3: Rotated Component Matrix[a]

	Component		
	1	**2**	**3**
Most people who are important to me think I should drink speciality coffee.	.870		
My family thinks I should drink speciality coffee.	.866		
My friends think I should drink speciality coffee.	.878		
If I wanted, I could easily drink speciality coffee.			.857
For me, it is possible to drink speciality coffee in the next week.			.858
Unpleasant: Pleasant		.834	
Bad: Good		.729	
Unenjoyable: Enjoyable		.816	
Harmful: Beneficial		.542	

Descriptive statistics

Means of summated multi-item variables were used to represent the constructs for the TPB model and for research hypotheses testing. The descriptive statistics are presented in Table 4.

Table 4:   Descriptive statistics for constructs

	N	*M*	*SD*
Total Behavioural intention	327	6.07	1.24
Attitudes	327	6.00	0.98
Subjective Norms	327	4.42	1.62
Perceived Behavioural Control	327	6.26	1.06

Notes: Scale items were measured on a 7-point Likert scale, where the scale points were labelled from 1 ("Strongly disagree") to 7 ("Strongly agree"). A high mean indicates strong agreement with the items.

Stepwise multiple regression analysis

Stepwise multiple regression analysis was used to determine to what extent each of the constructs contribute to, and were statistically significant predictors in explaining behavioural intention to consume speciality coffee. The correlations are presented in Table 5. All correlations were statistically significant.

Table 5: Correlation coefficients between the components of the model (*n* = 327)

Variable	2	3	4
1. Behavioural intention	0.504	0.569	0.486
2. Attitude	--	0.466	0.443
3. Perceived Behavioural Control		--	0.348
4. Subjective Norms			--

Note: All correlations were statistically significant ($p < 0.001$).

The final regression model contained all three predictors and was reached in three steps, with no variables having been removed. The final model was statistically significant, $F_{(3, 323)} = 87.733$, $p < 0.001$, and the three constructs accounted for approximately 44% of the variance of behavioural intention ($R^2 = 0.449$, Adjusted $R^2 = 0.444$). The most important predictor of behavioural intention was perceived behavioural control, followed by subjective norms and attitude. The results of the stepwise regression are presented in Table 6.

Table 6: Coefficients[a]

Model		Standardized Coefficients	t	F	Sig.
		Beta	**t**	**F**	**Sig.**
1	(Constant)		5.618	155.6	0.000
	Total Perceived Behavioural Control	0.569	12.47		0.000
2	(Constant)		5.137	116.3	0.000
	Total Perceived Behavioural Control	0.455	10.07		0.000
	Total Subjective Norms	0.327	7.237		0.000
3	(Constant)		2.166	87.73	0.031
	Total Perceived Behavioural Control	0.380	8.016		0.000
	Total Subjective Norms	0.259	5.538		0.000
	Total Attitude	0.212	4.270		0.000
	R Squared	**0.449**			

a. Dependent Variable: Total Behavioural intention

Note: The R Square values for the three models were: Model 1 – 0.324; Model 2 – 0.418 and Model 3 – 0.449

The model presented should be confirmed in future studies and may be seen as a first explorative step in understanding the relationships in this specific context.

Based on the results from the stepwise multiple regression analysis, Hypothesis 1_a Hypothesis 1_b and Hypothesis 1_c are therefore supported.

Mann-Whitney *U* test on gender differences

The results revealed that there is a significant difference in the speciality coffee consumption of males (Md = 2, n = 133) and females (Md = 3, n = 195), U = 9616.5, p = 0.001. Males tend to consume more (mean rank = 143.4) than females (mean rank = 178.1) and thus H_2 is supported.

Spearman's rank order correlation

The results indicated that there was no significant correlation between age and speciality coffee consumption, r = -0.093, n = 327, $p > 0.001$. Thus, H_3 is not supported.

DISCUSSION

The main purpose of this study was to determine the behavioural intention to consume speciality coffee of speciality coffee consumers in South Africa, using the TPB. The findings indicate that PBC has a significant positive effect on the intention to consume speciality coffee. PBC is the most important factor predicting speciality coffee consumption, and the most influential of the direct measures of TPB. These results indicate that consumers with greater PBC have a greater intention to consume speciality coffee. This supports the conclusion by Ajzen (1991) that the prediction of intention is improved through the inclusion of PBC. Similarly, previous studies (Bonne & Verbeke, 2006; Ren, Chung, Stoel & Xu, 2011) have reported findings suggesting that control affects behavioural intention.

This finding is not surprising when considering that the coffee culture in South Africa is on an upward trend. In addition, with visible changes in the coffee culture, consumers are constantly searching for speciality coffee shops and they make a considerable effort to consume speciality coffee (Brown, 2013; Denison, 2013). This is also supported by the fact that the respondents were willing to pay quite high prices for GCB.

Consistent with previous research (Armitage & Conner, 2001; Verbeke & Vackier, 2005), subjective norms are an important factor influencing speciality coffee consumption. This finding makes sense because speciality coffee consumption is often, although not always, undertaken in the company of others. Similar to Masalu and Astrom (2001), the findings indicate that subjective norms are a better predictor of intention than attitude. This means that specific consumption behaviour may indicate social status and could thus be influenced by other people's opinions.

In addition, the results indicate that attitude has a significant, positive influence on the intention to consume speciality coffee. Consumers with high positive attitudes displayed a greater intention to consume speciality coffee. Contrary to previous studies (Armitage & Conner, 2001; Tuu, Olsen, Thao, Anh, 2008; St James & Christodoulidou, 2011), attitude is the least important predictor of intention. Although attitude is the least important predictor, the findings indicate that, consistent with Dorea and da Costa (2005) and Johnson-Kozlow *et al.* (2002), perceived quality, taste and health benefits are significant influencers in forming a positive attitude towards speciality coffee consumption.

Reitz (2007:8) asserts that although coffee was once viewed exclusively as a masculine beverage, this is no longer the case. Nevertheless, consistent with previous research (Johnson-Kozlow *et al.*, 2002; Food and Beverage Reporter, 2012; Bean There Coffee Company, 2013; Demura, Aoki, Mizusawa, Soukura, Noda & Sato 2013), it was found that males consume more coffee than females. This may be due to the fact that although females enjoy speciality coffee, they may not drink it as regularly as males do (Demura *et al.*, 2013). This is contrary to Olsen (2013: unpublished), who reported that males and females are equally likely to consume speciality coffee.

It was found that there is no significant relationship between age and speciality coffee consumption. Although coffee is considered an adult beverage, the results indicate that, consistent with Lewin *et al.* (2004), younger consumers have a preference for speciality coffee. This may indicate that younger consumers are drinking speciality coffee more now than was the case in the past.

CONCLUSIONS AND IMPLICATIONS

The results of the study support the usefulness of the TPB as a conceptual framework for predicting the behavioural intention of speciality coffee consumers. The findings indicate that consistent with previous research, attitude, subjective norms and PBC are important predictors of behavioural intention relating to speciality coffee consumption.

The findings have a number of implications for retailers, coffee suppliers and coffee outlets. Firstly, it is important that marketers and practitioners adapt to the changing consumer. South African speciality coffee shops and suppliers should take cognisance of the current wave of coffee consumption by adapting their offerings to better meet the changing needs of the speciality coffee consumer. Not only is sourcing good quality coffee important, but also offering a variety of coffees from different origins to appeal to the budding coffee connoisseur (De Waal & Pienaar, 2013). By adapting their offerings and serving the market in a more focused manner, speciality coffee shops and suppliers could gain a competitive advantage as consumers are willing to go to the trouble of finding and paying premium prices for good speciality coffee.

Secondly, according to Lewin *et al.* (2004), in order to grow a coffee market into a mature market, there is a need to capture younger consumers as they enter adulthood. Since the results indicate that younger consumers may have developed a preference for speciality coffee, specific marketing efforts could be initiated to appeal to these markets.

Lastly, the influence of subjective norms, although not the strongest influencer, is also important. Marketing the social aspects of coffee consumption, or the possible status associated with buying premium coffees, may attract even more consumers for coffee retailers or coffee shops.

LIMITATIONS AND FUTURE RESEARCH

As with most research, this study also has some limitations that should be noted. Firstly, the use of non-probability sampling limits the generalisation of the results to the wider population. Secondly, this study does not explore indirect measures of TPB (behavioural, normative and control beliefs), which may provide more insight. Lastly, the spread of the sample prevented the researcher from obtaining a wide demographic representation. This could be due to the fact that the questionnaire was online, so quota sampling could not be used to ensure a more diverse spread of responses.

Several suggestions for future research can be made. As South Africa is recognised as a serious player in the speciality coffee industry (Denison, 2013), further research is needed to identify other underlying factors and influences on the consumption of speciality coffee. Future research could focus on using and extending the research by including both direct and indirect measures of TPB.

Since South Africa's coffee culture is evolving (Brown, 2013; Denison, 2013), a longitudinal study could be undertaken to measure changes with regard to the factors influencing speciality coffee consumption over time. Lastly, future research could explore patterns of speciality coffee consumption, examining specific differences between males and females, in order to assess possible underlying influences.

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