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1. Personal Characteristics

The way in which a consumer receives and perceives a brand's message depends on the consumer's personality traits and personal background (Cant and Cunningham, 2025). The observation and interpretation of consumers' personal characteristics are crucial for marketers to segment the market, enabling the brand's message to be adapted to resonate with various personality types (Cant and Cunningham, 2025). Gender, age, culture, religion and status all define these characteristics that impact the brand's strategy to reach certain target audiences (Cant and Cunningham, 2025).

Religion

The values and perceptions of a consumer are impacted by the consumer's religious beliefs, and this has a significant influence on the consumer's buying behaviour and product or brand preferences (Cant and Cunningham, 2025). Zgórzak (2025) explains, "understanding local values, social norms, religious observances, and attitudes toward work and hierarchy is essential for building trust and achieving sustainable success in global markets" (Zgórzak, 2025). By considering religion as a market segment, brands can build trust and enhance their credibility by respectfully targeting these personal values (Cant and Cunningham, 2025).

Bootlegger Coffee Company currently has 35 Halaal-friendly cafés across South Africa, indicating that the brand respects religion and thoughtfully includes Islamic consumers in its target market (Bootlegger Coffee Company, 2026). Jamie Riddle, a prestigious South African triathlete, is one of the brand's ambassadors and states on his Instagram profile (n.d.) that he is "pursuing Christ" (Riddle, n.d.). Bootlegger Coffee Company features the athlete on their website and states that their brand ambassadors share the brand's values and spirit (Bootlegger Coffee Company, 2026).

Even though it is evident that the brand respects spiritual beliefs by accommodating and associating itself with religious groups and individuals, Bootlegger Coffee Company's brand-building strategy does not rely on religious targeting. It is noteworthy that the brand is intensely focused on South Africans' culture as opposed to religions, as observed in Anderson's (2026) article, *Coffee culture drives Bootlegger bounce* (Anderson, 2026). Bootlegger Green Point recently hosted an in-store activation for Bomalumz Coffee, and the brand stated how important partnerships are for building culture (Bootlegger, 2026). In collaboration with Ox Nche, Bongzi Mbonambi and Trevor Nyakane, Bomalumz Coffee is a Bootlegger coffee that "is a celebration of the spirit that brings our country together" (Bootlegger Coffee Company, 2026).

Age

Age plays an integral role in influencing consumer behaviour, and it is an easy way to predict market trends to plan and execute brand strategies (Cant and Cunningham, 2025). For marketers, defining age is crucial to strategise a marketing campaign since age can refer to chronological, biological or psychological (Cant and Cunningham,

2025). Chronological age is the number of years since an individual's birth, whereas biological age is the physical age of a person's body as impacted by health and genetics. Psychological age refers to how a person perceives themselves in terms of behaviour, interests and trends (Cant and Cunningham, 2025). Age is an important factor of influence on a marketing strategy since it indicates the changing wants and needs of a consumer while also taking a consumer's lifetime into consideration. Age groups also impact marketing trends in terms of consumers' income brackets, interests and lifestyle choices (Cant and Cunningham, 2025).

Building the Bootlegger Coffee Company's brand, age consideration has a significant impact on the brand's marketing strategy. The brand does not market itself as a family restaurant but instead positions itself in the younger, upcoming corporate segment where individuals can spend their day working remotely (Palfi, 2021) or conveniently settle in for business meetings and get-togethers (Anderson, 2026).

Bootlegger Coffee Company targets active sport enthusiasts who need a hearty breakfast and quality coffee to start their exercise routine (Mulder, 2023). These individuals include young adults and more senior citizens who share a passion for an active lifestyle. Furthermore, the Bootlegger Coffee Company speaks to tourists and locals alike (Mulder, 2023) and offers coffee tours in Ndabeni for coffee enthusiasts who would like to explore the coffee's origin (Fraser, 2025).

To further the brand's visibility, Bootlegger Coffee Company can emphasise its age target markets by dedicating a day of the week to pensioners with appealing promotions that speak to that specific market. The brand could also explore the younger student market by offering discounts or "buy one, get one free" promotions, especially during peak exam periods during the year.

2. The Elements of Learning

Experience impacts an individual's behaviour in terms of preferences and decision-making (Cant and Cunningham, 2025). A person continuously gains knowledge by interacting with various environments, making the learning process dynamic and ongoing (Cant and Cunningham, 2025). To marketers, consumer learning is essential as it provides brands with insightful knowledge of how consumers perceive brands as their knowledge extends and how these learnings affect their decision-making process and buying behaviours (Cant and Cunningham, 2025).

Consumer learning can either be experiential or conceptual, equally impacting how a consumer perceives brands and their product offerings (Cant and Cunningham, 2025). By personally interacting with a brand, a customer experiences the brand firsthand, gaining knowledge that influences their current and future behaviour (Cant and Cunningham, 2025). When a consumer is influenced by external informational sources, their perceptions are not influenced by personal experience but instead by the opinions of others or the way in which a brand has been portrayed through an external channel (Cant and Cunningham, 2025). Two significant aspects of consumer learning are that it is a continuous process of experience, observation and personal feedback (Cant and Cunningham, 2025).

Motivation

The main force behind learning is motivation since it instigates the process by creating a want or need a consumer has that must be explored and fulfilled (Cant and Cunningham, 2025). In 2012, three friends noticed a gap in the early morning coffee market and bought a coffee shop to fulfil this need (Fraser, 2025). Now established as Bootlegger Coffee Company, the coffee shop initially catered for consumers who needed a place that was open before the rush, where cyclists, runners and professionals could satisfy their need for breakfast and coffee (Fraser, 2025). It is evident that the origin of the brand was driven by consumers' need for an early morning stop, and by exploring their options, customers soon learned about Bootlegger Coffee Company and how the brand could fulfil the desire.

Stimulus

Consumer learning is sparked by a product or service that stimulates an individual's attention and interest (Cant and Cunningham, 2025). If a consumer is not triggered by a stimulus, motivation for learning about the brand's offering will remain absent, and the process of obtaining information will not exist (Cant and Cunningham, 2025). When the Bootlegger trio discovered the need for early morning coffee stops, they were triggered by the stimuli of coffee, and only after that, did they explore the idea of establishing the brand. Anderson's (2026) article explains that "yuppie Capetonians were coffee-crazy" and adds that the initial shop space was too large for only being a roastery, resulting in the brand becoming a restaurant (Anderson, 2026). Building the Bootlegger brand and its

offering would not have been possible if the motivation behind its origin had not been triggered by the stimuli of coffee.

Cues

Even though consumerism is driven by motives, specific triggers and signals are needed to attract an individual's attention towards a brand (Cant and Cunningham, 2025). These signals are cues deliberately created by brands to differentiate themselves from other brands and to create subtle identifiers for consumers to recognise the brand (Cant and Cunningham, 2025). Bootlegger Coffee Company's name is a definite cue for brand recognition, as the name originates from the controversial 1920's American era (Fraser, 2025). In an interview with co-founder, De Waal Basson, he explains to Coffee Magazine that the name originated from a character they developed; timeless, rebellious and a definite trending icon (Coffee Magazine, 2019). Furthermore, the brand subtly incorporated AC/DC lyrics into their shopfronts, resonating with individuals who relate to the rebellious music movement (Fraser, 2025).

From a branding perspective, Bootlegger Coffee Company's corporate identity signals an immeasurable cue. As Basson states, the company's first delivery van, branded with the signature Bootlegger Coffee Company identity, was a highlight during the business's journey (Coffee Magazine, 2019). These cues are definite triggers for consumer motivation.

Response

Consumer response is the engagement of a consumer with a brand, be it through an actual purchase or by just obtaining further information about the brand (Cant and Cunningham, 2025). By being exposed to a brand, a consumer responds, and another form of learning takes place (Cant and Cunningham, 2025). The brand quickly expanded and, after the brand's first store opening in 2013, the company expanded to 12 stores in just four years (Coffee Magazine, 2019). Without "enchanted coffee lovers across the nation with its distinctive blend of old-world charm and contemporary flair", the brand would not have been able to firmly position itself in the market (Mulder, 2023). Bootlegger Coffee Company was recognised as the Cape's best coffee two years in a row (Mulder, 2023), and without the response from consumers, this would not have been possible.

Reinforcement

A consumer's positive experience when interacting with a brand will inevitably result in a loyal, returning customer, which is an invaluable form of consumer learning (Cant and Cunningham, 2025). Rewards are also a reinforcement of a customer's loyalty towards a brand (Cant and Cunningham, 2025). The Bootlegger Coffee Company's loyalty app is a great way to reinforce customers to become repeat buyers, since the app personalises experience and rewards customers with exclusive product offerings (Mulder, 2023).

Repetition and Participation

Crucial to reinforcement are repetition and participation, as these aspects enhance customers' experience and their buying behaviours (Cant and Cunningham, 2025). Effective reinforcement requires repetitive action from a consumer to ensure long-term buying behaviour and brand loyalty (Cant and Cunningham, 2025). Active participation between a customer and a product is more likely to result in a purchase than a customer who does not have the opportunity to engage with a brand (Cant and Cunningham, 2025). By repetitively showcasing their brand, Bootlegger Coffee Company effectively manage to position themselves in the minds of consumers. Recently, the brand participated in the Totalsports Two Oceans Marathon as the event's official coffee partner, where the brand served their product to participants, supporters and spectators (Bootlegger, 2026). Simultaneously, the brand repeated its presence on both a national and international level and gave consumers the opportunity to engage with the brand. The consumer learning value from this event in terms of repetition and participation is immeasurable.

3. Consumer Needs Arousal

Marketers often have to awaken a desire or a need within a consumer that the consumer may not have been aware of beforehand. This tactic is called need arousal and is an effective way for brands to be persuasive in their product or service offering, encouraging consumers to purchase something they previously did not think they needed (Cant and Cunningham, 2025). Through advertising, brands can showcase added benefits and features of their offering that make it seem more appealing than it initially was. These needs can be physiological, emotional, cognitive or environmental, all playing an integral part in creating a desire consumers buy into (Cant and Cunningham, 2025).

Physiological Needs

The most basic need for a consumer experience is physiological. This is the physical need of a person's body, like hunger, thirst or any other involuntary feeling an individual may experience (Cant and Cunningham, 2025). Marketers can proactively pinpoint these discomforts or feelings and create a marketing strategy aimed at the physiological needs of a potential customer, specifically focusing on meeting these needs at an affordable and convenient measure (Cant and Cunningham, 2025).

Maslow created a basic pyramid of human needs explaining the hierarchy of what humans essentially crave in terms of basic physical survival, and mental and material needs (Cant and Cunningham, 2025). Physiological needs are at the bottom of the pyramid, forming the base of a person's essential needs that require an individual's primary focus (Cant and Cunningham, 2025).

Bootlegger Coffee Company speaks directly to consumers' primary need of hunger and thirst, making physiological need arousal the primary focus of the brand's marketing strategy. Ricky Ruthenberg (2026), Bootlegger's CEO, shares in the article *Coffee culture drives Bootlegger bounce* that the brand's mainstream focus is food and further explains that the rising costs of food and drinks in supermarkets give restaurants the opportunity to provide a more affordable alternative (Anderson, 2026). Bootlegger Coffee Company also has smaller shops that cater for on-the-go customers (Anderson, 2026), making it evident that the brand primarily focuses on the physiological needs of consumers.

Environmental Arousal

Cues have the ability to trigger the needs of a consumer that the individual may not have been aware of, making environmental arousal an effective marketing tactic for brands (Cant and Cunningham, 2025). These hidden needs of a consumer come to life when certain emotional or physiological desires are awakened through stimuli such as smells, sounds, visuals or feelings (Cant and Cunningham, 2025).

"For any coffee shop to thrive, it needs to be a place that people want to visit", says Ruthenberg (2026). The physical attributes of any Bootlegger outlet are a definite trigger that makes consumers want to visit the coffee

shop. Basson (2019) describes the brand's first store as an "amazing sense of community" (Coffee Magazine, 2019), and the brand (2026) explains that it believes in creating moments where the faces behind the brand can interact and connect with its customers (Bootlegger, 2026). These are definite cues the Bootlegger brand projects toward consumers that trigger a sense of belonging and community.

Being a popular food and coffee outlet, Bootlegger Coffee Company successfully prompts hunger and the desire for coffee by drawing consumers in "with its tantalising aroma" (Mulder, 2023). As explained by Cant and Cunningham (2025), environmental arousal plays an integral part in creating a discomfort or inexplicable desire that causes an individual to react to fulfil the need (Cant and Cunningham, 2025).

4. Consumer Attitudes

An individual's attitude can be defined as their behaviours, beliefs or emotions towards a person, place, object or even an activity (Cant and Cunningham, 2025). It is important to note that a consumer's attitude is not the same as their beliefs and values, and that attitudes are developed and learned by interacting with a brand and gaining information from the brand itself or from other individuals (Cant and Cunningham, 2025). Equally important is that attitudes are likely to be consistent without the need for it to be permanent (Cant and Cunningham, 2025).

Buying behaviour is significantly impacted by a consumer's attitude towards a brand and its offering. For marketers, it is important to understand a customer's attitude not only towards their own product offering but also towards competitors, the brand's category, and individuals who promote the brand (Duggal, 2019). Amongst others, attitude formation can happen through classical conditioning, experience and marketing communications (Cant and Cunningham, 2025).

Critical to take note of is that attitudes can change and that marketers can use this effectively to a brand's advantage (Cant and Cunningham, 2025). By understanding the ABC model of attitude, brands can better comprehend consumer attitudes and tailor their messaging to adapt to their wants and needs. The ABC model explains attitude as three components: affective, behavioural and cognitive (Cant and Cunningham, 2025).

The affective component focuses on a consumer's emotions and does not necessarily refer to the individual's informed opinion or experience about a brand (Cant and Cunningham, 2025). Affect, in terms of marketing, signifies what a consumer's buying decision says about themselves, and this can change as a consumer is exposed to different situations (Cant and Cunningham, 2025).

A consumer's intention to buy something based on their knowledge of the product is the behavioural component of attitude (Cant and Cunningham, 2025). This behaviour is crucial to marketers since the buying intention of a consumer is not necessarily followed by an action, and brands can leverage this knowledge to compete with what the consumer was initially interested in (Cant and Cunningham, 2025).

The cognitive component of attitude refers to the beliefs of a consumer about a brand and how they perceive it (Cant and Cunningham, 2025). This belief and attitude of a consumer can be challenged when brands become aware of this cognitive attitude and make their product stand out against a competitor preferred by a consumer (Cant and Cunningham, 2025).

Classical Conditioning

Through repetition and association, a consumer can develop an involuntary response to a stimulus that is triggered by an unrelated occurrence (Cant and Cunningham, 2025). Using classical conditioning effectively, marketers can shape the way in which consumers behave, inevitably resulting in long-term brand loyalty (Cant and Cunningham, 2025).

After the success of the first Bootlegger Coffee Company store, the brand recognised their customers' appreciation and loyalty and made their products available for purchase online, at participating stores and even on flights when travelling with FlySafair (Bootlegger Coffee Company, 2025). The availability of the product from third parties is a great way for the brand to establish consumer attitudes through classical conditioning.

Ruthenberg (2026) explains that the brand carefully considers the location of its stores and, by physically positioning itself in areas that are frequented by business professionals and individuals with the need for a convenient cup of coffee or meal (Anderson, 2026), the brand is visible to consumers who are triggered by a familiar stimulus.

Bootlegger Coffee Company's exceptional branding makes it easy for the brand to use classical conditioning by positioning itself in areas where its consumers are most likely to be present. As seen with the success of the Totalsports Two Oceans Marathon (Bootlegger, 2026), Bootlegger Coffee Company can explore more major events across the country where the brand will impact consumers' attitudes toward the brand significantly.

Experience

Through first-hand experience, consumers develop attitudes toward brands and can easily make decisions about whether these attitudes are positive or negative (Cant and Cunningham, 2025). By focusing on experience, marketers can engage with potential consumers to introduce them to the brand and create a physical connection that may influence the individual's attitude towards the brand (Cant and Cunningham, 2025).

Bootlegger Coffee Company's partnership with Bomalumz and their in-store activation of introducing the coffee brand (Bootlegger, 2026) is a successful application of experience in establishing consumer attitudes. Furthermore, the brand could engage with prospective customers by showcasing its product offering through hosting in-store activations at third-party stores, events and spaces. This will create brand recognition and help Bootlegger Coffee Company to develop more positive attitudes towards the brand.

Marketing Communications

Consumer attitudes are strongly impacted by brands that present their unique offerings through advertising, making marketing communications one of the most influential means of forming attitudes (Cant and Cunningham, 2025). Not only is the channel the brand decides to convey its message very important, but the source of the message is just as crucial, since consumers respond to these sources differently depending on their attitudes (Cant and Cunningham, 2025).

Bootlegger Coffee Company already has a strong social media presence, and the brand has firmly positioned itself online. However, the brand could better promote first-time stores in new provinces and cities by targeting audiences with similar interests and by using the location history of the brand's competitors.

The brand's ambassadors, as showcased on its website (2026), are mostly top-performing athletes and people in the sports industry (Bootlegger Coffee Company, 2026), limiting the appeal to current and potential consumers who don't share an active-lifestyle mindset. The brand could include young professionals and entrepreneurs as ambassadors who will speak to the working class's hustle culture more. Bootlegger Coffee Company has an influencer programme (Bootlegger Coffee Company, 2026), and the brand can promote this more to engage with influencers of versatile backgrounds and interests. This will resonate with a wider variety of attitudes across their consumer market.

5. The Impact of Personalities on The Bootlegger Brand

Introduction

From a humble beginning in 2013, Bootlegger Coffee Company was initially established as a coffee roastery. Since then, the brand has evolved into a restaurant and gained significant popularity amongst South Africans.

Understanding consumers' personality traits and the impact they have on their buying behaviour, the Bootlegger brand can further its visibility and engage with more customers who will become loyal to the brand.

In order for the brand to understand consumer personalities, it is vital to look at the nature thereof and how these traits develop over time. Exploring the characteristics of personality will explain how personalities evolve and can be impacted, which changes behaviour within consumerism.

Furthermore, the knowledge of consumers' lifestyles and how they correlate with personalities will be of significant value to Bootlegger Coffee Company's marketing strategy. As the brand tailors its messaging to reach its intended audience with more impact, understanding the influence of personalities on lifestyle will aid the brand in delivering its message more effectively. As a rapidly growing franchise, Bootlegger Coffee Company needs to realise the value of understanding the personalities of its current and potential customers in order to keep momentum.

Nature of Personality

Personality can be defined as the behavioural patterns of a consumer as they react to stimuli within certain environments (Cant and Cunningham, 2025). Individuals respond to consumerist wants and needs in unique ways that align with their personal identities, values and characteristics and are not the same for two people (Cant and Cunningham, 2025).

Many theorists argue that personalities are developed during childhood and are significantly impacted by surroundings and values that influence individuals as they grow up (Cant and Cunningham, 2025). Others reckon that personalities are constantly shaped by the environmental and societal factors an individual is exposed to (Cant and Cunningham, 2025). Both are valid arguments, as early childhood development plays a critical role in shaping emotional values and impacts the way in which children perceive the world and process information about their surroundings (Pal, 2026). As individuals grow up, they are exposed to constant change and external factors that influence their inner thoughts and feelings, further shaping their personalities and character traits (Sanjeev Datta Personality School, 2026).

Within consumer behavioural studies, it is vital to explore psychographics in addition to demographics, as this gives critical insights about an individual's reasoning behind consumer decisions and the way in which they respond to brand messaging (Cant and Cunningham, 2025). Brands that reflect the inner perception of a

consumer's personality are more likely to resonate with these consumers than brands that target external factors only (Cant and Cunningham, 2025).

For Bootlegger Coffee Company to attract more consumers and to resonate with them on a personal level, the brand needs to understand its ideal customer's personality. Ohri (2025) explains, "Consumers' identities play a big role in the way they shop. It's not just about what they need anymore—it's about who they are, and who they're trying to become" (Ohri, 2025). Creating customer personas will help Bootlegger Coffee Company to understand these personality types more extensively, and the brand will be able to target the wants and needs of these consumers.

Characteristics of Personality

A Reflection of Individual Differences

Even though personalities are unique in nature, not all internal and external quality traits are distinctive (Cant and Cunningham, 2025). The intertwined characteristics of an individual's personality make their personality type unique, even if there are certain traits that overlap within groups of people (Cant and Cunningham, 2025). These personality types that share similar traits can be grouped together, enabling marketers to target them specifically (Cant and Cunningham, 2025).

If Bootlegger Coffee Company manages to narrow down its ideal customers, the brand can work on its marketing collateral to speak to these audiences by making the messaging unique and tailoring it to resonate with the specific personality target group. Ohri (2025) further explains that consumers have strong buying preferences when brands reflect their inner self-perception and future self aspirations (Ohri, 2025).

Consistently Withstanding

Enduring life's rapidly evolving nature, personalities remain consistent, and the slow progression of an individual's character is noticeable (Cant and Cunningham, 2025). Brands need to accept that they cannot change an individual's personality and that they can only adapt their marketing strategies to suit the characteristics of a consumer (Cant and Cunningham, 2025).

For Bootlegger Coffee Company to realise the slow shift in personal wants and needs of a consumer, the brand can proactively target future customers. Scholars in their final year of school will become students and the young working class of South Africa soon, and with the rising hustle culture within the country, Bootlegger Coffee Company can't ignore the market gap. Mathews (2025) reports that Gen Z consumers are after value, convenience and affordability (Mathews, 2025). "Gen Z wants to be engaged, and they want authentic conversations", explains Mathews (2025), and this is a significant personality cue for the Bootleggers brand to target this market (Mathews, 2025).

The Actualisation Within an Environment

Personalities can't be understood without placing an individual within a certain contextual environment (Cant and Cunningham, 2025). These environments, more specifically social and cultural, impact personalities tremendously, and this influences the way in which a consumer presents themselves and opens up towards new experiences (Cant and Cunningham, 2025). Social comparison plays a significant role in consumerism and can impact a buying decision both positively and negatively (Ohri, 2025).

By analysing the specific environments where ideal Bootlegger consumers open themselves to experience the brand's offering, the brand can successfully tailor its presence to include the characteristic traits of an ideal customer. Considering the brand's current active target market and the way in which the brand makes itself visible in these environments, as seen with the Totalsports Two Oceans Marathon (Bootlegger, 2026), Bootlegger Coffee Company can adapt their current marketing environments. Student and career day expos are ideal surroundings for the brand to make itself visible to its future target market.

Dynamic Personalities

Even though personalities are observed as consistent, experiences, events, and maturing can impact the character traits of an individual (Cant and Cunningham, 2025). As individuals grow older, significant shifts occur in their personalities as their needs, values and priorities change. Furthermore, individuals are shaped by their internal reflections on external influences such as daily challenges and evolving environments (Cant and Cunningham, 2025).

For the Bootlegger brand, this is valuable to know and explore as they look at more environments to expand their brand awareness. Furthering the active and professional lifestyles the brand currently targets, they can consider health-conscious consumers who do not necessarily exercise but would be interested in the brand's offering, already targeted at nutrition-oriented consumers, as seen on the brand's menu (Bootlegger Coffee Company, 2026).

Influence of Personality on Customer Lifestyles

Shaped by personality, individuals relate to their surroundings based on their character traits (Cant and Cunningham, 2025). Although this is a clear reflection of a personality type, different people act in unique ways as observed in their lifestyle choices, making these deliberate decisions a clear expression of the person's character (Cant and Cunningham, 2025). Rapidly changing lifestyles impact consumer demands and choices significantly, resulting in marketers adapting their strategies (Cant and Cunningham, 2025). Furthermore, the digital environment consumers find themselves in also impacts lifestyle trends as the need for mobility and flexibility rises (Cant and Cunningham, 2025).

Taylor Nelson's consumer lifestyle model categorises customers into three groups, each with subcategories that explain the behaviours of consumers based on their lifestyles (Cant and Cunningham, 2025). This model aids

brands to segment their markets as consumers are divided into lifestyle groups as opposed to personality groups, making it easier for marketers to personalise their brand messaging so it resonates with the intended consumer group (Cant and Cunningham, 2025). Based on consumer behaviour and motivation, the three main categories Nelson suggests are sustenance-driven, outer-directed and inner-directed individuals (Cant and Cunningham, 2025).

Sustenance-Driven Consumers

People who spend mainly to survive form the sustenance-driven group, and their buying behaviours are motivated by daily necessities (Cant and Cunningham, 2025). Within this group are three subcategories: the aimless, survivors and the belongers (Cant and Cunningham, 2025). The aimless refer to individuals who lack direction - the majority unemployed - and typically includes the elderly or younger people (Cant and Cunningham, 2025). As implied by its title, the survivors are the working-class with traditional beliefs and limited funds available for leisure (Cant and Cunningham, 2025). Finally, the family-oriented consumers are the belongers who spend money conservatively and prioritise stability and social belonging (Cant and Cunningham, 2025).

Outer-Directed Consumers

Individuals motivated by materialism and luxury form this group of consumers since their personality traits cause them to buy into status and social validation (Cant and Cunningham, 2025). The belongers, as a subcategory in this group, are family-focused people who are community-driven and value being part of a group sharing similar beliefs and behaviours (Cant and Cunningham, 2025). Conspicuous individuals are consumers who spend money to illustrate wealth and status and strive to own mostly materialistic possessions (Cant and Cunningham, 2025).

Inner-Directed Consumers

Driven by personal growth, values and self-expression, inner-directed people are divided into the social resisters, experimentalists and the self-explorers (Cant and Cunningham, 2025). The social resisters are caring individuals with strong support for cause-driven movements, whereas the experimentalists strive for new experiences and self-gratification (Cant and Cunningham, 2025). The self-explorers are people who predominantly focus on personal growth and individualistic exploration, which are not as focused on materialism and activism (Cant and Cunningham, 2025).

From these groups and subcategories, it is evident that the Bootlegger Coffee Company can direct its brand message toward the consumers relevant to the brand's values. Already focused on outer-directed consumers who enjoy luxury activities such as cycling and people who spend time with groups who share similar material interests, the Bootlegger brand can explore the inner-directed lifestyle market more.

On the brand's website (2024), it states that they are committed to sustainability and rigid environmental ethics since they support morally sourced coffee beans, convert waste into compost, use biodegradable cups with bamboo lids and supply consumers with no plastic bags or straws (Bootlegger Coffee Company, 2024). Promoting these brand values more explicitly, Bootlegger Coffee Company can engage with social resisters on a deeper level.

The brand can consider using environmental activists as influencers and brand ambassadors, or by partnering with companies focused on making an impact on the environment. As an entrepreneur and recycling activist, Jocelyn van der Ross would be an ideal brand ambassador for Bootlegger Coffee Company since she built an innovative recycling business and firmly believes in keeping waste from landfills (Treesshake, 2026). Sustainable Seas Trust is a company dedicated to keeping waste from ending up in the ocean (Sustainable Seas Trust, 2026), and partnering with this company and similar establishments will grant the brand exposure to consumers who support the cause.

Value of Personality to Marketers

Even though demographic observation is valuable to marketers, it lacks explanation as to why consumers behave in certain ways, and by exploring the meaningful insights of personalities within consumerism, brands can effectively personalise their brand message to resonate with more customers.

Cant and Cunningham (2025) explain how the simplification of demographics can do damage to a brand's market segmentation since the data gathered is generalised and not tailored for effective marketing use (Cant and Cunningham, 2025). In addition to demographics, brands have explored the added value of psychographics, which has been tremendously helpful in terms of tailoring messages that speak to individuals with specific interests and values, and persons with different attitudes and lifestyles (Cant and Cunningham, 2025). More specifically, the personality traits of consumers play a pivotal role in branding solely with the customer in mind (Cant and Cunningham, 2025).

The inner- or other-directedness of a consumer is also vital to brands, as these influence an individual's buying behaviour (Cant and Cunningham, 2025). Consumers who rely on advertising that speaks to their values and personal advantages are inner-directed and would respond positively to brands that can enhance their lifestyles and personal experiences (Cant and Cunningham, 2025). Other-directed consumers are influenced by validation from their social circles and are more likely to respond to brands that carry messages of lifestyle enhancement or an emphasis on their aspirational social status (Cant and Cunningham, 2025).

For Bootlegger Coffee Company to be aware of the value of personality to its brand can help tailor the brand's message to gain more customers and, more importantly, retain customers through brand loyalty. If the brand can target the values appreciated by inner-directed consumers, such as environmentally conscious customers, while including other-directed individuals who value their social status, Bootlegger Coffee Company can grow its consumer base and gain more loyal customers who share in the brand's value proposition. "Our food is made to complement your day, your mood, and your lifestyle", states the brand on its website (Bootlegger Coffee Company, 2026), which is evident that the brand has the ambition to include various types of personalities.

Conclusion

It is evident that Bootlegger Coffee Company has already established a loyal customer base and that the brand's culture is clearly visible in its messaging. However, it is noticeable that the brand needs to include more segments in its target market. The company's proudly local culture of human interaction speaks to many South Africans, but the brand is not successfully targeting all relevant audiences.

Understanding the foundation of consumer personality and how this can be used for the company's advancement in terms of ideating the ideal consumer, Bootlegger Coffee Company can develop a strategy that speaks to more personalities. It is also noticeable that by simply understanding personality types and traits alone, the brand's marketing strategy is not impacted effectively, and that further knowledge of how these personalities affect the lifestyles of consumers is pivotal in reaching more customers and gaining brand loyalty.

From its humble beginnings, Bootlegger Coffee Company remained loyal to its company culture without deviating from its original message. The brand has definite potential in spreading its core message to like-minded individuals who would not have been considered if the personalities of consumers had not been explored.

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