



ZANZIBREW

COFFEE CO

Ilana Breedt

Consumer Behaviour

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1. The Consumer, The Marketing Concept and Broader Society

As a newcomer in the South African coffee brewery and coffee shop industry, ZanziBrew Coffee Co. needs a comprehensive understanding of the market's consumers and their behaviours to build a brand that resonates. Understanding consumer behaviour alone is not enough; the brand also needs to assimilate how customer satisfaction can develop into customer retention and why this matters in the long run. By meeting consumers' needs and paying close attention to what they care about, the brand can curate a marketing strategy and make a long-lasting impact that builds customer loyalty.

Defining Consumer Behaviour

Consumer behaviour can be understood as a brand's marketing efforts and how its messaging resonates with consumers in terms of how the brand is perceived and a customer's likelihood to buy into the brand's product or service (Cant and Cunningham, 2025). The buying behaviour of an individual ranges from impulse buyers, discount seekers, necessity shoppers, wandering customers and consumers loyal to a brand (Cant and Cunningham, 2025). Various factors influence a consumer's buying behaviour, including mental and physical activities, individual influences and group factors such as social and cultural influences (Cant and Cunningham, 2025).

The mental activity of a consumer refers to the consumer's perceptions and opinions about a brand and its competitors (Cant and Cunningham, 2025). This mental process shapes the decision-making process a consumer experiences from being introduced to a brand and finally buying from the brand, making it an integral part of consumer behaviour (Cant and Cunningham, 2025). Physically, a consumer interacts with a product by visiting a store, dealing with the employees of the brand and finally purchasing the product (Cant and Cunningham, 2025).

Introducing ZanziBrew Coffee Co. to an already crowded market will require an eye-catching introductory marketing message. The brand's local charm and sustainability business model need to speak to its target market, and the store locations need to be chosen strategically. ZanziBrew Coffee Co. predominantly targets career-oriented young business professionals and students who seek comfort and class while getting great value for money (IIE, 2026). The brand offers a service for these individuals to get something healthy to eat and drink while they're on the run, and a space where customers can sit down to catch up with studies or work (IIE, 2026).

According to The Generational Trends Report (2026), "appealing, connection-rich dining experiences that encourage shareability" should be the main focus when targeting Gen Z (Brandwatch, 2026). Students need an enticing introduction to this new coffee shop that will be the perfect breakaway during study semesters. Social media marketing will be the ideal channel to reach this generation, since Gen Zs rely on social media as a search engine (Olson, 2026). Millennials seek "things that make their busy lives easier or more fulfilling" and value-driven authenticity with a digital-first approach (Svietlova, 2025). Communicating to this generation requires thoughtful content creation in a language that can be understood and resonated with (Svietlova, 2025).

On a personal level, consumers are influenced by motivational factors that drive them to make a buying decision (Cant and Cunningham, 2025). Personality and lifestyle also play a pivotal role when it comes to a consumer's shopping behaviour since an individual's personality has a significant effect on their lifestyle choices, impacting their consumer wants and needs (Cant and Cunningham, 2025). Furthermore, consumers learn from past experiences, marketing collateral and brand messaging, influencing how they interpret and perceive brands' offerings (Cant and Cunningham, 2025).

From Gen Z's young student market to Millennials' fast-paced careers, ZanziBrew Coffee Co. needs to examine the linguistic styles and daily routines of these generations to make an everlasting impact. By focusing on their ideal customer's day-to-day life and whereabouts, the brand will know how to engage with its target group and what is important to them in terms of lifestyle.

Group factors that further influence consumer behaviour are the reference groups that shape the attitudes and feelings of individuals, convincing them to support a specific trend or brand (Cant and Cunningham, 2025). The consumer's family surroundings impact buying behaviour because of lifestyle choices and lifecycle stages that are unique to a household (Cant and Cunningham, 2025). Cultural influences such as communal beliefs and values, regional and ethnic backgrounds and collective interests affect an individual's perception of what to support and what to buy (Cant and Cunningham, 2025). Grouped by factors such as education, occupation and income, social class depicts the consumer behaviour of individuals (Cant and Cunningham, 2025).

"People want brands and products that feel real and reward connection", explains Impact BBDO Dubai's CEO, Ghassan Kassabji (2026) in the Digital Marketing Trends 2026 report (Brandwatch, 2026). Gen Z supports brands that align with the generation's beliefs and values, and, making up a quarter of the job market, Gen Z's opinion in companies' buying decisions plays a significant role in consumerism (Drenik, 2023). 87% of Millennials aim to support brands that benefit social and environmental causes (Svietlova, 2025). Notably, Gen Z and Millennials are cause-focused, and for ZanziBrew Coffee Co., this is a priority in their business model.

Understanding potential customers' buying behaviour will present ZanziBrew Coffee Co. with valuable information that will impact the brand's positioning and marketing strategies. This will enable the brand to target its ideal audience and present these consumers with a product offering that will resonate. How future customers perceive and interact with the brand will rely on ZanziBrew Coffee Co.'s ability to interpret this analytical data, especially within the social class segment, which will be discussed in depth later in this document.

Customer Satisfaction and Retention

Developing a marketing strategy to engage with first-time buyers to support the ZanziBrew Coffee Co. brand in itself is challenging, but ensuring these consumers become repeat, long-term customers is essential. Consumer satisfaction relies solely on a brand's ability to meet the needs of a customer and to exceed their expectations regarding the product or service (Cant and Cunningham, 2025). Consumers have a need to feel understood and

valued, and a brand's delivery on these wants and needs will further the customer's satisfaction (Cant and Cunningham, 2025).

Quality coffee and delicious meals at competitive prices are at the core of ZanziBrew Coffee Co.'s mission statement (IIE, 2026), integrated with professional service that focuses on the target market's behaviour and argot. The brand's dedication to satisfaction will ensure that customers come back to relive the experience. ZanziBrew Coffee Co. firmly positions itself as sustainable and sources its merchandise and coffee beans from reliable, ethical sources (IIE, 2026). This resonates with consumers' beliefs, satisfying their need to make an impact through the brand's attentiveness to the environment and its people. The brand's mission to repetitively deliver quality products and service will evidently keep its customers satisfied and turn them into a loyal clientele.

Customer retention should be at the core of a brand's marketing strategy to ensure a loyal customer base that will elevate the brand (Cant and Cunningham, 2025). A fulfilling first-time interaction between a brand and its customer curates a connection that will develop into a long-term relationship (Cant and Cunningham, 2025). For a brand, returning customers will result in an increase in revenue and profitability through repeat purchases and brand advocacy (Cant and Cunningham, 2025).

"The fastest way to get more regular customers in your cafe is to make the ones you already have feel like regulars", explains Haney (2026) in an article about common retention mistakes cafes make (Haney, 2026). Trained staff will enhance customers' experience by treating newcomers with an inviting attitude and getting familiar with regulars by remembering orders and preferences.

ZanziBrew Coffee Co.'s mobile application (IIE, 2026) will engage with customers, personalising coffee orders and in-store experiences by critically analysing the algorithm of the consumer's shopping behaviour. Exclusive app-user discounts and a loyalty point system will be used to encourage customers to return. Haney (2026) emphasises the importance of using loyalty applications consistently throughout the customer's journey – from first-time visitors to loyal customers and customers who haven't supported the brand in a while (Haney, 2026). A simple "Hi, Name. Thank you for visiting ZanziBrew Coffee Co.", followed by a promotional initiative such as buy-one-get-one-free on the next visit, will likely result in a returning customer. Rewarding loyal customers with a free coffee on every fifth visit will also impact the customer's feelings about and loyalty towards the brand. Noticing when customers have not visited a store in a while, and sending a friendly reminder like "Hey Name, we've been missing you", will make the customer feel noticed, and brand trust will be gained.

Recognising the importance of customer satisfaction and how this results in customer retention is of utmost importance to ZanziBrew Coffee Co. The brand strives to exceed the expectations of consumers and to welcome them back in the future.

Marketing Concept and Needs Focus

There are four different market positioning strategies a brand can follow to meet the demands of consumers, including production, sales, marketing and societal marketing orientations (Cant and Cunningham, 2025). Brands that focus on internal strength, making their products readily available at affordable prices, regardless of meeting the consumer's needs, are focused on production orientation (Cant and Cunningham, 2025). Sales-oriented brands focus predominantly on the number of sales gained through aggressive marketing tactics, assuming more sales will result in profit gain (Cant and Cunningham, 2025). Sales-driven companies overlook the value of meeting the demands of their market and customer retention (Cant and Cunningham, 2025).

Brands that take consumer wants and needs into consideration by doing thorough market research are marketing-oriented (Cant and Cunningham, 2025). These brands recognise that consumers are well-informed about the industry and that effort is needed in their marketing approach to attract customers from competitors (Cant and Cunningham, 2025). When a brand makes an effort to expand its marketing strategies to include its commitment to “the greater good”, the brand becomes societal marketing oriented (Cant and Cunningham, 2025).

Considering these four marketing concepts, ZanziBrew Coffee Co.'s market orientation will be firmly developed on a societal marketing model since values and beliefs dominate its target market's buying behaviour. The brand will focus on its customers' wants and needs while implementing ways to support the environmental and societal causes Gen Z and Millennials hold at heart.

The core principles shaping the customer-centric marketing concept are customer orientation, profit orientation, organisational integration and social responsibility (Cant and Cunningham, 2025). Establishing a balance between these four principles can be challenging, since a brand needs to focus on customer needs while maintaining a profitable business (Cant and Cunningham, 2025). A brand also needs to ensure the company and all its departments depict a consistent customer-first strategy (Cant and Cunningham, 2025). While organisational integration is crucial, social responsibility is becoming an integral part of a company's marketing as brands consider their impact on society and the environment (Cant and Cunningham, 2025).

ZanziBrew Coffee Co.'s main strategy lies in their purpose to serve great coffee and meals at competitive prices to students and young working adults (IIE, 2026), simultaneously supporting causes like environmental sustainability and excellent work ethics. The company will focus on delivering these ambitions while maintaining an inviting environment complemented by skilled staff. As discussed earlier in the document, if ZanziBrew Coffee Co. excels in their product and care delivery, customers will become loyal to the brand and inevitably, the brand's market share will grow.

ZanziBrew Coffee Co. will predominantly promote its decision to use only ethically sourced coffee beans from around the continent (IIE, 2026) and will market its environmentally friendly packaging and recycling efforts. To make a sincere connection with Millennials, explains Svietlova (2025), “brands should demonstrate values like equality, sustainability, and community support in a genuine manner” (Svietlova, 2025). The brand will participate

in events that support its sustainability values, like the Reforest Fest (Waller, 2026), promoting the importance of recyclable packaging and showcasing its products. Events like these will also resonate with Gen Z, since they engage with brands in a more playful manner (Chetty, 2026).

Customer Focus and the Needs of a Broader Society

By understanding the target market's consumer behaviour, brands can tailor their product offerings to meet their customers' needs (Cant and Cunningham, 2025). Adapting to its consumers' requirements, a brand will deliver more value, ensuring that customers become repeat buyers (Cant and Cunningham, 2025).

More mindful in terms of food consumption, Gen Z is a health-conscious generation with the need to experience great food that aligns with their intentional nutritional lifestyle (Brandwatch, 2026). ZanziBrew Coffee Co. keeps this in mind when curating its menu by including healthy meals and hot drinks (IIE, 2026). Friendly staff will serve the generation's craving for authenticity and will make them feel "like insiders, not just consumers" (Chetty, 2026). Millennials' need for convenience (Svietlova, 2025) will be met by creating easily accessible environments with reliable Wi-Fi, charging stations and efficient service.

Gen Z consumers rely on interactive marketing strategies where personal interaction is perceived as a brand being authentic (Chetty, 2026). While Gen Z is "tired of superficial corporate campaigns" (Drenik, 2023), ZanziBrew Coffee Co. can show up as itself by involving this part of its target market in mindful decisions, such as social media polls about which causes they support. The brand can then accelerate this input by engaging with these causes to show the Gen Z market that it has listened.

Millennials are often sceptical about brands becoming aimless activists as part of a current trend (Svietlova, 2025). Considering this, ZanziBrew Coffee Co. will outline which social causes they will support and will actively stand for these causes throughout, without getting sidetracked by social movements as trends. Community support, equality, and sustainability are all values that millennials feel strongly about (Svietlova, 2025), and the brand will support these causes both in its eateries and at events it anticipates partnering on.

2. Social Class

Social class refers to the segments society is divided into based on income, social status, and employment status (Cant and Cunningham, 2025). Hierarchies are formed as people are grouped into different social classes, from basic levels of low to middle and upper class (Cant and Cunningham, 2025). The Warner Social Class System predominantly focuses on four levels, including upper, middle, working and lower class (Cant and Cunningham, 2025). These four classes can further be divided into more specific levels such as upper upper, lower upper, upper middle, lower middle, upper lower and lower lower classes (Cant and Cunningham, 2025).

Understanding these social classes gives marketers the ability to curate their target markets more specifically based on class expectations, income and experiences, significantly influencing consumer behaviour (Cant and Cunningham, 2025). Social class is formed through five criteria based on the various factors of an individual's consumption behaviour and lifestyle choices, being bounded, ordered, mutually exclusive, exhaustive and influential (Cant and Cunningham, 2025).

2.1. Five Key Criteria Forming Social Class

Bounded

There are tacit rules of a social class that group individuals within society together, while bounded refers to the impact occupation, level of education and lifestyle choices have on where a social class lives (Cant and Cunningham, 2025). Understandably, education and occupation influence income levels that depict where individuals reside, like expensive urban suburbs, quieter neighbourhoods, suburbs closer to city hubs and informal settlements on the outskirts of a town or city (Cant and Cunningham, 2025).

Understanding the boundaries of social class will give ZanziBrew Coffee Co. insight as to where its stores ideally should be situated physically to attract the most foot traffic from its targeted consumers.

Ordered

The level of income impacts the hierarchy of social class, grouping society together based on status and prestige (Cant and Cunningham, 2025). The higher end of social class leans toward luxury items and lavish lifestyles, whereas the middle class balances necessities with luxuries (Cant and Cunningham, 2025). On the lower end of social class lie the survivors who spend money only on what is needed (Cant and Cunningham, 2025).

Awareness of a social class's lifestyle choices and consumer habits will provide ZanziBrew Coffee Co. with cost margins in which they should market their product. The brand anticipates being an affordable luxury, speaking to the more balanced social classes in South Africa.

Mutually Exclusive

Although individuals belong to a certain social class exclusively, a shift in status can occur as careers and income progress (Cant and Cunningham, 2025). As people get promoted or circumstances change for the better, their lifestyles change, transitioning from the bottom to a higher scale of the social class hierarchy (Cant and Cunningham, 2025).

ZanziBrew Coffee Co.'s marketing strategy focuses on students and young working professionals (IIE, 2026). As these individuals aim to advance their careers, a shift in social class is likely to occur, hence the brand's decision to present high-end products at reasonable prices (IIE, 2026) that appeal to them now. If the brand manages to retain them as customers during this phase, they will also be loyal consumers in the future as they progress on the social class scale.

Exhaustive

Not a single person is outside of a social class level, as individuals are grouped together based on the specific criteria of a certain class (Cant and Cunningham, 2025). Residents from informal settlements in the Eastern Cape (Alexander, 2025) may be considered the lower class, whereas individuals working as professionals in expensive suburbs of Gauteng (Alexander, 2025) are at the higher level of South Africa's social class (Cant and Cunningham, 2025).

To ZanziBrew Coffee Co., physical location is a crucial part of their marketing strategy. Aimed at students and professionals alike (IIE, 2026), the brand will predominantly focus on areas within the country that have tertiary institutions located closest to more upper-class cities and surrounding suburbs. Ideal cities for ZanziBrew Coffee Co. stores will include Cape Town, Johannesburg, Pretoria, Durban and Gqeberha.

Influential

Various factors influence members of social classes differently, resulting in distinctive buying behaviours, brand choices and leisure pursuits (Cant and Cunningham, 2025). Lower-class individuals are likely to buy from cheaper stores, as opposed to upper-class shoppers who support more expensive outlets (Cant and Cunningham, 2025). It is vital for brands to focus on these influences when crafting a marketing strategy to ensure it resonates with the target market's influences and values (Cant and Cunningham, 2025).

As an on-the-go coffee and healthy quick meal outlet and a comfortable sit-in restaurant (IIE, 2026), ZanziBrew Coffee Co. will provide its target market with convenient indulgence and affordability. The brand aims to become a top-of-mind eatery to students and young professionals alike.

2.2. ZanziBrew Coffee Co.'s Social Class Focus

ZanziBrew Coffee Co.'s target market includes students and professionals who recently joined the job market (IIE, 2026). After careful consideration as to which social class this target market belongs to, the middle class seems most appropriate to the brand's business model. The middle class, comprising the upper-middle and lower-middle classes, is a group of people who are financially stable with room to spend money on valuable, quality experiences as opposed to expensive luxuries (Cant and Cunningham, 2025).

More specifically, the upper-middle class is quality-oriented individuals whose lifestyles predominantly focus on education and career development (Cant and Cunningham, 2025). This social class is likely to spend money on items and experiences that enhance their lifestyles, but are not as eager to spend money as excessively as consumers from the upper class (Cant and Cunningham, 2025). The lower-middle class is a financially stable group with individuals in skilled and semi-skilled career positions (Cant and Cunningham, 2025). Focused on maintaining a socially acceptable lifestyle, this social class seeks value for money (Cant and Cunningham, 2025).

ZanziBrew Coffee Co.'s product offering speaks that of quality, and the brand offers that at reasonable prices. The brand's focus on broader society will develop trust with its consumers, a definite trademark sought by the middle class (Cant and Cunningham, 2025). Furthermore, ZanziBrew Coffee Co.'s attention to detail with its restaurant's design and its image will resonate with individuals seeking style and comfort, and will generate a space for this success- and respectability-oriented social class (Cant and Cunningham, 2025).



3. Brand Positioning in Relation to Competitors

3.1. Direct Competitors

Mitas, et al (2024) suggest that a consumer's coffee experience is more than the actual product a brand delivers, but that the environment in which they consume their coffee has a significant impact on their buying decisions (Mitas, et al., 2024). An inviting atmosphere encourages customers to spend more time, thereby increasing the likelihood of purchasing more products from a brand (Mitas et al., 2024). Furthermore, Mitas, et al (2024) explain that face-to-face communication with the barista also enhances customer experience, encouraging customers to try new coffee flavours and menu items (Mitas, et al., 2024).

In recent years, the ethics and sustainability of coffee brands have become a notable marketing strategy in the industry (Ramírez-Correa, et al., 2020). Speciality coffee has since been graded not only by quality and geographical origin but also by its organic status and responsible farming practices that support fair trade and community development (Ramírez-Correa, et al., 2020).

ZanziBrew Coffee Co.'s primary aim is to create a true Mzansi environment for students and young working adults where they can enjoy quality coffee and healthy meals at affordable prices. Furthermore, the brand encompasses sustainability and work ethics, making an impact on the environment and the local South African community. The crowded coffee industry in South Africa is a clear indicator that ZanziBrew Coffee Co. will need to differentiate itself from its competitors by building a brand that firmly positions itself in the minds of local consumers through listening to their consumer demands.

As seen earlier, ZanziBrew Coffee Co.'s pricing structure needs to adhere to the middle class's budget and desires for value for money. The brand's decision to cater for this social class means that it needs to be attentive to pricing its product offering in comparison to its competitors, while remaining an acceptable brand, not coming across as targeting lower classes.

Considering these elements, more specifically the visual characteristics, pricing and sustainability of ZanziBrew Coffee Co.'s marketing strategy, the following brands have been identified as key competitors in the South African market:

Baby please don't go



Bootlegger Coffee Company

Visual Characteristics

Inspired by the rebellious 1920's American era, Bootlegger Coffee Company opened its doors in 2013 (Fraser, 2025). Inside every store hangs a neon light lyric line from an AC/DC song, enforcing the brand's rebellious nature (Fraser, 2025) creating an atmosphere of the "no bullsh*t" attitude Basson (2019) states is their perfection mandate (Coffee Magazine, 2019).

Ethics and Sustainability

On its website, the brand states that "quality, consistency, sustainability, and connection are the cornerstones of our identity" (2025), evidently indicating Bootlegger Coffee Company's commitment to broader society (Bootlegger Coffee Company, 2025). The brand also emphasises its use of Rainforest Alliance Certified coffee beans, proving that sustainability matters (Bootlegger Coffee Company, 2025). On an ethical and cultural note, Bootlegger Coffee Company focuses on local partnerships, as seen with the Bomalumz Coffee launched in collaboration with South Africa's *The Uncles' Trevor* Nyakane, Ox Nche and Bongzi Mbonambi (Bootlegger Coffee Company, 2025). The brand also prides itself on using local produce for its food menu (Bootlegger Coffee Company, 2025).

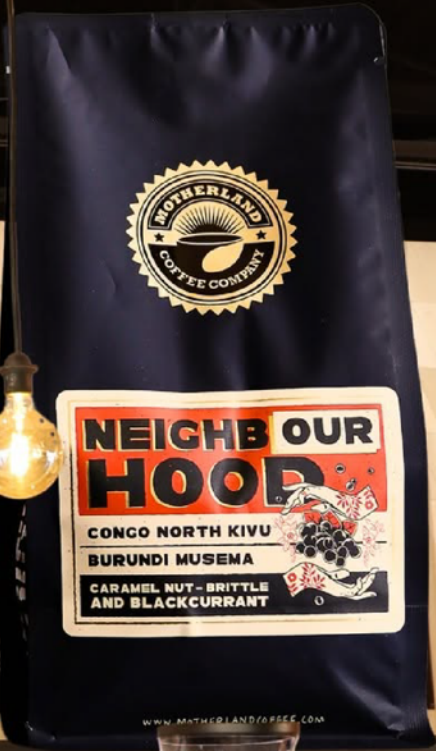
Pricing Structure

A large-sized cappuccino costs R46, and a classic croissant breakfast is priced at R139 (Bootlegger Coffee Company, 2026). A 250g of House Blend coffee costs R260 (Bootlegger Coffee Company, 2026). The brand offers a loyalty mobile application where customers can shop from their phones, earn loyalty points and send vouchers (Google Play, 2026).

Why Bootlegger Coffee Company?

Even though the brand lacks South African authenticity from its shop interior, Bootlegger Coffee Company can be considered a competitor since the brand's appearance resonates with the overlapping target market of young working professionals (Anderson, 2026). Furthermore, Bootlegger Coffee Company offers quality coffee accompanied by healthy food with a focus on ethics and sustainability, competing with ZanziBrew Coffee Co.'s product offering.

The brand's food pricing structure is more expensive than that of ZanziBrew Coffee Co., even though its coffee and drinks are priced fairly competitively. Bootlegger Coffee Company's mobile app is a definite advantage for the brand, and ZanziBrew Coffee Co. will need to invest a lot of effort into developing its application to become competitive on this front.



MOTHERLAND COFFEE



Motherland Coffee Company

Visual Characteristics

Motherland Coffee Company's interiors showcase that of truly African culture. "Motherland Coffee began with a dream, a hope for Africa, and huge passion for coffee", explains Coffee Magazine (2019) in an interview with co-founder Seb Schneider (Coffee Magazine, 2019). The brand's visual appeal showcases that of its origin and positions itself firmly within a South African context.

Ethics and Sustainability

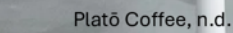
The brand's story (2017) tells a tale of its coffee's beginning and how uplifting African communities lies at the heart of the brand's mission (Motherland Coffee Company, 2017). Supporting farmers on a fair-trade structure and creating work environments of respect and fairness, the brand states, "we take responsibility for our coffee from farm to cup, and for the people involved, from farmer to customer" (Motherland Coffee Company, 2017).

Pricing Structure

A regular cappuccino costs R41,50 (Uber Eats, 2026), and a Motherland Scramble croissant breakfast trades at R102 (Motherland Coffee Company, 2026). Motherland Coffee Company offers an all-day brekkie combo meal with a tall cappuccino for R89 (Motherland Coffee Company, 2026). A 250g bag of Motherland Original Blend costs R142,50 (Motherland Coffee Company, 2026). The company offers a rewards system for customers that adds Mother Rands to a cell phone number, which can be redeemed for meals and coffee at any of its stores (Motherland Coffee Company, 2021).

Why Motherland Coffee Company?

The brand's African authenticity competes with the environment ZanziBrew Coffee Co. anticipates curating (IIE, 2026). Motherland Coffee Company's strong work and sustainability ethics situate the brand as a very competitive alternative to that of ZanziBrew Coffee Co. Its coffee pricing structure aligns with that of the ZanziBrew Coffee Co. brand, although the food is somewhat cheaper. The absence of a functional mobile application is a technological advantage for ZanziBrew Coffee Co., since the brand is developing a mobile app implementing loyalty rewards, personalised discounts and seamless shopping features.



Platō Coffee

Visual Characteristics

Platō Coffee's "cosy atmosphere" is an invitation to customers wanting to relax and enjoy quality coffee (Platō Coffee, 2023). "The chain's clean and simple aesthetic kept it apart from competitors", explains Luke Fraser (2026) about Platō Coffee's interior and style (Fraser, 2026). Co-founder Stephan Bredell (2026) states that his idea for Platō Coffee was to be different to other coffee shops with "a dark, moody atmosphere", hence the bright white design (Minnaar, 2026).

Ethics and Sustainability

The brand is community-oriented, as stated by its slogan "Coffee sculpted. Community included" (Platō Coffee, 2023). Platō Coffee is deeply passionate about its coffee and its friendly staff (Platō Coffee, 2023) and willingly shares this enthusiasm with customers through tailored courses presented by its academy (Platō Coffee, 2026). Platō Coffee also supports Siviwe Nkombi's *Run for Hope* campaign with a link in its Instagram biography (@plato.coffee, 2026).

Pricing Structure

A medium cappuccino from Platō Coffee costs R46 (Platō Coffee, 2026), and a breakfast croissant is priced at R85 (@aplatoateveryplato, 2026). A 250g bag of Platō House Blend coffee costs R170 (Platō Coffee, 2026). The brand has a mobile app featuring loyalty points, secure mobile shopping, gift vouchers and general promotional updates (Google Play, 2026).

Why Platō Coffee?

The brand caters for consumers seeking a break from the daily hustle, and its initial business strategy aimed to locate itself at business parks and universities (Minnaar, 2026), competing directly with the market ZanziBrew Coffee Co. is targeting. It is evident that the brand's atmosphere is unique from its rivals, which may be a competitive advantage for Platō Coffee. The brand lacks an environmentally conscious marketing strategy, placing ZanziBrew Coffee Co. in an advantageous position. Platō Coffee's investment in the community is evident, as seen with sporting events such as the Sanlam Cape Town Marathon (Platō Coffee, 2026), Nkombi's *Run for Hope* campaign (Nkombi, 2026), and the brand's academy (Platō Coffee, 2026).

Platō Coffee offers basic meals at reasonable prices, but ZanziBrew Coffee Co.'s versatile food menu is a definite advantage. ZanziBrew Coffee Co. also intends to compete with Platō Coffee's mobile app by offering more personalised value, such as birthday and anniversary discounts.



Starbucks South Africa

Visual Characteristics

Starbucks first opened its doors in South Africa in 2016 and made an effort to give the global brand a local South African feel by incorporating locally crafted artworks, woven ceiling panels, and a wooden Starbucks logo (Starbucks Coffee Company, 2016). The brand has since been toning down on the local feel but kept elements like woven lamp shades and wooden undertones throughout its branches in South Africa (Starbucks South Africa, 2026).

Ethics and Sustainability

The brand is committed to sourcing its products ethically and making a positive impact on society and the environment (Starbucks South Africa, 2021). “We’re focused on empowering people, promoting sustainability and being a different, better kind of business”, states Starbucks South Africa (2021) on its website (Starbucks South Africa, 2021).

Pricing Structure

A standard cappuccino at Starbucks costs R50, and a breakfast toastie or ciabatta sandwich ranges between R83 and R91 (Uber Eats, 2026). The brand has a well-developed mobile app offering rewards, mobile shopping and additional benefits to regular shoppers who have earned Gold Level, such as free birthday drinks (Google Play, 2026).

Why Starbucks South Africa?

Competing with an international franchise on a local South African level may be challenging since the Starbucks brand has firmly positioned itself in the minds of consumers. What will set ZanziBrew Coffee Co. apart is the casual environment developed specifically with young working professionals in mind. Not only will ZanziBrew Coffee Co. be a convenient stop for students on the run, but the brand also creates an inviting space for consumers who want to spend more time sitting down at a store, catching up on work or studies. Starbucks South Africa’s mobile app is a definite source to draw inspiration from, as the app offers similar advantages that ZanziBrew Coffee Co. anticipates implementing.



Vida e Caffè

Visual Characteristics

Inspired by Portugal's street cafés, Vida e Caffè is a local coffee shop that was first established in Cape Town more than two decades ago (Fraser, 2026). The brand has mixed local Portuguese style with African energy, creating a unique identity (Fraser, 2026). Vida e Caffè use many Portuguese phrases on its website, deviating from proudly South African characteristics (Vida e Caffè, 2023).

Ethics and Sustainability

Vida e Caffè states on its website that its people set it apart from other brands (Vida e Caffè, 2023). "At the heart of everything we do are our amazing people", explains the brand (Vida e Caffè, 2023). The brand's coffee capsules are compostable, and its take-away cups and lids are made from plant-based material, which is recyclable (Vida e Caffè, 2024). In 2025, Vida e Caffè revisited its water bottle packaging and switched from screen-printed branding to wrap-around labelling, which enables recycling of the bottles (Petco, 2025). Furthermore, some outlets donate the surplus food to charities in their communities (Vida e Caffè, 2024).

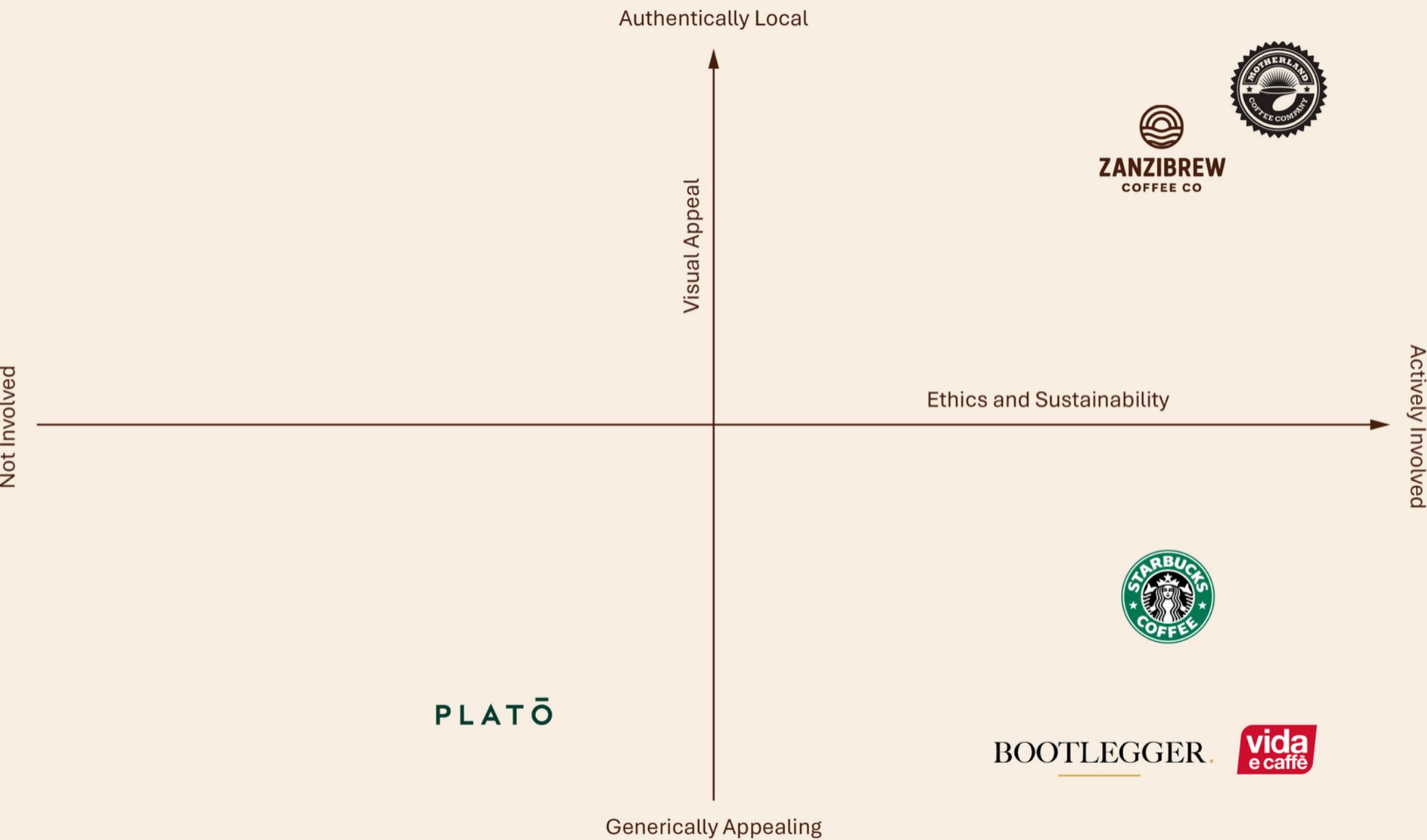
Pricing Structure

Vida e Caffè sells a regular cappuccino for R45 and a Breakfast Crobun costs R79 (Uber Eats, 2026). The brand has a mobile application allowing customers to order in advance, make mobile payments, earn loyalty points and send vouchers (Google Play, 2026).

Why Vida e Caffè?

Even though Vida e Caffè's Portuguese-inspired character does not compete with the proudly South African feel ZanziBrew Coffee Co. is developing (IIE, 2026), the brand's ethics and sustainability model is competing with that of ZanziBrew Coffee Co. Vida e Caffè's mobile app also features the functionality ZanziBrew Coffee Co. is after.

3.2. Brand Positioning Map



4. Consumer Decision-Making Process

Introduction

In an environment where consumers are exposed to more than 6,000 advertisements a day (Kirk, 2022), it is understandable that a buyer's decision to purchase a product is a complex process. The decision-making process is triggered when a consumer recognises a problem or a need that has to be fulfilled (Cant and Cunningham, 2025). Once this need has been identified, a consumer goes through various stages of physical and psychological activity before buying the product (Cant and Cunningham, 2025). These stages include the effort a consumer puts into searching for information to resolve their needs, evaluation of what is available as alternatives, buying the actual product, and finally, evaluating their purchase (Cant and Cunningham, 2025).

The consumer decision-making process can be divided into three main categories: habitual, limited and extended (Cant and Cunningham, 2025). Habitual purchases are products a consumer buys at regular intervals, like daily consumer goods such as coffee, milk and sugar (Cant and Cunningham, 2025). These buying decisions don't require much consideration, as it is bought as part of a repeat behaviour and may be dependent on brand loyalty (Cant and Cunningham, 2025). Limited decision-making purchases are products that are purchased less often than habitually, but comparison between alternatives and the search for specific product features are still mostly absent (Cant and Cunningham, 2025). When a consumer needs to invest in something expensive or something that is a high risk, it is referred to as an extended decision-making process (Cant and Cunningham, 2025). Effort is put into researching features between competitive products, and the consumer cautiously works their way through the decision-making process (Cant and Cunningham, 2025).

The needs of a consumer are influenced by internal perceptions and attitudes about a brand or past experiences, accompanied by external influences like family and social circles (Cant and Cunningham, 2025). Furthermore, a buyer's decision is also impacted by brands' marketing tactics and the means in which they convey information about their brand to potentially solve a consumer's problem (Cant and Cunningham, 2025).

For ZanziBrew Coffee Co., understanding the decision-making process of potential customers is crucial, and the brand must set itself apart from its competitors during all phases of this process. The target market for ZanziBrew Coffee Co. has been established as Gen Z and Millennials from the middle social class who are either studying or in the early years of their working careers (IIE, 2026). The stages of the decision-making process within the lives of this target market will be discussed in depth so that ZanziBrew Coffee Co. can curate its marketing strategy to position its brand in the minds of these consumers.

Recognition of Needs

When a consumer realises something is missing from their current situation, the thought of recreating the present to an ideal future state takes place, and the consumer recognises their needs (Cant and Cunningham, 2025). This realisation triggers motivation to better their situation, and a number of mental activities are experienced by the consumer (Cant and Cunningham, 2025). Problems arise regarding a consumer's mental process of bettering their situation, such as whether the purchase is necessary, where to obtain what is desired and how to process the payment should they decide on a product (Cant and Cunningham, 2025).

As a consumer realises that they are running out of supply of a certain personal demand or when they are presented with new information regarding their need interests, the initial problem recognition stage occurs (Cant and Cunningham, 2025). Furthering the desire recognition stage, it is understood that people are in constant search of improvements to their situations, resulting in expanded needs (Cant and Cunningham, 2025). The needs of a consumer are severely impacted by an increase or decrease in their finances, respectively influenced to either experience a rise in needs or a decline thereof (Cant and Cunningham, 2025).

ZanziBrew Coffee Co. realised that there is a need for students to quench their thirst and get something quick and healthy to eat to keep them going during classes. These students also need a peaceful environment to catch up on their studies or just an inviting space to break away from their demanding schedules by meeting with friends. As explained earlier, Gen Zs are all about appeal and social connection when it comes to dining experiences (Brandwatch, 2026), and ZanziBrew Coffee Co.'s South African-centric atmosphere will appeal to the market. When a student needs a caffeine boost or something healthy to lift their energy levels, the ZanziBrew Coffee Co., with its strategically placed locations, will be a convenient stop to consider the various options that may fulfil their needs. Once the coffee shop has been noticed, the memory is likely to be triggered when friends need to catch up in between classes. Enhanced by its visual appeal, ZanziBrew Coffee Co. will be an inviting location speaking to the generation's need for belonging, becoming a consideration during the student's need recognition stage.

With hybrid working conditions proven to enhance productivity (Roberts, 2026), young working adults are seeking welcoming spaces to spend their days working in solitude with a reliable internet connection, drinks and food to keep them going during the day (IIE, 2026). Out-of-office business meetings are also a norm, and ZanziBrew Coffee Co. creates the perfect space for these professionals. Once this appealing new restaurant has been noticed, public interest will come into play, and ZanziBrew Coffee Co. will become a consideration for this generation's office breakaway need. Most Millennials started their careers during the Great Recession in 2008 (Svietlova, 2025), making budget-oriented eateries a priority in the generation's decision-making process.

The Search for Information

Once a consumer demand has been identified, the shopper starts gathering information about solutions to their problems and enters the second stage of the consumer decision-making process (Cant and Cunningham, 2025). The research and gathering of information done by a consumer are the behavioural acts to gain solutions to their problems (Cant and Cunningham, 2025). During this stage, consumers evaluate what brands offer and which are best suited to their needs, considering how well the product aligns with their demands, values, and budget (Cant and Cunningham, 2025). The search for information may be internal or external, ranging from previous personal experiences or memory, to external influences such as social circles, family and a brand's marketing collateral (Cant and Cunningham, 2025).

Product involvement during the information search phase refers to how important a product is to a consumer's identity (Cant and Cunningham, 2025). Low involvement purchases are products that don't require a consumer's intensive thinking, and a consumer is likely to feel indifferent about the brand or the differences between products and their features (Cant and Cunningham, 2025). When a consumer spends a lot of time making a buying decision by weighing in the pros and cons of a product and its alternatives, it is understood as a high-involvement product (Cant and Cunningham, 2025).

ZanziBrew Coffee Co. will have a strong online presence to gain visibility within the target market, providing them with information about its product offering, brand values and sustainability efforts. Social media campaigns will encourage potential customers to visit ZanziBrew Coffee Co., and in return, consumers will share their experiences, providing followers with more information about the brand. A "Download Our App" call to action in some instances will widen the search of the consumer, giving them attractive deals like a first-time buyer discount, direct information about products and promotions available, and information about convenient ways to pre-order and pay.

Face-to-face marketing materials will be placed within proximity of the ZanziBrew Coffee Co. restaurants, punting free Wi-Fi, daily deals and specials, sustainability facts about the brand, and authentically engaging posters showcasing its employees. This will give potential customers better insight into what ZanziBrew Coffee Co. has to offer and what the brand stands for ethically.

Evaluation of Alternatives

In simple terms, consumer evaluation is the third stage of the decision-making process where a buyer weighs the pros and cons of a possible solution to their needs problem (Cant and Cunningham, 2025). Memories of previous experiences from competitors are revisited, and comparisons are drawn about the product's quality or performance, quality of service, price comparisons and any further aspects that may relate to the new brand they have been introduced to (Cant and Cunningham, 2025). During the information search process, features and advantages of competitive alternatives may have been discovered, and the consumer will consider all this

information before taking action (Cant and Cunningham, 2025). Inevitably, this information shapes the consumer's attitude and perceptions, and the final buying decision will be made based on which aligns with their personality most (Cant and Cunningham, 2025).

Within the decision-making process, there are four main consumer categories: economic, passive, emotional and cognitive consumers (Cant and Cunningham, 2025). The first mentioned makes calculated decisions based on actual facts that have been evaluated to make economic sense (Cant and Cunningham, 2025). Passive consumers are not as attentive to searching for information and rely mainly on the marketing tactics of a brand, evaluating their options based solely on that (Cant and Cunningham, 2025). Based on emotive personal needs, the emotional consumer tends to make irrational buying decisions based on biased beliefs (Cant and Cunningham, 2025). Finally, consumers who rely on various sources of research regarding a product or service are referred to as cognitive consumers (Cant and Cunningham, 2025). They make informed decisions based on the evaluation of the information they have obtained about the solution to their problem (Cant and Cunningham, 2025).

ZanziBrew Coffee Co.'s five competitors have been analysed based on their visual characteristics, ethics and sustainability, and their pricing structures. It has been explained that the physical environment of a coffee shop and the atmosphere it creates for customers play a pivotal role in inviting them in and making them stay longer to make additional purchases (Mitas, et al., 2024). Hence, the decision was made to use visual appeal as a point of reference on the positioning map. ZanziBrew Coffee Co.'s carefully designed interior and branding need to set them apart from their competitors while consumers evaluate their options.

"Gen Z and Millennials are 1.5x more likely to pay a premium for sustainable products" (Plastiks Marketing Team, 2025). Further studies show that, globally over the next seven years, the sustainability market is anticipated to grow by 24% annually (Plastiks Marketing Team, 2025). For brands to ignore this demand from their consumers means that they are overlooking an emotional connection that is likely to result in customer retention (Plastiks Marketing Team, 2025). The second axis of the positioning map indicated how competitors value sustainability and ethics, placing ZanziBrew Coffee Co. in a competitive position to consumers evaluating their options.

ZanziBrew Coffee Co.'s online and face-to-face marketing concerning its competitive pricing structure will further the possibility of becoming a viable option during a consumer's decision-making evaluation phase. ZanziBrew Coffee Co.'s mobile application (IIE, 2026) is a definite appeal to this tech-savvy target market, making the ordering process and payment options more convenient. As discussed earlier, the ZanziBrew Coffee Co.'s target market demands convenience (Svietlova, 2025). Once potential consumers realise the ease of access the brand has to offer, ZanziBrew Coffee Co. will more likely become a viable option as the target market narrows down their list of evaluated possibilities.

The Purchasing Response

The consumer's needs have been identified, and information regarding the options has been obtained. The consumer made comparisons between availabilities and is likely to follow through with a buying action based on the findings of the evaluation process (Cant and Cunningham, 2025). A consumer will likely pick the product or service that adheres to their need that initiated the decision-making process most (Cant and Cunningham, 2025). The buying process is unique to different consumers, from interacting personally with staff and paying for the product, to ordering and paying online and collecting in store, or ordering and paying online and having the product delivered (Cant and Cunningham, 2025).

Ideally, ZanziBrew Coffee Co. will want its target market to interact with its staff and be physically present in its stores during the purchasing stage, since the brand's human-centric approach to its business model is vital to the brand. During a customer's visit to ZanziBrew Coffee Co., the staff will encourage the customer to download the mobile app by scanning a convenient QR code, which will allow the brand to communicate with them personally and request feedback.

After ZanziBrew Coffee Co.'s intensive research about its potential customers, their behaviours and needs focus, the brand will value the digital buying response through its omnichannel and recognise the success of its marketing efforts to address this target market effectively. Further personalised communication is possible, allowing ZanziBrew Coffee Co. to follow up on a customer's experience.

Post-Purchase Evaluation

After a consumer has made their purchase, the final stage of the decision-making process has been reached (Cant and Cunningham, 2025). Questions regarding the consumer's satisfaction arise, and the consumer goes through further psychological processes evaluating their purchase (Cant and Cunningham, 2025). A consumer will evaluate whether their initial needs have been met and if they are satisfied, indifferent or dissatisfied with their purchase (Cant and Cunningham, 2025).

Satisfied customers are likely to repurchase or even become repeat buyers, whereas disappointment with a purchase will result in a consumer's behavioural or verbal expression of dissatisfaction, and brand switching will occur (Cant and Cunningham, 2025). Neutral responses from consumers may be as damaging as negative feedback since a consumer will not compliment or criticise the brand, creating doubt and suspicion (Cant and Cunningham, 2025). It needs to be understood that, even though the post-purchase evaluation phase is the final stage of the buyer's decision-making process, the consumer's experience is personal feedback which is stored in their memories and will be triggered in future buying decisions (Cant and Cunningham, 2025).

For ZanziBrew Coffee Co., post-purchase evaluation is crucial since the brand wishes for customers to be satisfied with their experiences and wants consumers to become loyal to the brand. It is difficult for a brand to know the inner process of a customer's evaluation process, especially since people react uniquely to their experiences.

Along with the convenient “Download Our App” QR code, there will be a “Rate Us on Google” QR code, encouraging customers to share their feedback so that the brand can learn from their experiences and tailor what is needed. During the first month of its opening, ZanziBrew Coffee Co. will run a competition where customers simply share a picture of the product they’ve bought or a photo of their experience on social media channels. An “Upload Your Photo. Tag Us. Follow Us.” concept will be followed, and customers can stand a chance to win two cappuccinos and two housebrand muffins redeemed in-store to generate more foot traffic. Doubling up on the prize means that the winner will invite a companion, giving the brand further exposure.

Conclusion

To ZanziBrew Coffee Co., understanding a customer’s decision-making process will give the brand powerful insights to curate its marketing strategy more effectively. It is evident that the brand identified the needs of potential consumers, but an understanding of why it is important to present them with enough information about itself to become a consideration during the evaluation of options phase must not be underestimated. ZanziBrew Coffee Co.’s mandate is to serve every customer with passion and integrity, enhancing their buying decision phase. The brand’s freshly prepared meals and artisanal drinks, accompanied by an inviting atmosphere, will make a lasting impression on its customers, satisfying their needs for exceptional value for money. The brand’s human-centric approach and care for society and the environment will resonate with customers, and in the long run, these customers will become loyal locals at ZanziBrew Coffee Co.

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