

Coffee: An immersive story

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Abstract

After water, coffee is the world's most popular beverage, and lies at the heart of hospitality rituals in numerous cultures. In an attempt to improve ethical and environmental outcomes, specialty coffee importers, roasters, and providers have worked with producers toward higher quality and transparency and corresponding higher prices. A broad assumption of these organizations is that storytelling of coffee production and processing is essential for consumers to value and purchase higher-priced specialty coffee. We present a three-group, between-participants experiment which tests that hypothesis, taking emotions, sensory evaluation, and behavioral intentions as outcome variables. Using videorecordings from a visit to a Tanzinian coffee farm cooperative, we produced three immersive videos which were visually identical but had different voice-overs: a purely factual, non-story control version, a consumer-facing hedonic story, and a producer-facing utilitarian story. Thirty-two participants in each condition were shown videos in an immersive cave environment and served batch-brewed filter coffee sourced from the same Tanzinian farm cooperative, prior to completing a questionnaire. Most outcome variables did not differ between groups. There was some evidence that storytelling, especially consumer-facing storytelling, may contribute to an experience of more texture in the coffee and higher willingness to pay for coffee beans. However, as a whole the findings challenge the resources and attention paid by specialty coffee organizations to storytelling.

Introduction

Coffee is a daily ritual for many people worldwide, with approximately 2.25 billion cups consumed globally each day (Hopfinger, 2023). However, there is a marked disparity between coffee-producing and coffee-consuming countries. While countries like Brazil, Colombia, and Vietnam produce most of the world's coffee, nations such as the U.S., Germany, and Japan lead consumption. The Netherlands—small in size but a major consumer—averages four cups per person daily (Ministry of Foreign Affairs, 2021). In the Dutch context, coffee is deeply woven into daily life, including among tourists, for whom visiting cafes offers cultural immersion and a taste of home (Luu & Westh, 2023).

In response to increasing demand for ethically sourced, high-quality coffee, specialty coffee cafes have emerged as a distinct market segment (Ministry of Foreign Affairs, 2021). These cafes not only serve high-quality coffee but also emphasize sustainable sourcing, transparency, and consumer education. A core strategy gaining momentum in these cafes is the use of storytelling—conveying the origins and values behind the coffee to foster emotional connections with consumers and differentiate offerings.

Despite growing recognition of storytelling's marketing potential, little research has examined how different types of storytelling influence customer experience in specialty coffee contexts. Therefore, this study seeks to fill that gap by exploring how narrative content about coffee production affects emotional responses, attribute evaluations, and behavioural intentions. For that purpose, three research questions are proposed:

1. How does storytelling (vs. non-story content) affect emotional responses?
2. How does storytelling influence coffee attribute evaluations?
3. How does storytelling impact behavioural intentions regarding the same and similar specialty coffees?

Literature Review

Specialty Coffee

Specialty coffee is defined by its exceptional quality, rated by certified professionals using the Q-rating system, which assesses both bean integrity and cup characteristics to produce a "cupping score." Coffees scoring 80 or above (out of 100) qualify as specialty (Tolessa et al., 2016; Mitas et al., 2024). Since its emergence in the 1980s, the specialty coffee sector has experienced explosive growth, valued at \$101.6 billion in 2024 with a projected 10.4% annual growth (Grand View Research, n.d.).

This growth is partly fueled by heightened consumer interest in ethically sourced products, a trend accelerated during the COVID-19 pandemic when home-bound consumers sought high-quality experiences at home. Specialty coffee's emphasis on transparency and innovation appeals to ethically conscious consumers and supports approximately 125 million livelihoods globally (Fairtrade Foundation, 2022).

Storytelling has emerged as a powerful marketing tool within this context. Research shows that storytelling enhances brand recall and communicates a product's unique value (Mahendra & Rahmana, 2024; Arethusa & Taneo, 2024). However, little is known about how

storytelling functions specifically within the specialty coffee sector, particularly regarding the emotional and behavioural responses it elicits.

Storytelling in Marketing

Storytelling has transitioned from a cultural tradition to a strategic marketing tool. Pulizzi (2012) defines it as the creation of compelling content aimed at positively influencing customer behavior. Digital media has expanded storytelling formats to include blogs, podcasts, and video content, enhancing accessibility and emotional impact. Studies suggest storytelling strengthens brand differentiation, improves recall, and creates emotional engagement (Kim et al., 2018; Garczarek-Bak et al., 2024). In tourism marketing, for instance, storytelling has proven effective in conveying the value of destination services (Bassano et al., 2019). A recent evolution is immersive storytelling—multi-sensory narratives that deepen emotional engagement and empathy (Gröppel-Wegener & Kidd, 2019; Cui et al., 2024). While immersive storytelling has shown promise in domains like wine tasting, its application to specialty coffee remains unexplored.

A further layer of complexity involves distinguishing between hedonic and utilitarian product benefits (Chitturi, 2008). Specialty coffee encompasses both: it provides rich sensory pleasures (hedonic) and aligns with ethical and sustainable sourcing (utilitarian). This duality raises critical questions about how narrative content should be framed—should it emphasize emotional resonance or factual transparency?

Emotional Responses

Emotions play a central role in consumer behavior. Earlier theories (e.g., Ekman, 1992) described emotions as fixed, universal reactions, but newer perspectives (e.g., Barrett's Theory of Constructed Emotion, 2019) view them as contextually constructed. In marketing, emotional responses influence brand perception and behavior (Anastasiie & Chiosa, 2014). Emotional storytelling can humanize products, elicit empathy, and increase brand loyalty (Kang et al., 2020; Han & Orłowski, 2024). However, the role of specific storytelling content in shaping emotional responses in specialty coffee remains unstudied. This research aims to explore that gap.

Sensory and Hedonic Evaluations

Attribute evaluations—how consumers perceive product characteristics—are shaped by both direct sensory input and extrinsic cues like origin, branding, and storytelling (Setser, 1993; Artêncio et al., 2023). For instance, stories about coffee origin can enhance perceptions of taste and acidity, even when the coffee is identical (Artêncio et al., 2023). Most prior research has examined broad cues like packaging or labelling. There is a need to explore how immersive storytelling affects attribute evaluations in specialty coffee, especially since such evaluations are strong predictors of consumer preference and loyalty (Bressani et al., 2021).

Behavioural Intentions

Behavioural intentions—such as repurchase, recommendation, and willingness to pay—are central to marketing effectiveness (Ajzen, 1991). These intentions are shaped by attitudes, social norms, and perceived control (TPB). Positive experiences, product uniqueness, and emotional engagement all increase behavioural intentions (Hellier et al.,

2003; Moldovan et al., 2011; Júnior et al., 2022). Storytelling has been shown to influence these outcomes, particularly when it generates positive emotions (Kang et al., 2020). Yet little is known about how storytelling content affects willingness to pay or recommendation in the context of specialty coffee.

Conceptual Framework and Gap

This study adopts SPANE (Diener et al., 2009) to assess emotional responses, integrates sensory and hedonic evaluation frameworks (Dias et al., 2020; Carvalho et al., 2025), and measures behavioural intentions using Net Promoter Score (Reichheld, 2003) and willingness to pay. Despite the prevalence of storytelling in marketing, no research has addressed how different types of storytelling affect emotional, perceptual, and behavioural outcomes in specialty coffee. Nor has previous work included control conditions to isolate the effects of storytelling content. Our study addresses this gap by experimentally testing the impact of varied storytelling approaches—including immersive and utilitarian narratives—against a neutral control. The findings offer practical insights for specialty coffee marketers seeking to enhance consumer engagement without expending resources on ineffective content strategies.

Methods

This study employed an experimental design to test the effects of immersive storytelling on consumer experience in a specialty coffee context. Specifically, it investigated how hedonic and utilitarian storytelling—compared to a control condition without a story—impacts emotional responses, sensory and hedonic evaluations, and behavioural intentions. The experiment was conducted in collaboration with a large specialty coffee roaster in the Netherlands, which operates both an online coffee subscription platform and several cafés in urban settings.

Experimental Design and Stimuli

The study used three conditions:

1. **Control** – no story presented.
2. **Utilitarian Story** – factual, sustainability-focused narrative about the coffee’s origin.
3. **Immersive Story** – a rich, emotionally driven narrative emphasizing the farmer’s perspective and sensory elements of the growing environment.

All participants were served the same specialty coffee (a Tanzanian washed coffee of mixed varieties) brewed identically by the first author following a brief training in batch brewing. Each story was approximately two minutes long, comparable in tone and voice, and presented using an immersive cave-like dining room environment with video projected to three of the walls.

Participants and Procedure

Participants (N = 100) were recruited from the fourth author’s university and a harbor café operated by the first author’s family. Participants were randomly assigned to one of the three conditions. Inclusion criteria required them to be adult coffee drinkers. The mean age was 36.9 years, with a fairly even gender distribution. Participants listened to their assigned

story (or no story in the control group), tasted the coffee, and then completed a self-administered questionnaire assessing emotional responses, attribute evaluations, and behavioural intentions.

Measures

Emotions were measured using the Scale of Positive and Negative Experience (SPANE; Diener et al., 2009), capturing six positive and six negative emotions. *Sensory and Hedonic Evaluation* used a tailored version of the Specialty Coffee Association cupping form, capturing sweetness, acidity, bitterness, and body for sensory measurement, and addressing the senses (flavor, visual, texture, aroma, and overall acceptance) for hedonic measurement. *Behavioural Intentions* included likelihood of repurchase the same coffee and coffee from the same roaster, intent to recommend, and willingness to pay.

Analyses

Data were analyzed using ANOVA for main effects and orthogonal planned contrasts, comparing the non-story version to both of the story versions, then comparing the two stories to one another. Habitual coffee drinking style (frequency of drinking coffee with milk and/or sugar, measured from *Never* to *Always* on a 5-point scale) was a covariate in all models. A significance threshold of $p < .05$ was applied throughout.

Findings

In general, differences between the conditions were not statistically significant. One exception was the sensory rating of the 'body' of the coffee, wherein participants who saw one of the two stories reported significantly more 'body' to the coffee than participants who saw the non-story video ($b = -0.441$ on a 5-point scale; $t = -2.689$, $p < 0.01$). Also, in contrast to other measures of behavioral intention, there was a very substantial difference in average willingness to pay for a bag of coffee between the non-story and hedonic story groups (9.00€ vs. 12.05€). However, as this was not among the conducted contrasts, the large standard errors and moderate willingness to pay for the utilitarian story group (10.54€) prevented us from detecting this difference as statistically significant.

The control variable, tendency to consume coffee with milk and/or sugar, had expected significant effects on sweetness, which was less perceptible for drinkers of coffee with milk and/or sugar, and bitterness, which was more perceptible for drinkers of coffee with milk and/or sugar. Furthermore, despite lack of differences in willingness to pay or intent to recommend, participants who drank coffee with milk and/or sugar said they were less likely to buy the same coffee ($b = -1.027$, $t = -2.030$, $p = 0.045$) or coffee from the same roaster ($b = -1.076$, $t = -2.352$, $p = 0.021$) themselves, over and above the effects of experimental condition.

Discussion

This study investigated the impact of immersive storytelling on outcomes of consumer experience with specialty coffee, focusing on three key dimensions: emotional responses, attribute evaluations, and behavioural intentions. Contrary to expectations and previous literature, the findings revealed only minimal effects. The most notable result was a

significantly higher evaluation of the coffee's 'body' in the storytelling conditions compared to the control, as well as apparently higher willingness to pay for a bag of coffee beans in the hedonic consumer-facing condition compared to the control. However, no consistent overwhelming pattern of differences emerged in emotional changes, overall sensory evaluations, or behavioural intentions such as willingness to pay or recommendation likelihood.

These findings stand in contrast to a growing body of research that supports the efficacy of storytelling in shaping consumer perceptions and behaviors. Han and Orłowski (2024), for example, found that immersive storytelling in food contexts can trigger strong emotional responses such as joy and vitality. Similarly, Anastasiei & Chiosa (2014) and Keskin et al. (2017) reported that storytelling influences consumer intentions through its emotional effects. Yet in this study, storytelling did not elicit measurable emotional shifts nor affect behavioural responses. This suggests that storytelling may only influence consumer behavior when it first succeeds in evoking emotional engagement—a nuance that aligns with Kang et al. (2020), who found that the impact of storytelling on recommendation intentions is mediated by the emotional response it produces.

A key explanation may lie in the disconnect between the content of the storytelling and the values or interests of the participant sample. Most participants reported low familiarity with specialty coffee (mean = 4.47 on a 9-point scale), and many were students more attuned to utilitarian coffee characteristics (e.g., caffeine, cost) than to ethical or origin-focused narratives. As such, storytelling about sustainability or producer identity may have missed the mark in terms of emotional resonance.

This highlights an important theoretical contribution: immersive storytelling's impact is not universal but may depend on audience-product alignment. If storytelling content is mismatched with consumer motivations or values, its emotional and behavioural influence may be muted. While no significant differences emerged for most sensory and hedonic attributes, one exception was the coffee's "body," which was rated significantly higher in the storytelling conditions. This isolated finding suggests that immersive storytelling may subtly prime certain sensory expectations, even if it does not shift broader evaluations like sweetness or acidity.

Artêncio et al. (2023) previously showed that information about coffee origin can influence sensory perception. Although all three experimental conditions in the present study included origin information, they differed in how that information was presented (e.g., immersive narrative vs. factual vs. none). The fact that "body" stood out suggests that presentation style—rather than the presence of information alone—may shape specific sensory responses.

Despite theoretical models predicting a strong link between storytelling and consumer behaviour (Arethusa & Taneo, 2024; Cui et al., 2024), the current study found effectively no significant effect on purchase intention, willingness to pay, or recommendation behavior. A potential exception may be the untested, but sizeable difference in willingness to pay for a bag of coffee beans between non-story and consumer-facing hedonic story groups. The lack of clear effects of storytelling across multiple behavioral intentions diverges from research showing that immersive storytelling and multi-sensory experiences can build brand loyalty and increase perceived value.

Several explanations are offered. First, the visual materials were of limited quality—shot with a phone in portrait mode, then cropped—which may have reduced narrative immersion. Second, although the setting included multisensory cues (e.g., aroma, projection on three walls, ambient sounds), it may have lacked the realism or emotional intensity of more advanced immersive formats like virtual reality (Cui et al., 2024). Third, the brevity of the video and limited differentiation between the storytelling conditions may have reduced their impact.

Still, one important behavioral moderator did emerge: alignment between the way participants usually drink coffee and the black coffee served during the experiment. Those who normally consumed coffee without milk or sugar were significantly more inclined to purchase the sampled coffee and rated its attributes more favorably. This finding echoes Mitas et al. (2024), who observed that product preferences—not just product attributes—can shape behavioural intentions. It suggests that consumer familiarity with a product format may enhance openness to its narrative context.

Theoretical Contributions

The primary theoretical contribution of this study lies in its boundary-setting role: it demonstrates the limitations of immersive storytelling as a one-size-fits-all marketing strategy. Whereas prior research has established storytelling as a powerful tool in domains like wine tourism, food marketing, and destination branding, this study shows that such effects do not easily transfer to specialty coffee consumers—particularly when the storytelling does not align with the audience’s existing knowledge or consumption habits. The study contributes to consumer experience theory by emphasizing the role of context, audience receptivity, and narrative design in shaping the efficacy of immersive storytelling. It also reinforces the emerging perspective that emotional activation is a prerequisite for behavioural impact (Kang et al., 2020).

Limitations

Several limitations must be acknowledged. The sample size, while meeting minimum thresholds for quantitative analysis, remained relatively small ($n = 100$) and non-representative, composed mostly of Dutch students and visitors at a port. Additionally, a change in research location introduced environmental variability, though measures were taken to minimize this. Language bias may also have played a role, as the study was conducted in English with participants from diverse linguistic backgrounds. Videos lacked subtitles, and some terms (e.g., “body,” “acidity”) were unfamiliar to participants, leading to clarification requests that may have introduced measurement error. Furthermore, social desirability and response bias may have inflated positive ratings or obscured negative reactions (Fisher, 1993; Sheeran & Webb, 2016). Finally, the simulated café environment—though immersive—did not fully replicate the multisensory, social, and ambient factors of real-life cafés, potentially limiting ecological validity.

To deepen understanding, future research should use larger, more diverse samples in authentic café settings. We also recommend tailoring storytelling content more closely to target audience preferences and coffee knowledge. The narrative length could be extended and could include a prompted coffee tasting act in it. Under these conditions, future studies could uncover stronger effects and begin to experiment with different storytelling formats (e.g.,

audio vs. video; first- vs. third-person narration). Finally, we always urge following up with participants to measure to what extent they actually act on behavioral intentions.

While immersive storytelling has been heralded as a potent tool for enhancing consumer experience, this study tempers that enthusiasm by showing its effects are neither automatic nor universal. In the context of specialty coffee, storytelling did not significantly alter emotional responses and only marginally influenced sensory perception and behavioural intentions. These results emphasize that the success of storytelling depends on its resonance with the audience and its delivery format. By mapping these boundaries, this study contributes to a more nuanced understanding of how—and when—immersive storytelling can enhance consumer experience in niche product categories.

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