Coffee & Tea Marketing Journal

Volume 1 (2024)
Issue No. 1

***

Coffee & Tea Marketing Journal (C&TMJ) is a peer-reviewed, professional scientific journal dedicated to the advancement of best practices and the latest thinking in the coffee and tea market, including the results of basic and applied scientific research by international authors in the English language.

C&TMJ Website Submissions www.ctmri.eu/coffee-tea-marketing-journal/

Printed in Poland

Publisher: Coffee & Tea Market Research Institute

Level 30, The Leadenhall Building, 122 Leadenhall Street
London EC3V 4AB
United Kingdom
e-mail: ctmj@ctmri.eu

265 Katowicka Street
43-450 Ustron
Poland
e-mail: office@ctmri.eu

The international character of the journal is confirmed both by the multinational membership of the Scientific Committee and authors from foreign scientific centers. A high level of content is ensured by the fact that all articles are subject to a double-blind review process by recognized authorities in the given fields of science.

Coffee & Tea Marketing Journal (C&TMJ) follows the standard for Ethics and Publication Malpractice set by the Committee on Publication Ethics (COPE). It is therefore committed to ensuring ethics in publication and quality of articles. Coffee & Tea Market Research Institute as publisher of the C&TMJ takes its duties of guardianship over all stages of publishing extremely seriously and recognizes its ethical and other responsibilities.

The future of C&TMJ depend on our reviewers, who consistently approach their volunteer duties in a wise, generous, respectful, helpful, and inspiring manner. Membership on the Editorial Review Board (ERB) is reviewed annually by the editors. Criteria for selecting ERB members include an individual's reviewing history (timeliness and quality), scholarly expertise, publications, and citations.

COFFEE AND TEA MARKETING JOURNAL

TABLE OF CONTENTS

COFFEE AND TEA MARKET RESEARCH INSTITUTE

Editorial

Dear Readers

Out of passion for coffee and tea, but above all out of passion for learning, we have prepared the first issue of **Coffee & Tea Marketing Journal** (C&TMJ). We would like this London based, English-language journal, created by scientists and practitioners, to become an international platform for the exchange of ideas, knowledge, information and experiences in the area of management, marketing and behavioural economics amongst scientists, researchers, experts and entrepreneurs associated with the coffee and tea market.

We want to ensure the high substantive quality of published texts through a system of double-blind reviews performed by recognised specialists in given fields of science. The entire publishing process will be supervised by the Scientific Board, to which outstanding scientists from renowned academic centres around the world will be invited.

In C&TMJ, we will publish the results of the latest research, case studies, reviews of existing theories, book reviews and articles referring to important research areas related to the coffee and tea market as well as other food products available on the consumer goods and services market.

The scope of the journal includes interdisciplinary topics falling within such scientific disciplines and sub-disciplines as:

- **Management and quality sciences** (marketing and marketing management; marketing research and consumer behavior; distribution and sales; innovation management in production, trade and services; commodity science in quality and product management).
- **Economics and finance** (behavioral economics, behavior of market actors, consumer protection and education, consumer ecosystem and sustainability, research of industry markets especially in the area of coffee, tea and yerba mate).
- **Psychology** (economic psychology, psychology of consumer behavior).
- **Socio-economic geography and spatial management.**
- **Environmental engineering** (environmental engineering; environmental protection and shaping).

- **Agriculture and horticulture** (biotechnology and crops especially in the area of coffee, tea and yerba mate).
- **Food and nutrition technology** (agricultural biotechnology, food commodity science especially in the area of coffee, tea and yerba mate).
- **Biological sciences** (biotechnology, ecology, environmental protection).

C&TMJ deals with the following types of articles: **Research article**: reports of new research findings or conceptual analyses that make a significant contribution to knowledge. **Case studies**: the articles present experiences resulting from the application of existing methods or procedures and relevant findings which could be valuable for readers. **Review articles**: the articles present the systematic review or comparative study of already known knowledge. The reviews should explore any new viewpoint and connections which could be valuable for readers.

Coffee & Tea Marketing Journal is to be published twice a year (June and December) in print and in electronic form. The publisher of the journal is the Coffee & Tea Market Research Institute (ww.ctmri.eu).

The Institute is an international non-profit organization established to conduct scientific research, promote knowledge, and integrate scientific, research, and business environments related to the food and beverage market, especially the coffee and tea market. The activity of the Institute is international.

We hope that you will find the articles in the journal an interesting read, that they inspire new research, and that the results will find use in practice. We wish you a good read, and also encourage you to participate in the preparation of subsequent issues of Coffee & Tea Marketing Journal.

Łukasz Wróblewski	*Sylwia Mokrysz*	*Grzegorz Maciejewski*
Deputy Editor in Chief	Deputy Editor in Chief	Editor in Chief

Henryk Mruk
College of Management and Psychology in Poznań (Poland, 0000-0003-4146-9094)

Coffee and Tea at the Service of the Consumers' Quality of Life

ABSTRACT
These considerations focus on the links between consumer behaviour in terms of coffee and tea purchasing decisions and their quality of life. The point of reference is behavioural economics and conclusions resulting from research in the field of neuroscience. The basis for the analysis is information from secondary sources, including literature on the subject. The research methodology includes logical reasoning, observations, own experiences, and critical analysis. The quality of life is mainly related to consumers' social relationships, interpersonal bonds, physical and mental health, as well as communication with consumers. The spatial scope covers Poland with references to Europe and the world. Research attention focuses on goods (coffee, tea) and the provision of services (cafés, tea houses). A separate topic is the analysis of the marketing strategies of coffee and tea sellers operating on various markets (B2C, B2B, HoReCa).

Keywords: coffee and tea market, marketing on the coffee and tea market, consumers' quality of life, consumer behaviour, neuroscience and consumer decisions

JEL Classification: D11, E21, M31, I31

Paper received: 20. March 2024 • Paper revised: 10 Jun 2024 • Paper accepted: 14 Jun 2024

Introduction

One of the most difficult concepts to define is the quality of life. The term "quality" in its essence poses a great challenge when measuring its level and comparing it. Peter Drucker believed that it is difficult to assess the effectiveness and efficiency of human action if there are no measures that enable assessments to be made. Therefore, the construction of various measures of the quality of life can be regarded positively (Nowakowska, 2023). Regardless of the validity of such an approach, it is worth pointing out other, more complex aspects of quality of life in relation to consumers. First of all, it is necessary to highlight the subjectivity in the approach and in the assessments themselves. Happiness, satisfaction and fulfillment are elements of the quality of life, but each of them has an individual dimension. A sandwich and a cup of coffee offered to a homeless person is a different dimension of the quality of life

than a vacation on a luxury yacht spent with a loved one. The joy of drinking a cold glass of beer has little to do with 60 years of marriage. Quality of life can also be measured by its length, including the length of healthy life. Coffee and tea consumption undoubtedly influences this dimension of the quality of life. The issue of interpersonal relations is another different thing. It can be argued that work and interpersonal relationships determine the meaning of human life. Here, there is an obstacle which is impossible to overcome, i.e. measuring the quality of relationships. Perhaps the development of brain research will make it possible to assess emotional states, but the path to this is very long and may even be a dead end.. Being aware of the many limitations, one can wonder about the determinants of the quality of life from the perspective of consuming coffee and tea. The human dimension of consumer life is related to fulfillment, and it is primarily associated with relationships with other people.

The aim of these considerations is an interdisciplinary look at the phenomenon of the role of coffee and tea in shaping the consumers' quality of life. Interdisciplinarity will be related to culture as the foundation of every society and to the interpenetration of disciplines in the field of social sciences. Where relevant, aspects of natural and technical sciences will be included. Considerations will be conducted for European societies, with reference to the global background. They will focus mostly on the period covering the end of the 20th century and the beginning of the the turn of the and 21st century. The subject will be consumers and the object will be goods and services limited to coffee and tea. The analysis methodology will be based on logical reasoning, critical approach, observations, and comparative techniques. The considerations will be based on secondary information from literature on the subject, observations and own experiences.

Culture as a foundation

General knowledge of the world is enough to understand the differences between, for example, Asia, Africa, America and Europe. Coffee and tea appeared in Europe as goods previously known in Asia, Africa and America. The evolution of the species of homo sapiens is difficult to reconstruct. Paintings on cave walls and excavated tools shed some light on the material aspects of life in the times of foragers. However, nothing is known about the relationships and bonds which united the individual groups. People's brains are "sociable" and therefore relationships were, and still, are an important element of the quality of life, in the intuitive sense of this term (Duch, Kosmos, 2022). In every community, the basis was formed by a systematically created culture. It can be defined as a complex whole that consists of knowledge, art, beliefs, morals, laws, customs, as well as other abilities and habits acquired by man as a member of society. It is difficult to clearly say how long the history of homo sapiens is. If we assume that it is 300,000 years, in the course of this period, evolution has brought many changes on continents and in societies (Galor, 2022). When looking at material achievements, the greatest progress was recorded in the period from 1955 to 2023

(Piketty, 2023). It is estimated that the level of GDP during this period (about 70 years) is approximately as much as the GDP generated from year zero to 1954, i.e. over a period of almost 2,000 years. This allows us to understand the changes which have occurred in the prosperity of Europe and other countries since the end of World War II. This, of course, affects the quality of life of societies, especially wealthy ones. It is easy to imagine that life in a group of foragers was completely different. If it was the case that they needed from 2 to 4 hours a day to meet their nutritional needs, then they could spend about 20 hours on sleep, entertainment, play and art (Harari, 2018). This means that the relationships, bonds and entertainment created in groups were of fundamental importance to people. Therefore, these elements of the quality of life, i.e. relationships, can be considered as belonging to the basic needs of people. With this assumption, cafés, tea houses, apartments and offices have become places supporting what is most important to people, i.e. building relationships. This is also how we look at the functioning of families, social groups and local communities. People who are close to each other, while sitting at a table and drinking coffee or tea, synchronise the work of their brains more easily, and this significantly strengthens the relationships between them and increases the joy of life and its quality (Duhigg, 2024). The development of homo sapiens' awareness allows an increase in self-confidence, and this is an important element of building social relationships (Jarecki, 2023). Noticing changes in the culture of societies, it may be justified to analyse the behaviours which have contributed to strengthening bonds between people. This will be an important point of view in our considerations about coffee and tea as goods which help improve the quality of life by building interpersonal relationships. This point of view will be related to other areas, such as the economy, market, consumption and marketing. Particular importance will also be attached to knowledge about the functioning of the human brain and the role of the mind in controlling instincts (Kaku, 2014).

Drinks of gods and men

Greek mythology, including feasts in Rome, was a manifestation of people's tendency to have fun (the term *homo ludens* is one of those describing human nature). The Greeks dreamed of nectar and ambrosia and contented themselves with wine. It was similar in Rome, however, numerous groups of slaves, who drank plain water, functioned differently in ancient times. Diversity, an important feature of people living in societies, is and will remain a platform for disputes on how to build a better world. Water is needed by both human and animal bodies. However, economic and social diversity determines the structure of beverage consumption. The entire human body, including its brain, is composed largely of water. In hot Africa, animals walk many kilometres to reach water. Likewise, thirst and hunger are also basic human needs. During the period of the primitive community, available water reservoirs allowed groups of foragers to live. This also often determined the location of cities which were built on rivers or lakes. Although the issue of thirst is emphasised here, people also need water for other reasons. Human creativity, related to the human brain and the ability to coo-

perate, has led to the creation of various, original recipes that allowed for the satisfaction of thirst (de Wall, 2015). On all continents, in individual communities, different types of drinks have been produced. Zagłoba had a weakness for mead, Georgians promote themselves as the oldest wine producers, and Europe took care of its safety by producing beer. During the Middle Ages, it was mainly women who were responsible for its production, located in homes. The aforementioned issue of safety was also related to the fact that the water available in the tanks was not always safe to drink. The entire European culture, which has its roots in Christianity, knows the miracle at Cana of Galilee. Entertainment can have a very original character if it is accompanied by wine or mead. In the Middle Ages, the inhabitants of Europe lived in a light mood from morning to evening thanks to the consumption of beer.

The local character of the European continent changed into a global one as a result of the expeditions initiated in 1492 by a group of adventurers, led by Christopher Columbus, on the ship Santa Maria. The discovery of the Americas was the beginning of a boom in maritime trade. New vegetables (potatoes, tomatoes) and fruits appeared in Europe. The import of coffee and tea also developed on an increasingly larger scale, although these goods appeared in Poland later, in the 17th and 18th centuries. Together with these goods, methods of preparing and consuming these beverages were brought to Europe (e.g. after the defeat of the Turks near Vienna). With the development of international trade and the establishment of enterprises trading with Asian countries, particular types of coffee and tea arrived from various continents. Preparation methods developed in other cultures were also imported. This initiated the processes which were developed in Europe for many centuries, especially in the 19th and 20th centuries. First, foreign goods appeared at royal courts, and over time they were introduced into the homes of the nobility. More wealthy countries, including cities (e.g. Venice), invested in shipping and expanded trade with countries around the world. The Netherlands and England are countries that developed dynamically both from trade and from colonising other countries. Thus, coffee and tea became more and more common in bourgeois homes. It was also associated with the development of industry and the enrichment of societies. However, the diffusion of innovations was very slow. What we mean here is the spread of coffee and tea drinking habits. The accelerator was the development of a recipe for roasting and consuming grain coffee by the Dutch. It was produced from chicory grain, and later rye, wheat, barley and spelt, and was therefore much cheaper and available in poorer households. The Bohm brothers invested in the production of grain coffee in Włocławek, also inspiring local farms to grow chicory.

Complementarity as the driving force of development

When discussing the development of the coffee and tea market, it is important to emphasise the inspiration to develop other products complementary to these goods. Europe, using Chinese models, invested in the production of porcelain dishes. New habits of drinking coffee and tea in original cups, with interesting designs of spoons, cake utensils and brewing kettles,

emerged. Coffee roasting equipment was built from scratch. Previously, coffee was roasted at home, which meant that its quality varied greatly. Over time, cafés and restaurants serving freshly ground coffee were established in cities. At café tables, interesting conversations took place, business meetings were organised, and young people confessed their love for each other. Coffee and tea accelerated social and cultural changes. City residents could enjoy building relationships which are of fundamental importance to the species of homo sapiens. Before World War II, Edward Wojnecki's Poznań coffee roastery employed couriers who delivered freshly ground coffee to the café several times a day. The point of honour for every establishment in Poznań at that time was serving freshly ground coffee to customers. There is something special about this scent, which has a unique effect on the human senses. Real estate sellers know this and when they invite a customer to an apartment which they are offering, they make a cup of coffee there a few minutes beforehand. Also in stores, the smell of coffee and freshly baked cakes increases customer satisfaction. Therefore, coffee and tea triggered the creation of places for their consumption (cafés, tea houses) and inspired business people to construct devices that produced various types of equipment and additives (sugar, milk, cream). The appearance of sugar in Europe also became an impulse for the development of the confectionery industry. New customs, or even rituals, were introduced. These rituals influence the joy of life and its quality. Coffee and tea, served at home after dinner, strengthen family bonds and other relationships. The English ritual of drinking a cup of tea at 5 pm is known all over the world. The ritual of making tea and coffee is an important element in building people's happiness. Of course, evolutionary changes occur here too. In the increasingly faster pace of life in European societies, petrol stations suggest stopping for a cup of coffee before work. This is a different dimension of the quality of life. As an aside to these considerations, we can mention an interesting fact from the business sphere. The previously mentioned Edward Wojnecki was a merchant with unique taste buds. He had an extraordinary talent for the organoleptic assessment of the quality of coffee. Before World War II, while he was visiting a London marketplace, he met a new coffee supplier. The latter appeared on the marketplace with a new type of grain. The merchant from Poznań realised that this coffee was in no way inferior to the best “Santos” coffee. The manufacturer was on the marketplace for the first time, so he did not arouse much interest. In the light of knowledge about the functioning of the brain, we know that “the brain knows what it likes and likes what it knows” (Duch, 2022). Business people know that it is not easy to break into the market. Meanwhile, Edward Wojnecki, being a merchant, bought from this manufacturer everything he had, at a very favourable price. “Buy cheap, sell high” – this is one of the merchant's operating principles. By doing so, Edward Wojnecki accelerated the development of his own coffee roastery in pre-war Poznań, in Śródka. The newly acquired type of coffee was sold at the price of the most desirable, prestigious, expensive Santos brand. The high margin allowed for the increased dynamics of the company's development.

The Italian phenomenon

A young American, Howard Schultz, was sent to Milan on a business trip by his employer around 1985. He left the hotel in the morning and, having some time to spare before an appointment with a client, stopped at a café. He saw a queue of several people and was depressed by pessimistic thoughts that he would have to wait a long time for the bartender to serve him. He was completely surprised when he quickly received his coffee. He was also impressed by the barista's organisation of work, his eloquence and rapport with the customers. The second, unique observation related to the atmosphere of this place was the joy, bustle and the conversations of the customers with each another and with the barista. It was a huge contrast to what Schultz knew in the US. There, serious and thoughtful customers stared at their newspapers while drinking coffee in silence. The divine spark of business people is an idea, an epiphany. It is a flash of thought that things could be different that allows you to put ideas into action. And so, the concept of building a chain of cafés in the US, following the model in Italy was born. Thus, Howard Schultz began to patiently and consistently create the Starbucks brand, which is still present on the global market to this day. The first employee training took place in Italy, in Milan. Baristas were taught open contact with customers, positive communication, how to build relationships and bonds. People's most important needs are social contacts. Hence, the concept of the Starbucks chain has found many imitators around the world. Coffee and tea are a platform for what is the essence of humanity – building relationships. Thus, two ordinary products, coffee and tea, have become the foundation for people in their social life. The most difficult thing for every person is loneliness. However, no one is lonely when sitting at a table in a café with a cup of coffee or tea, because there are many other consumers around.

As a side note to the story about the Starbucks brand, it is worth mentioning another issue that is important for the quality of people's lives. Howard's father was a soldier in World War II. When he returned from Europe, where he fought for the US, he was greeted with flowers as a veteran. When he started looking for a job, he could not find one because he had no education. Not without difficulties he managed to get a job as a traveling salesman, on a contract basis, without social security. While he was carrying goods from house to house on a winter day, he suddenly slipped and fell. He broke his leg in several places, and without insurance he did not receive medical help. Little Howard helped his mother support the family, seeing his father's hopeless fate. However, this experience contributed to building the Starbucks brand on two fundamental values – providing every employee with access to higher education and full-time employment with social security (Raz, 2021). Perhaps this is a particular thought, but Howard Schultz, the founder of the Starbucks chain offering coffee and tea, set out a path of development based on values which are important to people, i.e. obtaining a university diploma and a guarantee of social security. Cafés contribute to improving the quality of life of consumers, their safety and strengthening relationships.

The human brain is interested in feeling happy and satisfied, and this is the result of reward hormones secreted therein. Dopamine

and serotonin are of particular importance. Dopamine appears in the brain as a result of many stimuli which are short-lived – alcohol, drugs, or scrolling on a smartphone. Serotonin is produced in the brain when people spend time together, talking, laughing, playing board games or walking. Conversations over coffee, at home, at work, in the city, support the production of serotonin, which gives a sense of happiness, satisfaction, and a higher quality of life in the long term. Coffee and tea producers can therefore provide pleasure to consumers by offering values related to building relationships, encouraging conversations and meetings over a cup of coffee or tea.

Coffee and tea market

The market is defined as all the relationships between buyers and sellers. Trade balance is a combination of three elements, i.e. supply, demand and price. Referring this to coffee and tea, we can distinguish producers, distributors and logistics companies as the most important elements of supply. On the one hand, these are producers of coffee beans and tea leaves, and on the other, entities that roast coffee, pack tea and deliver such goods to various recipients – wholesalers, retailers, cafés, restaurants, hotels and many others. The globalisation of the economy means that the share of large, international brands (Jacobs, Tchibo) and discount stores (Biedronka, Lidl) is increasing, and on the other hand, there are smaller entities that provide niche products and values expected by consumers. In Poland, overall coffee consumption is approximately 2 kg per person per year. In Finland, it is 10 kg per person per year (the highest in Europe). Therefore, the market in Poland has growth potential, but a significant increase in supply will not be easy due to many different factors which are not considered here. Tea consumption in Poland is approximately 1 kg per person per year. The highest (in Europe) is in Ireland (2.18) and Great Britain (1.93). Also in this case, it is difficult to count on the possibility of a significant increase in supply. Therefore, the strategies of coffee and tea suppliers should be related to activities appropriate for mature markets that face strong competition (grain coffee, beer, non-alcoholic wine, suppliers of energy drinks). Producers and suppliers can creatively use pricing strategies, which is an element of the market (price) that has a significant impact on consumer purchasing decisions. Price bargains trigger the production of dopamine, which means they are a reward for the brain. This instrument is one of the tools used by manufacturers and distributors.

However, an important factor for increasing the effectiveness and efficiency of sellers' activities is knowledge about consumer behaviour. It is this issue that the main part of these considerations is focused on. Consumers are only partially aware of how they make purchasing decisions (Underhill, 2007). On the one hand, the brain favours routine and schematic behaviour, and on the other hand, it is interested in novelties and changes (Gazzaniga, 2020). For sellers, it becomes a challenge to look for original actions which can solve this particular paradox (Bucki, 2022). This creates a wide scope for action by smaller entities that can specialise in offering unique values to consumers, thus improving their quality of life. For

example, we can mention coffee beans from Indonesia, growing on volcanic soil, which affects the coffee taste. In various parts of the world, coffee can be drunk with egg yolk, or with a hot piece of charcoal, or with fruit. On the island of Bali, coffee is served in upside-down dishes, on plates, due to the rocking of the boat in the sea. Consumers' brains respond well to stories, which is why smaller coffee roasters build the position of their brands by creating stories about topics which are important to consumers' brains (love, travel, adventures with animals, dramatic stories). This sphere of emotions is much more important than the belief in the rationality of behaviour (Damasio, 2022). The relationships which are built between people while drinking coffee or tea allow us to calm our minds, which has a positive impact on people's behaviour, and increases their quality of life as well as their effectiveness in making private and professional decisions (Niebauer, 2021).

Behavioural determinants of consumer behaviour

As part of the marketing orientation of a company selling coffee and tea, it is important to know consumer behaviour. In this approach, the consumer's needs are at the centre of the seller's interest. This justifies the reference to knowledge about the factors that influence consumer purchasing decisions. This is an extensive topic hence, we will focus further on the issues arising from behavioural economics research (Wąsikowska, 2024). In this trend of economics as a science, the weight of research focuses on the emotional side of the consumer's decision-making process (Thaler, 2018). When asked about it in a study, consumers deny that advertising influences their decisions (Mruk, 2012). However, when the question changes to assessing the behaviour of others, it turns out that advertising has a significant impact on their behaviour. Therefore, it is effective to use the right advertising tools to boost sales, including the position of coffee and tea brands. The power of emotions, especially in relation to coffee, is particularly visible during the Christmas period. Consumers respond to properly constructed promotional messages. They are sensitive to stories. For the consumer's brain, the consistency of the story is much more important than the logical analysis of facts. Topics such as love, family or gatherings can build attachment to the brand (Tkaczyk, 2011). The communication of the Mokate company's "Minutka" tea brand was aimed at strengthening family relationships. In the seller's communication strategy, you can take into account several elements which attract the consumer's attention, namely:

- larger elements (billboards),
- brighter elements (illumination of products on the shelf),
- moving elements (optical illusions),
- unusual elements (ingenious packaging, advertisements).

Elements that also attract attention are colourful packaging as well as advertisements with children, pets and people's faces. In the commercial space, consumers make decisions under the influence of many rules (Cialdini, 2011). These rules form the basis of merchandising techniques – the principle of social proof of rightness, contrast, inaccessibility, authority, reciprocity, liking and affection. All ethical activities create an atmosphere of enjoyment

when shopping and consuming coffee and tea at home, contributing to strengthening bonds and improving the quality of life. Medicine knows the placebo effect, i.e. the impact of a positive message on patients' health. Interesting coffee packaging, an original story about the brand, promotion and tasting are tools which can increase satisfaction with shopping as well as coffee and tea consumption (Ariely, 2018).

Consumers are interested in adapting the product to their individual preferences. The traditional approach to the market, based on segmentation, is giving way to personalisation. Artificial intelligence and new technologies make it easier to undertake such activities. In cafés, employees ask customers for their name and then write a personalised message on the coffee cup – e.g. "for Agnieszka". Consumers are becoming more and more diverse. In addition to people interested in high quality coffee or tea and the associated high price, there are customers who want to pay less because they have a lower income. Therefore, coffee and tea suppliers should structure their offer appropriately. Customers like new things and changes, and this supports the creative search for original compositions – flavoured coffees, teas with additives, the evolution of packaging. Customers, especially in a world saturated with many stimuli, are comfortable. Therefore, they receive instant coffee, capsules for coffee machines and express tea. The market is like magma – it remains liquid all the time, requiring a flexible approach to the offer and marketing activities. Generations of consumers are also changing, and each of them has its own expectations, favourite brands and habits. Maintaining customer orientation requires the company to constantly adapt its entire set of activities to the ongoing changes. The environment is increasingly changeable, turbulent, ambiguous and difficult to predict. In such conditions, flexibility and speed of action are necessary (Bartosik, 2018).

Strategy – the heart of the enterprise

Building a company's market position requires action planning and consistent implementation to be effective. The way to achieve this is strategy. It can be defined as all the methods and tools used to achieve a certain goal. The starting point will therefore be to define the purpose of the activity. It may concern the level of turnover, building the brand's position, entering new markets, or introducing a new product. From a marketing perspective, the focus on meeting customer needs is crucial. As we develop, traditional market segments (age, gender, education) are losing importance in favour of behavioural factors. One of these criteria may be health. The number of consumers interested in investing in their own health, including the consumption of coffee and tea, is growing. Consumers are looking for unique products, diets and lifestyles that use various types of tea to improve the quality of life and extend its duration. It is important to establish what goal is to be achieved at a given time. In a given period, you can focus on one task at a time. Priority does not have a plural form, so it is appropriate to create a list of goals that are to be achieved one by one. No goal should be achieved at the expense of another. Every coffee and tea supplier faces the problem of set-

ting a goal and developing a strategy. In this matter, the responsibility rests with the leader. The leader's responsibility is to establish a team and supervise its work in building a development strategy. The diversity of the team members is advisable, as it facilitates the improvement of submitted ideas.

Strategy is a matter of setting the direction of action, long-term goals, developing values important for the company, and building an organisational culture. Current operational decisions are one dimension of the company's operations, while strategic planning is the second, more important aspect. An enterprise should have no doubts about where it is navigating. This is the leader's responsibility – their most important task. It can be illustrated by the sentence – "at the heart of the strategy, there should be a heart that knows what to do with the strategy". No one can release the leader from this task (Pietras et al, 2016).

The coffee and tea market is an interesting example of building a strategy which follows the recommended principles. One of them is the principle of priority. The mind has a limited ability to remember information, which is why it uses patterns. Each person remembers, for example, their first date, but it is difficult to remember the third or fifth date. So, if you were to ask a consumer in Poland what brand of coffee beans they know, Jacobs would most often come up. This is an example of priority. However, priority can also be related to categories. Thus, when asking consumers in Poland about the brand of instant coffee, the Nescafe brand is mentioned most often. On the other hand, when consumers in Poland are asked about the brand of cappuccino coffee, they most often point to the Mokate brand. Occupying a high place in the consumer's memory affects sales as well as the quality of life. A brand is a synthesis of values, benefits and promises which are important to consumers (Maciejewski, Mokrysz, 2019). Therefore, appropriate actions allow you to benefit from priority, as illustrated by the aforementioned examples. If you were to ask people from the BB generation, who were young during the period of socialism in Poland, about well-known tea brands, most of them would mention Ulung and Yunan, because these were the only tea brands available during this period of shortages. The Human brain is susceptible to schematic and stereotypical actions, which often prevents us from noticing what is most important for the strategic development of the company, because it is based on creativity (Rosling, 2018).

Another rule is that it is more effective to stand out from the competition than to imitate it. In relation to the coffee and tea market, strategic decisions also concern choices related to three spheres, namely B2C, B2B and HoReCa. In the B2C area, especially FMCG, i.e. fast-moving consumer products, it is a matter of cooperation with individual consumers – promoting brands, communicating with households, organising events and being present in social media. In the B2B sphere, it is about relationships with other entities, wholesalers, retailers and corporations. Various changes are also taking place in this area. The share of smaller stores in retail turnover is decreasing, while the position of discount stores is increasing. In this area, there is a growing interest in building the position of retailers' brands, and this poses competition to coffee and tea suppliers. The HoReCa sector is also characterised by high dynamics. Consumers who like new things and changes increasingly use the services of hotels, where they order coffee and tea. The increase in people's income favours spending time in catering es-

tablishments, where consumers also order hot drinks. Finally, the catering sector is developing, and the brands present there are offered to consumers.

Ways to communicate with consumers

While observing nature, you can notice that plants communicate with bees by means of their colorful petals, colorful pollen grains, and the smell that comes from flower calyxes. The purpose of the plants is to encourage bees to sit on the flowers, take some of the pollen grains and transfer them to another flower in order to pollinate them and produce seeds. Additionally, the bee receives a free gift in the form of a drop of nectar at the bottom of the flower cup. This is a beautiful metaphor showing the essence of marketing activities, i.e. communicating the coffee and tea supplier's offer to consumers. The company's task is not only to prepare the product, but also to communicate the offer. This can be treated as an element of the strategy – these will be individual decisions made by suppliers. However, it is important to be guided by the effectiveness and efficiency of activities. This is becoming more and more complex due to the size of the media and the diversity of consumers. The "BB" generation, i.e. consumers born after and during the war (a declining segment), respond to messages broadcast on TV and published in the printed press. Generation "Z", the youngest one, sometimes also referred to as "C" (Connected), registers the messages contained in social media, which are also increasingly diverse. This allows sellers to build their brand's position and communication reach using a "buzz" strategy based on sharing information (the so-called word-of-mouth communication). We have already mentioned that appealing to emotions can be more effective than using rational arguments. Appropriate media for communication should be selected depending on the intended purpose, including the choice of consumers. Efficiency requires choosing the media (TV, newspapers, Facebook, Instagram) which provide the best return on investment (Wiktor, 2013). In this case, only the company has information about communication costs and sales effects. It is therefore reasonable to experiment with different forms and content in order to decide what gives the best results. It is worth considering cooperation with marketing agencies, because they have the necessary competences and experience. Management boards sometimes fall into the trap of their own ego, believing that their choices are the best. This can be illustrated by a parallel to litigation. Using only its own ideas, the management board is unable to compete with a law firm which has the necessary substantive and formal knowledge. The same applies to cooperation with marketing agencies which are competent in building relationships with customers.

The world of the early 21st century provides an increasing number of different stimuli that are increasingly difficult to register. In such conditions, it is worth considering reaching consumers with your message when they are less busy with other matters. Such an opportunity may be a flight, a train journey, a match, a concert, or a visit to a store. Retail establishments are noteworthy for their merchandising instruments. A store shelf can be a place that provides stimuli to the consumer. A coffee and tea producer should consider close cooperation

with retailers in relation to merchandising techniques (Szymusiak, 2021). Knowledge of psychology, especially methods of influencing, may be helpful in this area (Cialdini, 2011). They have a significant impact on the effectiveness of merchandising tools. Placing more packages on the shelf (multifacing technique) allows the product and the brand to be noticed. Consumers are prefer convenience and act habitually, so they are more willing to choose products placed at their eye level, i.e. 130 to 170 cm from the floor. They are more willing to buy products combined in a package, believing that it makes economical sense and they also pay once rather than several times. Luxury and premium products should be placed higher on the shelf, while cheaper, value for money and economy products should be placed lower. An effective place for some products (smaller packaging) is the checkout area, called POS (Point Of Selling). Tastings are always effective, although consumers know this tool and avoid such opportunities. They respond better to "buy one, get one for free" bargains than to a 50% price reduction. Consumers have trouble understanding discounts given as percentages – so it is better to advertise that this package of coffee saves approx 2 EUR rather than the price is 8.9% lower. Planning communication activities will be increasingly supported by new technologies, including artificial intelligence. Mobile applications and payment cards create increasingly richer sets of data about consumers. By processing the gathered information on an increasingly larger scale, communication can be better tailored to the needs of individual consumers. At the same time, it will also be possible to deal with the issues which are most important to consumers. In addition, we should always bear in mind various disruptions which affect the process of communicating with consumers (Kahneman, 2022). Although they cannot be completely eliminated, their effectiveness can be increased by analysing the effects and conducting original experiments.

Conclusion

After being released, prisoners who had been herded into concentration camps and treated inhumanely by the guards, shared many interesting reflections. One of them is the sentence – "ever more people today have the means to live, but no meaning to live for" (Frankl, 2019). This thesis opens up new opportunities for coffee and tea sellers in communicating their values. Yet, we have something to live for – relationships. Quality of life means savouring it together with other people – in well-functioning families, teams and organisations. The stronger the relationships, the less addictions there are (Mane & Mane, 2023). Bonds with others are limited by fear, i.e. negative projections of the future. By distancing themselves from fear, people can avoid depression and other negative effects this emotion brings. Natural coffee and grain coffee allow people to build relationships with their children – everyone can have their own brew. For children, conversations, a sense of security, trust and attentiveness are important for their successful growth. Meetings over a cup of tea give consumers much more power than scrolling through a smartphone, watching an unambitious film, or looking for new, fashionable things to distinguish themselves from others.

The influx of people into cities increases the chances of building relationships thanks to opportunities that create spaces for conversations accompanied by coffee or tea (Guillen, 2021). Coffee and tea sellers also have a large share in redressing the harm done in the past, dominated by the system of slavery, colonialism and child exploitation. This is an important Fair Trade campaign in which many entities offering coffee are involved. Regardless of the critical opinions related to this widely promoted campaign, the responsibility of sellers and their social sensitivity should be emphasised. It allows us to build a better world. It is also worth emphasising the importance of coffee and tea in the efforts to rationalise purchases, especially in the context of the well-being of people and the environment. This is the meaning of giving yourself gifts in which coffee and tea help create opportunities to build relationships. The differentiation of coffee and tea brands allows the provision of new products, which are readily accepted by the consumers' brains. The values related to building relationships presented in this work constitute a broad platform on which sellers can create communication and provide consumers with experiences that enhance their quality of life.

Declaration of competing interest

There is no financial and personal relationships with other people or organizations that could inappropriately influence (bias) our work.

Funding

The research was not supported by any funds.

References

Ariely, D. (2018). Potęga irracjonalności. Warszawa: Smak Słowa.

Bartosik, M. (2018). Zachowania konsumentów. Warszawa: PWN.

Bucki, P. (2022). Sapiens na zakupach. Warszawa: PWN.

Cialdini, R. (2011). Zasady wywierania wpływu na ludzi. Gliwice: Wydawnictwo Helion.

Damasio, A. (2022). Błąd Kartezjusza. Emocje, rozum i ludzki mózg. Kraków: Wydawnictwo Rebis.

De Wall, F. (2015). Małpa w każdym z nas. Kraków: Wydawnictwo Copernicus.

Duch, W. (2022). Wyższe funkcje życiowe – natura umysłu. In: Kopcewicz, J., Duch, W., Strobel, A., Kosmos i życie, Toruń: Wydawnictwo Naukowe Uniwersytetu Mikołaja Kopernika.

Duhigg, Ch. (2024). Siła komunikacji. Warszawa: PWN.

Frankl, V. (2019). Człowiek w poszukiwaniu sensu. Warszawa: Wydawnictwo Czarna Owca.

Galor, O. (2022). Podróż ludzkości. Poznań: Wydawnictwo Zysk i S-ka.

Gazzaniga, M. (2020). Kto tu rządzi – Ja czy mój mózg? Warszawa: Smak Słowa.

Guillen, M. (2021). 2030. Warszawa: Studio Emka.

Harari, Y. (2018). Sapiens. Od zwierząt do bogów. Warszawa: Wydawnictwo Literackie.

Jarecki, J. (2023). Twój umysł. Warszawa: PWN.

Kahneman, D., Sibony, O., Sunstain, C., (2022). Szum. Poznań: Wydawnictwo Media Rodzina.

Kaku, M. (2014). Przyszłość umysłu. Dążenie nauki do zrozumienia i udoskonalenia naszego umysł. Warszawa: Prószyński i Spółka.

Maciejewski, G., Mokrysz, S. (2019). Nowe trendy w konsumpcji na rynku kawy, ZN SGGW, Polityki Europejskie, Finanse, Marketing, 22(71), 132–141.

Mate, G., Mate, D. (2023). Mit normalności. Warszawa: Wydawnictwo Czarna Owca.

Mruk, H. (2012). Marketing. Satysfakcja klienta i rozwój przedsiębiorstwa. Warszawa: PWN.

Niebauer, Ch. (2021). Neuronauka a buddyzm. Realne życie czy jego iluzja. Białystok: Studio Astropsychologii.

Nowakowska, E. (2023). Jakość życia w ujęciu medycznym, społeczno-ekonomicznym i prawnym. Zielona Góra: Oficyna Wydawnicza Uniwersytetu Zielonogórskiego.
Pietras, J., Wojciechowska, M., Zach, P., Zgierska, M., (2016). Strategie marketingowe stosowane przez Grupę Mokate Sp. z o. o. In: Golik-Górecka, G. (red.) Strategie marketingowe w polskich firmach na rynkach wirtualnych i realnych. Studia przypadków. Łódź: Wydawnictwo Uniwersytetu Łódzkiego.
Piketty, T. (2023). Krótka historia równości. Warszawa: Wydawnictwo Krytyki Politycznej.
Raz, G. (2021). Jak zbudowałem firmę. Warszawa: Wydawnictwo MT Biznes.
Rosling, H. (2018). Factfulness. Poznań: Wydawnictwo Media Rodzina.
Szymusiak, H. (2021). Konsumenci z perspektywy neuronauki poznawczej. Poznań: Wydawnictwo UEP.
Thaler, R. (2018), Zachowania niepoprawne. Tworzenie ekonomii behawioralnej. Poznań: Wydawnictwo Media Rodzina.
Tkaczyk, P. (2011). Zakamarki marki. Warszawa: Wydawnictwo Onepress.
Underhill, P. (2007). Dlaczego kupujemy. Warszawa: Wydawnictwo MT Biznes.
Wąsikowska, B. (2024). Neuronauka konsumencka. Warszawa: Wydawnictwo Difin.
Wiktor, J. (2013). Komunikacja marketingowa. Warszawa: PWN.

Notes on contributors

Henryk Mruk is a retired professor at the Poznań University of Economics. In 2002-2014, he worked at the Faculty of Health Sciences at the Poznań University of Medical Sciences. Since 2018, he has been working full-time at the School of Management and Psychology in Poznań. He has published over 950 works in the field of marketing, consumer behaviour and leadership. He has promoted 39 PhD students with success. He is the author of a textbook distinguished by the Ministry of Science entitled "Marketing. Customer satisfaction and company development". He is a member of the Polish Scientific Society of Marketing, the Programme Council of the magazine "Marketing i Rynek", and the Programme Council of the "Eurocash Skills Academy". He has served in several supervisory boards of manufacturing and commercial enterprises.
email: henryk.mruk48@gmail.com

Anna Maria Nikodemska-Wołowik
University of Gdansk (Poland, 0000-0003-3650-5214)
Tadeusz Makulski
Polish Fair Trade Association (Poland, 0000-0007-9463-9890)
Szymon Greń
University of Gdansk (Poland, 0009-0004-6987-0300)

Fair Trade Coffee and its Consumers – an International Perspective

A B S T R A C T

This article explores the impact and significance of Fair Trade (FT) in the context of responsible consumption, with a specific focus on the coffee industry. The authors, who have extensive experience in FT activities and academic research, examine the ethical standards upheld by FT, including poverty alleviation, environmental respect, prohibition of child labour, gender equality, and democratic governance. The paper recognises FT as a remarkable post-World War II social movement that has garnered broad-based support due to its inclusive nature, transcending religious or secular disparities. The study also highlights the geographical concentration of coffee production within the "Coffee Belt" and the reliance on small-scale farmers from developing nations, making it a key area for FT initiatives. The authors aim to underscore the importance of FT certification for coffee consumers and identify strategies to engage consumers with certified coffee. This objective is achieved through a comprehensive review of existing literature and the authors' personal experiences in FT initiatives. The paper contributes to the ongoing discourse on ethical consumption, which has seen a consumer-driven increase over the past decade.

K e y w o r d s : coffee, fair trade, consumers, international scope.

J E L C l a s s i f i c a t i o n : D80, D90, J80, L15.

Paper received: 19 January 2024 • Paper revised: 10 June 2024 • Paper accepted: 14 June 2024

Introduction

The genesis of this scholarly piece lies in the authors' extensive engagement in responsible consumption activities, viewed from both an academic lens and practical market experience. Notably, one author is among the trailblazers of the Fair Trade principle in Poland. This individual has spent years visiting global locations where Fair Trade-certified produce is cultivated. A crucial aspect of this article is the amalgamation of ethical standards by Fair Trade: alleviating poverty through fair remuneration for producers, environmental respect, prohibition of child labour, gender equality, and democratic governance. Owing to the terminological disarray in both academic literature and colloquial language, the acronym 'FT' used henceforth refers to the broad concept of the fair trade movement (denoted in lowercase), while the full terms pertain to the specific organisations and certification systems discussed in the subsequent section.

FT is recognised as one of the most remarkable social movements in the aftermath of World War II. It is perceived as a post-colonial occurrence, where the North, from grassroots levels, answered the South's plea for economic fairness following political decolonisation. The triumph of FT hinges on the collaboration of various entities such as non-governmental organisations, churches, CSOs, corporations, activists, and small-scale producers from the South. Intriguingly, the absence of religious or secular disparities among these entities has facilitated broad-based support for FT. Furthermore, with the rise in societal equality between the North and the South, FT's initiatives promoting South-South and North-North relations have become pivotal (Van Dam & Peter 2018).

It is important to note that coffee, the focal point of this article, predominantly grows in the region between the Tropic of Cancer and the Tropic of Capricorn, known as the "Coffee Belt", encompassing approximately 60 producer countries. Consequently, trade is primarily reliant on the produce of small-scale farmers from developing nations, which is the main focus of FT's initiatives. This matter is echoed in numerous in-depth academic studies: issues such as poverty, social exclusion, and environmental degradation have underscored the need for more responsible consumption. It is worth briefly highlighting the researchers' interest in this subject as reflected in academic publications: Setiyorini et al. (2023) found that articles published between 2011 and 2020 continued to address ethical consumption (accounting for more than 60% of analysed texts on the coffee market), but on a larger scale than in 2001-2010 (approximately 30%). Their research indicated that ethical consumption was more consumer-driven in the past decade.

The main objective of this article is to underscore the significance of FT certification for coffee consumers. Furthermore, efforts have been made to identify the strategies for engaging consumers with the proposition of certified coffee. To accomplish this aim, a review of existing literature was undertaken, supplemented by the personal experiences of the authors who are actively involved in FT initiatives.

Literature review

FT concept and definitions

The inception of the Fair Trade movement in Europe and North America can be traced back to the post-World War II era, as a response to prevalent hunger and poverty, spurred by activists from religious factions. Initially, the aim was to assist artisan communities from the Far East and the Caribbean by marketing their handicrafts at local parishes and fairs. The concept gained traction across numerous countries on the continent. As time progressed, the structures matured, standards were established, and by the 1960s, the first specialised World Shops in the Netherlands, offering a diverse product range, emerged as significant contributors to the FT movement.

It is noteworthy that FT emerged in the 1960s as a form of trade, rather than charity or aid. A pivotal concept was established during the first Unctad in 1964, when developing nations introduced the motto "Trade, not Aid" to advocate for more equitable and liberal trade relations with developed countries. In essence, the primary objective of FT is to bolster the standing of producers, including but not limited to coffee growers, and their associations, enabling them not only to secure a fair price for their commodities, but also to gain autonomy over their enterprises (Darian et al., 2015).

The movement's new phase, with its entry into the mainstream market, commenced in the 1980s. This was when Fras van der Hoff, a Dutch missionary, initiated support for Mexican coffee farmers in the mountains of Oaxaca who were unable to accept the low commodity price (Darian et al., 2015; Hejkrlík et al., 2013, p. 12). As stated by the official FT Polska website, the dissolution of the International Coffee Agreement (ICA) and the subsequent price collapse were the primary catalysts for the establishment of the first FT brand, Max Havelaar. This was undertaken by the Dutch ecumenical development agency, Solidaridad. The brand name was inspired by the protagonist of a 19th-century Dutch novel who resisted the exploitation of coffee labourers in Dutch colonies (Fairtrade Polska, n.d.)

The brand, acknowledged as the inaugural Fair Trade label, carried the assurance to underprivileged coffee farmers that they would be compensated fairly for their produce, significantly above the market rate, provided they adhered to certain social and environmental norms. Over the course of several decades, what originated as a solidarity initiative has evolved into a worldwide movement comprising grassroots organisations, advocacy groups, NGOs, and businesses. These entities strive to endorse the globally accepted principles and practices of Fair Trade, as outlined in the International Fair Trade Charter (Fair Trade Charter, n.d.)

Indeed, the term 'fair trade' appears in various forms across different literature, warranting some clarification. While a comprehensive exposition of the evolution of these organisations and their labels over the past 40 years would necessitate a dedicated article, this discussion will concentrate on the most pertinent facts pertaining to the present state. Drawing from the research of Arnold et al. (2019), Namkwon Mun & Jihyun Seo (2012), as well as the authors' personal experience, there are three entities and one term that merit particular attention.

World Fair Trade Organisation (WFTO)

Established in 1989 as the International Federation of Alternative Trade (IFAT) and headquartered in the Netherlands, the World Fair Trade Organization (WFTO) is a global network of member entities. These include non-governmental organisations, producers, exporters, importers, wholesalers, and retailers, all of whom are fully compliant with Fair Trade standards. Members span supply chain organisations, regional and country networks, and social economy enterprises from 75 countries, all adhering to the WFTO's 10 Fair Trade Principles. In September 2019, the WFTO General Assembly enhanced the environmental and climate change criteria within these standards. WFTO members operate across more than 70 countries in Africa, Asia, Europe, Latin America, the Americas, and the Pacific. The organisation's operations are overseen by a global and a regional board, with members certified under the WFTO Guarantee System.

Fairtrade International

Fairtrade International, an independent non-profit entity, oversees the FAIRTRADE mark. It was established in 1997 (originally as the Fairtrade Labelling Organisation) and is based in Bonn, Germany. The organisation adopted its current brand name in 2002. It is a multi-stakeholder association comprising 23 member organisations, which include 3 producers' networks and 20 national organisations, collectively representing 1.7 million small-scale farmers and workers globally. In 2004, the Fairtrade Labelling Organization bifurcated into two distinct entities: Fairtrade International, responsible for setting Fairtrade standards and providing support to producers, and FLO-Cert, an independent subsidiary tasked with auditing and certifying producers' organisations and traders. The term 'FAIRTRADE', written in uppercase, denotes the trademark used as a label on over 30,000 products from Fairtrade International. Fairtrade is the oldest and most recognisable certificate of ethical trade. It is featured on products that account for approximately 80% of the global sales value of certified FT products. Despite the advent and growth of new certificates, Fairtrade continues to hold a significant position in the market.

Fairtrade Premium

Beyond a fair price, or as a direct component of price calculations, the development premium under the Fairtrade scheme is intended to facilitate capacity building and empowerment of farmers. This is particularly aimed at small and marginalised producers and workers in developing countries, their organisations, and their respective communities. The use of this premium is limited to investments in the producers' business, livelihood, and community. Its specific application is democratically decided by the producers/workers themselves (Arnold et al., 2019, p. 120). The premium for each product is determined by Fairtrade International, and the value of the premium per unit weight of a Fairtrade certified product is publicly available online. A standard Fairtrade premium, amounting to 15% of the negotiated price for the secondary product and/or its derivatives, is mandated to be paid in addition to the negotiated price.

The International Fair Trade Charter

The International Fair Trade Charter serves as a defining document for the global Fair Trade movement, outlining its vision, values, and

principles. The most recent version was introduced in September 2018 and has garnered support from over 250 organisations, including the World Fair Trade Organization and Fairtrade International. The Charter's objective is to advocate for justice, equity, and sustainability in trade and business practices, and to aid in the accomplishment of the Sustainable Development Goals. This document serves as an enhancement and update to The Charter of Fair Trade Principles 2009.

Indeed, the World Fair Trade Organization (WFTO) and Fairtrade International have played instrumental roles in the creation of the Fair Trade Charter. This Charter serves as a global reference point for Fair Trade, promoting its principles and values to all stakeholders. Its primary objectives are:

- Supporting Fair Trade Organisations: aiming to raise awareness among consumers and citizens about the importance and impact of Fair Trade, inspiring more people to join and support the movement.
- Facilitating Collaboration: seeking to connect the specific missions and strategies of Fair Trade Organisations with the common philosophy of the movement. It also promotes collaboration with the solidarity economy, organic agriculture movements, and others that share similar goals with the Fair Trade movement.
- Enabling Recognition: allowing those who work with Fair Trade Organisations (in government, academia, or the private sector) to recognise the values and approaches that unite the global movement (WTFO, 2023).

Fair Trade USA

Established in 1998, Fair Trade USA is an autonomous, non-profit entity that provides certification and labelling for products that foster sustainable livelihoods for farmers and workers, while also safeguarding the environment. Fair Trade USA administers a certification scheme that validates whether products adhere to stringent social, environmental, and economic criteria. The certification procedure guarantees that farmers and workers receive equitable remuneration, operate in secure conditions and have access to educational and healthcare services. This process incorporates a supply chain audit. Fair Trade USA certifies an extensive array of products, encompassing coffee, tea, chocolate, sugar, honey, flowers, and clothing. In 2012, Fair Trade USA seceded from the Fairtrade International system, aspiring to broaden its operations through its independent Fair Trade for All initiative and announcing its proprietary certification. The initial letters of both terms are capitalised, followed by the USA, forming the organisation's brand name. The organisation utilises Fair Trade Certified as its certification body. Fair Trade USA is a signatory of the International Fair Trade Charter.

Fair Trade product

In line with the Charter of Fair Trade Principles, Fair Trade products encompass goods and services that are manufactured, traded, and marketed in compliance with these Fair Trade principles. Where feasible, these products are validated by trustworthy, independent assurance systems, such as those managed by Fairtrade International and the World Fair Trade Organization. Other systems featured in the International Guide to Fair Trade Labels edition 2020 also contribute to

this verification process (Commerce Equitable France, 2019).

Voluntary Sustainability Standards (VSS)

The Voluntary Sustainability Standards (VSS), endorsed by UNCTAD, are private standards acknowledged as beneficial tools for enhancing the market access of producers from the global South to the developed world's markets. These standards encompass a set of economic, social, and environmental criteria that producers must fulfil to operate sustainably. Notable instances of VSS in the coffee sector encompass Fairtrade, Rainforest Alliance, UTZ, and the Organic, or 4C and C.A.F.E. Practices certification. All these certifications advocate for improved conditions in coffee production practices (Panhuysen & De Vries, 2023; Coffee Barometer, 2023, p. 10).

A role of FT in the global coffee market

The initial point for subsequent discussions involves evaluating the overall state of the coffee market from the perspective of demand, considering noticeable quantitative and qualitative shifts. Over the past two decades, the global demand for coffee has exhibited a rising trend, leading to steady growth in both production and exports. Established markets in Europe, Japan, and North America contribute to more than half of the worldwide coffee consumption. The average annual per capita coffee consumption in these markets stands at 7 kg, in contrast to the global average of 2 kg. In the EU-27, which represents the largest coffee market, 2.54 million Metric Tons (MT) of coffee were consumed in 2022, accounting for 24% of the total global coffee consumption. Meanwhile, the USA consumed 1.66 million tons of coffee in 2022, securing its position as the second-largest consumer, representing 16% of the total consumption. (Panhuysen & De Vries, 2023).

The coffee market is predominantly supplied by producers from South America (48%), Asia and the Pacific (29%), Central America (12%), and Africa (11%). The market largely depends on green coffee supplies from a select few countries: Brazil accounts for 40% of global production, Vietnam 20%, and Columbia, Indonesia, and Honduras collectively contribute another 25% (Coffee Barometer, 2023).

Coffee cultivation occurs on approximately 12.5 million small farms globally, with 95% of these farms being no larger than 5 hectares, and 84% being less than 2 hectares in size. The sale of green coffee beans serves as a crucial income source for an estimated 25 million smallholders, their families, and wage-earning employees. These individuals often have scarce economic alternatives for generating income from other sources. The past 20 years have seen low and fluctuating prices in coffee markets, leading to significant hardships for farming communities.

It's worth highlighting that coffee holds the distinction of being the most significant product with the highest sales volume among all FT products worldwide. The first product to receive Fair Trade certification and make its way onto store shelves was coffee from Mexico. Presently, Mexico is home to 128,000 certified organic farmers, making it the third-largest country in terms of the number of producers in this category. Mexican coffee producers are at the forefront of this commercialisation system, and Mexico has emerged as one of the leading exporters of Fair Trade coffee. (Aragón-Gutiérrez et al., 2013, p. 196).

It is indisputable that coffee farmers, particularly smallholders, grapple with poverty and

unstable living conditions, and that low coffee prices are associated with human rights violations in coffee production. They also require additional resources to adapt to shifting climate patterns and assistance to make the necessary investments to decrease the sector's carbon footprint. A decent standard of living is a fundamental human right. For sustainability to be achieved, farmers must earn sufficient income to cover their household and farming expenses while also caring for the environment and their communities. This entails having enough money to afford food, water, shelter, education, healthcare, and other essentials, as well as maintaining some savings for emergencies. This concept is referred to as a living wage. Adherence to the Voluntary Sustainability Standards (VSS), such as being Fairtrade certified, does not alone guarantee a living income for farmers. It is contingent on numerous factors and necessitates the collective effort of all stakeholders, including farmers, cooperatives, companies, governments, and consumers.

An analysis conducted by Columbia University (Kaitlin, 2021), based on coffee prices from 2018-2019, reveals the disparity between the annual income derived from coffee farming and the benchmark for a living income across ten countries. The data indicates that in eight out of these ten countries, the average income from coffee is at or below the poverty threshold. The most substantial gap was observed in Uganda, where the average annual income from coffee for producers is a mere $88, in stark contrast to subsistence incomes that range from $2,000 to nearly $6,000. Brazil stood out as the sole country where the average income from coffee for producers aligned with the estimates for a living income.

Conversely, the coffee market is dominated by a handful of multinational corporations. For instance, only four companies - J.M. Smucker, Starbucks, JDE Peet, and Kraft Heinz - are responsible for supplying 68% of the coffee in the US (Lakhani, 2021). This market primarily generates substantial revenues for roasters and retailers, who are the final entities in the supply chain. These players dictate the market price for the grain supplies of smallholder farmers. The economic circumstances of these suppliers hinge on the degree to which their policies align with the respect for human rights and environmental protection within supply chains.

In the past twenty years, there has been a growing call for roasters and retailers to incorporate sustainable practices throughout their supply chains. This push involves NGOs, activists, and consumers, and is manifested through various social campaigns. At the level of the European Union, this movement is bolstered by political action and legislation, including environmental, social, and governance (ESG) reporting requirements, as well as the recent Corporate Due Diligence Directive (CSDDD) introduced by the European Commission.

Small farms constitute the initial link in the coffee supply chain. Independent Voluntary Sustainability Standards (VSS) validate the economic and social sustainability of production methods at this stage. The application of these standards generates additional economic benefits for producers and upholds the human rights of farmers and workers. Over the past decade, the coverage of voluntary standards in the coffee market has seen a dynamic increase at the farm level. Between 2020 and 2022, approximately 55% of global green coffee production was certified by at least one of six VSS or

received multiple verifications (Panhuysen & De Vries, 2023). This could have served as a source of fair prices and additional development premiums for smallholder farmers, provided the market had been prepared to accommodate this volume of sustainably and ethically sourced certified coffee beans.

The escalating awareness of sustainability among consumers (Eurobarometer, 2020) necessitates an expansion in the market share of certified coffee. However, the Coffee Barometer 2023 indicates a stagnation in its market share over the past three years, with a decrease in the volume of purchases in this segment by the primary coffee roasters. In 2021, approximately 52% of coffee beans on the market (5.5 million MT) were certified under voluntary sustainability standards. However, only about half of these (2.7 million MT) found a buyer willing to pay prices that complied with these standards. In contrast, conventional coffee, which can be readily substituted by coffee roasters and remains outside the purview of compliance with economic, social, and environmental standards, accounted for just over 70% of the global consumption volume.

The Fairtrade certificate is among the most recognised and widely implemented Voluntary Sustainable Standards in the coffee sector, alongside Organic, Rainforest Alliance, and the Common Code for the Coffee Community - 4C. Concurrently, approximately 50% of Fairtrade coffee-certified farms also hold Organic certification (Peixoto et al., 2023). The 2021 Fairtrade-GlobeScan consumer survey, which encompassed 15 countries and 15,418 respondents, revealed that the Fairtrade certification mark distinguishes itself from other VSS labels. Across all product categories, it is the most recognisable and trusted label, with nearly 70% of respondents having seen it, and of those, almost 90% trusted the label. However, it's worth noting that the market share of coffee does not corroborate the recognition of the Fairtrade label. According to the Coffee Barometer 2023, farmers supplied 923 million MT of green beans with this certification in 2021 - approximately 9% of global production, while only 293 million MT were purchased under Fairtrade conditions. This implies that almost two-thirds of the beans were sold on a conventional basis. The aforementioned pertains to Fairtrade-certified coffee. There is also coffee available in the market that adheres to Fair Trade standards and is supplied by companies with alternative certification. These include WFTO Guaranteed Fair Trade, Fair Trade Certified (USA), Naturland Fair, and Fair For Life. Acquiring information on the sales volumes would necessitate a separate research study.

It's crucial to highlight that coffee producers selling under the Fair Trade certification schemes are required to adhere to a broad spectrum of criteria. These encompass non-discrimination based on race, colour, gender, or religion; the absence of gender-based violence; prohibition of child labour; no forced labour; regular payments with proper documentation; pricing structures that enable a typical farm to earn a living income; provision of decent wages for workers; and the implementation of environmentally sustainable production methods. The smallholders should be organised in a democratic manner. A case in point is the Kopakama Coffee Co-operative, established in Rwanda in 1998, which had a membership of 1,090 coffee farmers, including 470 women. This cooperative complies with the standards of Fairtrade, Rain Forest Alliance, and organic certification. A field visit conducted in 2016

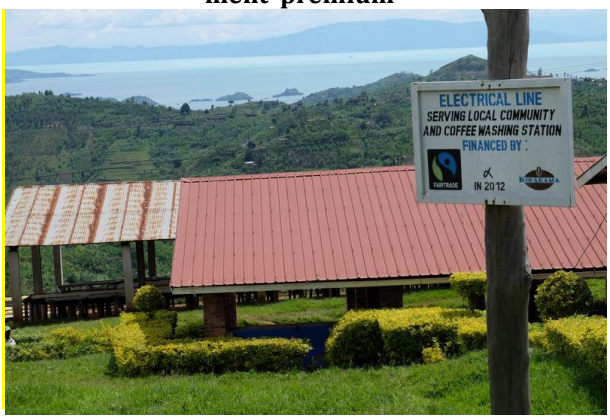
revealed that only approximately 15% of the green coffee produced managed to find buyers who were committed to Fair Trade Standards.

Figure 1. The coffee cherries harvest

Chiatoh Francis – a small holder of 2000 coffee trees, Belo Cooperative. Boyo division, Bamenda, Cameroon.
Source: Łukasz Sokół (2012).

In a similar vein, the coffee importer, who is a licensee of the certification system, is obligated to purchase directly from an approved farmer's enterprise under long-term contracts. They must guarantee at least the minimum price required to secure a living income, or the global market price if it is higher than the minimum. Additionally, they must pay the local supplier the development premium (Fairtrade premium) on top of the price. As per the Fairtrade International Annual Report 2021-22, Fairtrade certified coffee farmers globally received a development premium totalling EUR 82.33 million in 2021. This positions coffee as the most significant source of premium among all products sold by Fairtrade-certified farmers.

Figure 2. Information plate showing the electrical line co-financing from Fairtrade development premium



Rutshiro washing station, Kopakama Coffee Cooperative, Rwanda.
Source: Tadeusz Makulski (2016).

Historically, Fair Trade goods were primarily sold in developed nations through specialised alternative retailers, commonly referred to as World Shops (WS). Despite the expansion of Fair Trade into numerous distribution channels over the past thirty years, WS have continued to play a pivotal role in promoting awareness of Fair Trade products and principles. The inception of the first Fair Trade standard for coffee by the Max Havelaar Foundation in 1988, marked by its certification symbol, signified a watershed moment in the marketing of Fair Trade goods. This enabled their introduction into traditional and mainstream shops. This strategy has been effectively implemented in the UK, with the Co-op network introducing its own Fair Trade line in 2000, followed by Tesco

in 2004, and Marks & Spencer offering Fairtrade certified coffee and tea from 2006 onwards. This move also facilitated the placement of products from traditional Fair Trade own-label organisations such as GEPA, El-Puente, Welt Partner in Germany, and CTM Altromercato in Italy on store shelves.

As per Bosbach and Maietta (2019), certified coffee is not exclusive to specialised stores but is also available in supermarkets. This scenario results in a more extended and less straightforward supply chain, as the roaster procures green beans from various trading houses. These trading houses, in turn, purchase them from a range of export companies and cooperatives. The key distinction from the traditional value chain is that large farms or landed estates are not included in Fair Trade agreements.

Consumer towards FT coffee

In essence, FT products aim to foster ethical consumer behaviour and sustainable consumption, considering the dignified and equitable livelihoods of small-scale producers. Consequently, FT is often viewed as an alternative trading network that challenges traditional commerce while enhancing connections between producers and consumers (Naylor, 2018). It also constructs a specific perception of coffee production targeted at consumers. However, there are considerable global variations in the purchasing patterns of such products, even within a single continent (Aragón-Gutiérrez et al., 2013). The ensuing discussions on coffee consumers pertain not solely to Fairtrade International but broadly to various initiatives within the FT framework (e.g., Fair Trade USA).

Coffee growers are required to meet rigorous production standards, while consumers of Fair Trade (FT) products are urged to use labels as a means to fulfil their obligations. Third-party certification organisations strive to bridge the gap between producers and consumers through promotional activities, yet they ironically take on the role of the producer in this context. As a result, the closeness in these transactions may shift to be between the certifying entity and the consumer. With a view to increasing their market presence, third-party certifiers aim to enhance consumer consciousness about FT products and the consequences of participating in fair trade markets (Naylor, 2018).

Identifying uniform buyer segments for FT products is challenging, but certain patterns can be discerned. Historically, women have been instrumental in advancing ethical consumerism and generally exhibit a stronger inclination towards such public goods. Therefore, the typical profile of an ethically-minded or socially responsible consumer is a relatively young, urban-dwelling woman with medium to high income, a high level of education, and substantial individual social capital (Bosbach & Maietta, 2019). Moreover, clear differences in buyer preferences exist in highly developed countries. For instance, in the Netherlands, Brazilian coffee with UTZ certification (now merged with Rainforest Alliance) is preferred, while in the UK, Colombian coffee bearing the Fairtrade label is favoured. One noticeable consumer trend is the growing demand for higher quality products, specifically specialty coffees, particularly in developed countries. This increase in consumption could be attributed to heightened consumer awareness of the health benefits of moderate coffee consumption, a topic extensively covered in literature. The widespread availability of professional home-

brewing coffee equipment also contributes to this trend. Consequently, modern consumers are more discerning, seek detailed product information, and show a specific interest in specialty brands (Peixoto et al., 2023). The most significant attribute in the value perception of consumers was the quality of ethically-sourced coffee, represented by its taste and aroma. Consumers anticipate direct personal benefits over other social benefits from ethical coffee (Aragón-Gutiérrez et al., 2013). However, it is crucial to highlight that consumers themselves contribute negatively to the environment within this chain, primarily due to their coffee consumption habits. The rising consumption of coffee capsules, especially in Europe, along with the widespread use of disposable cups, poses a significant environmental challenge. This is due to the difficulties in recycling materials associated with these items and the high energy consumption of capsule-based coffee machines, as previously explained (Peixoto et al., 2023).

The attitudes of buyers towards FT, particularly certified coffee, warrant attention, given the variations across different countries, cultures, historical experiences, and socio-economic contexts. For instance, in Stuttgart, affluent consumers of premium coffees in Germany are willing to pay an average of 1.77 euros for a carbon dioxide emissions neutral label (CN) on a 250g bag of roasted coffee. Interestingly, this is lower than the average willingness-to-pay estimates for non-certified individuals' direct trade claim (3.22 euros) and FT certification (4.30 euros). These studies centred on the interaction effect on consumers' preference for specialty coffee, combining a "carbon neutral" label with an FT label, which resulted in a synergistic effect (Birkenberg et al., 2021).

Global environmental trends have been mirrored in the purchasing behaviours of Czech consumers, who were first introduced to FT products in 1994. After a decade and a half of FT's presence in this market, 43% of buyers were able to accurately identify FT, with 23% using them intermittently. Furthermore, purchasers of certified goods typically belonged to the demographic of highly educated individuals residing in cities with populations exceeding 100,000 (Hejkrlík et al., 2013). Czech consumers are cognizant of the price premium associated with FT coffee, estimating it to be between 21-40%. While the taste of coffee remains the primary evaluation criterion for the product, the FT certification also holds significant importance.

A study focusing on the emerging and highly developed markets of Colombia and Spain revealed that consumers in both countries value ethical practices and have a fondness for FT coffee. However, Spanish consumers show a stronger preference for organic coffee compared to Rainforest Alliance-certified coffee, unlike their Colombian counterparts. It's noteworthy that a mutual preference for Colombian-origin coffee is observed in both countries. Moreover, Fair Trade (FT) labels are held in high esteem by consumers in both nations, and coffee from Colombia has a more significant impact on their choices. Interestingly, the Rainforest Alliance label is less favoured among Spanish consumers (Sepúlveda et al., 2016).

Naegele (2020) concurs that FT coffee is gaining prominence in industrialised economies. American consumers are willing to pay a premium for FT coffee. Other research conducted in the USA indicates that a point of purchase (POP) label highlighting the availability of FT coffee can positively impact sales. Re-

gardless of whether the label provides low or high information, consumer preferences lean towards FT over non-FT coffee options. These findings underscore that POP advertising can positively influence consumer responses (Stratton & Werner, 2013). According to additional studies in the USA, consumers place greater emphasis on the immediate benefits of FT than on bolstering the producer's position. The primary motivation for purchasing FT coffee is to enhance the wages and working conditions of workers and farmers. Furthermore, consumers with a deeper understanding of FT place more importance on strengthening the producers' position. Conversely, the main deterrent for not purchasing FT coffee is its unavailability in primary ("convenient") POPs (Darian et al., 2015, p. 323). Research by Lee and Bateman (2021) demonstrated that most American consumers are more price-sensitive towards premium and ordinary certified products than towards products without an FT mark. They showed little interest in certified products and lacked loyalty towards them. Only consumers of high-end certified coffee were less price-sensitive and exhibited loyalty to such coffee. From their perspective, the absence of promotional activities for these certified coffees results in their low competitiveness in the traditional retail environment dominated by conventional products.

Lappeman et al. (2019) conducted a study on coffee consumers in the emerging South African market, identifying four buyer segments willing to pay a premium for coffee with the FT label. Despite no statistically significant differences in FT knowledge across these segments, the overall sample demonstrated a level of FT knowledge that was above average, with 63% indicating a willingness to pay a 10% premium. These findings suggest that marketing professionals aiming to promote Fair Trade in emerging markets could improve the effectiveness of their targeting and promotional strategies by focusing on the psychological factors that influence consumers' willingness to pay for fair trade products. In Indonesia, which is also an emerging market, the primary factors influencing the purchase of certified coffee are consumer trends and product availability. Buyers typically learn about these offerings through word-of-mouth. However, they place significant emphasis on the product's price, the location of sale, and detailed information about the goods (Sihombing et al., 2023).

Unfortunately, consumers often lack substantial information about the inherent qualities of the coffee they consume. This situation can be traced back to the dominant role of coffee roasters in the coffee supply chain, a consequence of their strategic decisions in recent years and the current regulatory framework. These elements have enabled roasters to maintain a beneficial information asymmetry about quality between coffee producers and consumers. To elaborate, roasters usually acquire coffee with detailed information about its material quality. However, when these coffee beans are blended and roasted, the final product is marketed to consumers under a brand name, emphasising symbolic and experiential quality attributes while neglecting to disclose material qualities. Although specialty coffee markets have emerged to challenge these established norms, thereby empowering coffee producers and urging specialty roasters to provide consumers with more comprehensive information, the fundamental structure of the industry, its governance, and the significant economic power wielded by roasters and brand owners con-

tinue to reinforce the dominance of these influential players, even within specialty markets. Consequently, it becomes crucial to develop new regulatory tools that effectively promote transparency in product information and labelling. These regulatory measures should cover aspects such as blend composition, countries of origin, proportions of arabica and robusta coffee in the blend, and the prices paid to producers. Importantly, the absence of a compulsory requirement for including geographical indication (GI) symbols on the packaging of third-country GI products, in line with EU legislation for GIs, underscores the need for further enhancements in the existing regulatory framework (Peixoto et al., 2023).

Examples of FT marketing activities addressed to consumers

Academic communities, where coffee is a common purchase, have long been actively engaged in promoting ethical consumption, including FT. A prime example of such initiatives can be traced back to American students who advocated for coffee from ethical producers and retailers on college campuses. Through demonstrations and threats of consumer boycotts, they influenced Starbucks to sell Fair Trade certified coffee (Harris, 2021). This case from the turn of the millennium played a significant role in raising the awareness of young consumers. Academic communities worldwide are influential opinion-forming groups that shape socially responsible attitudes. Their actions underscore the power of informed consumers in driving ethical practices in the marketplace.

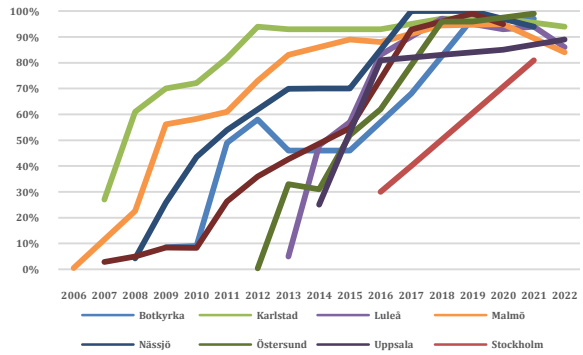
Academic circles in Poland have shown similar engagement in activities related to FT, often taking the form of social PR events conducted in collaboration with FT representatives. For instance, the University of Gdańsk has hosted several meetings focused on the concept of FT, where certified coffee was the primary product served. The inaugural conference titled "Fair Trade - plays fair" was held at the Faculty of Management and the Faculty of Economics in 2010. Additionally, students from the University of Gdańsk actively participate in World Fair Trade Days and conduct workshops on sustainable development and FT for primary and middle school students. In 2016, the University Centre for Environmental and Sustainable Development Research at the University of Warsaw organized a notable exhibition called "Sustainable Development at Universities," which garnered significant interest. Notably, the University of the National Education Commission in Krakow became the first higher education institution in Poland to be awarded the title of Fair Trade Friendly University in 2019.

The Fair Trade Towns Campaign (FTTC) is a noteworthy global initiative. It engages FT activists, consumers, and local communities across 36 countries spanning six continents. The campaign's objective is to advocate for Fair Trade principles and practices within towns and communities by meeting specific criteria. These criteria encompass public endorsements of Fair Trade by local authorities, public procurement of Fair Trade products, and the consumption of items such as coffee, tea, sugar, exotic fruits, and cotton clothing in their offices, municipal companies, and schools. This initiative underscores the collective effort to promote ethical and sustainable consumption practices on a global scale.

Indeed, the Fair Trade Towns Campaign (FTTC) was initiated in the UK in 2000 by a grassroots activist with the aim of supporting Fair Trade and trade justice. The campaign ra-

pidly spread to numerous other European countries and the USA, serving as a potent instrument to boost awareness and demand for Fairtrade products. One of the most notable impacts of the FTTC was the surge in the procurement of Fairtrade-certified coffee in public sectors. According to Fairtrade Sweden, nine Fair Trade Towns achieved a remarkable 90-100% public procurement of certified coffee between 2006 and 2019. A prime example of this success is the city of Malmo, which was honoured with the EU Cities for Fair and Ethical Trade Award. This demonstrates the significant strides made in promoting ethical trade practices and the potential for further progress.

Figure 3: The share of Fairtrade-certified coffee purchased by selected municipalities in Sweden in their public procurement from 2006 to 2019



Source: Presentation: Fairtrade City & Fairtrade Region 2.0. Anneli Örtqvist, Fairtrade Sweden (2022).

South Korea serves as another example where the Fair Trade Towns Campaign (FTTC) has made significant strides. Activists in this campaign have influenced residents in major cities like Bucheon, Incheon, and Seoul towards ethical consumption practices. As noted by Seungkwon Jang and Jiyun Jeon (2022), these efforts have resulted in reaching 50% of the national population, demonstrating the substantial impact of such initiatives. This highlights the global reach of the FTTC and its effectiveness in promoting ethical consumption habits across diverse cultural and geographical contexts.

Conclusions

Despite the rising global demand for and supply of green coffee, sales of Fairtrade-certified coffee have plateaued at nearly 300,000 metric tons. This implies that only a third of this coffee found a buyer willing to comply with the standards. This could be one of the factors dampening farmers' enthusiasm for the certification process, given the stringent social, economic, and environmental requirements. In contrast, other Voluntary Sustainability Standards (VSS) such as Rainforest Alliance (RFA), 4C, and UTZ have seen a different trend, with at least 50% of sales made under their standards (Coffee Barometer, 2023). This highlights the complexities and challenges inherent in promoting sustainable and ethical practices in the coffee industry.

Indeed, while the high awareness of the Fairtrade mark (reported to be between 60-90% in European countries), the market for certified coffee leaves room for improvement. A significant portion of Fairtrade certified green coffee is sold on the conventional market, often without reference to the minimum price and the additional development premium. The coffee market, which is largely driven by several multinational companies offering a diverse range of coffee products (including roasted and ground coffee, espresso beans, instant coffee, and single-serving capsules), appears to rely on their assurances of sustainability practices. However, these practices are often interpreted by these companies as strategies to enhance business efficiency and competitiveness, rather than as measures to address human rights and climate impact concerns. This highlights the need for a more holistic approach to sustainability in the coffee industry, one that balances economic efficiency with ethical considerations.

Fridell's assessment (2014, p. 1189) provides an intriguing perspective on the global market situation, particularly with respect to coffee cultivation in Vietnam. The rise of Vietnamese coffee is viewed more as an economic or social phenomenon, while FT is often elevated to the status of a "development project." This perception is largely based on the alignment of FT with the North's ideological notions of "free trade" and international development, rather than on objective and dispassionate analysis. Both are development initiatives aimed at small-scale coffee farmers, but they are of different types and yield different outcomes. The Vietnamese coffee industry does not place "Western consumers" at its core, particularly given that they are generally unaware of Vietnam's position as the world's second largest coffee exporter. This highlights the complexities and nuances inherent in the global coffee trade and the diverse factors influencing its dynamics.

However, Hejkrlík et al. (2013) highlight some of the common criticisms levelled against FT by its detractors. These include the artificial inflation of final product prices, the ineffectiveness of the FT bonus leading to producers not implementing changes in their production structures, unethical marketing activities, and uncertain demand for FT goods. In the 21st century, participants in Fair Trade now encompass small farmers and cooperatives as well as large plantations and international corporations. Nevertheless, it's important to note that the primary beneficiaries of these practices are not always the farmers. This underscores the complexities and challenges inherent in implementing and managing Fair Trade practices, and the need for ongoing scrutiny and refinement to ensure they effectively serve their intended purpose.

It is often the case that retailers, while promoting themselves as socially conscious citizens, charge substantial markups on Fair Trade products. The involvement of large, transnational corporations in the Fair Trade movement has also raised concerns about the empowerment of small producers. There are fears that FT could be dominated by these corporations, which control prices, supply chains, and access to global consumer markets (Darian et al., 2015). Additionally, there's growing concern about large-scale brand companies entering the Fair Trade markets. Critics argue that these conventional brand companies have engaged in 'tokenism' by stocking minimal amounts of Fair Trade products under new niche brands (Nam-

kwon Mun & Jihyun Seo, 2012, p. 42). This highlights the complexities and challenges in ensuring that Fair Trade practices truly benefit the small-scale producers they're intended to support.

While many prominent coffee-processing brands position themselves as pioneers of sustainable practices, research suggests a different reality. These large corporations' commitments to sustainable development principles often lack transparency and do not adequately consider the welfare of small-scale farmers. Despite companies' public declarations about their supplier commitments, there is a general reluctance to disclose pertinent information about their procurement policies. Few companies publicly share up-to-date information on their supplier certification and verification processes, development premiums, long-term contracts, or supplier lists (Panhuysen & De Vries, 2023). This situation makes it challenging for civil society to question these practices and the way corporations shape the sustainability narrative, particularly given the various economic dependencies that arise when sourcing funds from companies and government programs. The practice of charging fees based on the sales volume of products bearing the certification scheme's logo is seen by traditionalists as a sign of the entanglement and commodification of the Fair Trade concept. This underscores the complexities and challenges inherent in promoting truly sustainable and ethical practices in the coffee industry.

Absolutely, understanding the perspectives of farmers is crucial in the discourse on Fair Trade and sustainable practices. Studies that explore farmers' perceptions of coffee quality labels and their reasons for adoption provide valuable insights into the dynamics of the coffee market from the producers' viewpoint. For instance, the survey conducted in Ecuador by Sepúlveda et al. (2018) sheds light on this aspect. Such research not only enriches our understanding of the complexities of the coffee industry but also opens new possibilities for further exploration in this field. This holistic approach, considering both the consumers' and producers' perspectives, is essential for developing effective and sustainable strategies in the coffee industry.

Author Contributions

Conceptualization, A.M.N-W. and T.M; methodology, A.M.N-W. and T.M; software, Sz.G; validation, not revevant; formal analysis, not revevant; investigation, A.M.N-W., T.M., and Sz.G; resources, A.M.N-W., T.M., and Sz.G; data curation, not revevant; writing—original draft preparation, A.M.N-W., T.M., and Sz.G; writing—review and editing, Sz.G.; visualization, T.M.; supervision, A.M.N-W and T.M.; project administration, A.M.N-W and T.M.; funding acquisition, not revevant. All authors have read and agreed to the published version of the manuscript.

Declaration of competing interest

There are no financial and personal relationships with other people or organizations that could inappropriately influence (bias) our work.

Funding

The research was not supported by any funds.

References

Andorfer, V.A., & Liebe, U. (2015). Do information, price, or morals influence ethical consumption? A natural field experiment and customer survey on the purchase of Fair Trade coffee. Social Science Research, 52, 330–350.

Aragón-Gutiérrez, C., Montero-Simó, M.J., Araque-Padilla, R.Á., & Gutiérrez-Gutiérrez, L. (2013). Evaluación Del Valor Percibido en El Consumo De Café Con Atributos Éticos. Agrociencia, 47(2), 195–207.

Arnold, N., Bennett, E., Blendin, M., Brochard, M., Carimentrand, A., Coulibaly, M., De Ferran, F., Durochat, É., Gautrey, G., Geffner, D., Leyssène, C., Lorenz, J., Maisonhaute, J., Paulsen, O., Ripoll, J., Sirdey, N., & Stoll, J. (2019). International Guide for fair trade labels - Edition 2020. Commerce Équitable France.

Barham, B.L., & Weber, J.G. (2012). The Economic Sustainability of Certified Coffee: Recent Evidence from Mexico and Peru. World Development, 40(6), 1269–1279.

Birkenberg, A., Narjes, M.E., Weinmann, B., & Birner, R. (2021). The potential of carbon neutral labeling to engage coffee consumers in climate change mitigation. Journal of Cleaner Production, 278.

Bosbach, M., & Maietta, O.W. (2019). The Implicit Price for Fair Trade Coffee: Does Social Capital Matter? Ecological Economics, 158, 34–41.

Darian, J.C., Tucci, L., Newman, C.M., & Naylor, L. (2015). An Analysis of Consumer Motivations for Purchasing Fair Trade Coffee. Journal of International Consumer Marketing, 27(4), 318–327.

Eurobarometer (2020). New Eurobarometer survey: Protecting the environment and climate is important for over 90% of European citizens, available at: https://ec.europa.eu/commission/presscorner/detail/en/ip_20_331 (accessed: 12 November 2023).

Fairtrade International. (2022). Building resilience in a changing world. Fairtrade International Annual Report 2021-22, available at: https://files.fairtrade.net/publications/Fairtrade-International-Annual-Report-2021-2022.pdf (accesses: 12 November 2023).

Fridell, G. (2014). Fair trade slippages and Vietnam gaps: the ideological fantasies of fair trade coffee. Third World Quarterly, 35(7), 1179–1194.

GlobeScan (2021). Social and Environmental values, available at: https://globescan.com/2021/06/23/social-environmental-values-increasingly-drive-consumers-choices/ (accessed: 25 October 2023).

Harris, J. (2021). Social Movement Lessons from the Fair Trade Movement, edited by Kelly McNamara, Sentience Institute April 1, 2021.

Hejkrlík, J., Mazancová, J., & Forejtová, K. (2013). How effective is Fair Trade as a tool for the stabilization of agricultural commodity markets? Case of coffee in the Czech Republic. Agricultural Economics / Zemědělská Ekonomika, 59(1), 8–18.

Kaitlin, Y., Sagan, M., Kennedy, S. (2021). Responsible Coffee Sourcing: Towards a Living Income for Producers. Columbia Center on Sustainable Investment.

Lakhani, N., Uteuova, A., & Chang, A. (2021). Revealed: the true extent of America's food monopolies, and who pays the price. The Guardian, available at: https://www.theguardian.com/environment/ng-interactive/2021/jul/14/food-monopoly-meals-profits-data-investigation (accessed: 11 Novembr 2023).

Lange, C., Combris, P., Issanchou, S., & Schlich, P. (2015). Impact of information and in-home sensory exposure on liking and willingness to pay: The beginning of Fairtrade labeled coffee in France. Food Research International, 76(Part 3), 317–324.

Lappeman, J., Orpwood, T., Russell, M., Zeller, T., & Jansson, J. (2019). Personal values and willingness to pay for fair trade coffee in Cape Town, South Africa. Journal of Cleaner Production, 239.

Lazzarini, G.A., Visschers, V.H.M., & Siegrist, M. (2017). Our own country is best: Factors influencing consumers' sustainability perceptions of plant-based foods. Food Quality & Preference, 60, 165–177.

Lee, Y., & Bateman, A. (2021). The competitiveness of fair trade and organic versus conventional coffee based on consumer panel data. Ecological Economics, 184.

Manfrin Artêncio, M., Cassago, A.L.L., da Silva, R.K., Carvalho, F.M., Da Costa, F.B., Rocha, M.T.L., & de Moura Engracia Giraldi, J. (2023). The impact of coffee origin information on sensory and hedonic judgment of fine Amazonian robusta coffee. Journal of Sensory Studies, 38(3), 1–9.

Minten, B., Dereje, M., Engida, E., & Tamru, S. (2018). Tracking the Quality Premium of Certified Coffee: Evidence from Ethiopia. World Development, 101, 119–132.

Naegele, H. (2020). Where does the Fair Trade money go? How much consumers pay extra for Fair Trade coffee and how this value is split along the value chain. World Development, 133.
Namkwon Mun, & Jihyun Seo. (2012). Fair trade for coffee producing small-scale farmers in Mexico. Portes: Revista Mexicana de Estudios Sobre La Cuenca Del Pacifico, 6(11), 27–49.
Naylor, L. (2018). Fair trade coffee exchanges and community economies. Environment & Planning A, 50(5).
Ribeiro-Duthie, A.C., Gale, F., & Murphy-Gregory, H. (2021). Fair trade and staple foods: A systematic review. Journal of Cleaner Production, 279.
Sepúlveda, W.S., Chekmam, L., Maza, M.T., & Mancilla, N.O. (2016). Consumers' preference for the origin and quality attributes associated with production of specialty coffees: Results from a cross-cultural study. Food Research International, 89, 997–1003.
Sepúlveda, W.S., Ureta, I., Mendoza, C., & Chekmam, L. (2018). Ecuadorian Farmers Facing Coffee and Cocoa Production Quality Labels. Journal of International Food & Agribusiness Marketing, 30(3), 276–290.
Setiyorini, H., Chen, T. and Pryce, J. (2023). Seeing coffee tourism through the lens of coffee consumption: A critical review. European Journal of Tourism Research, 34, 3401.
Sihombing, V.U., Fariyanti, A., & Pambudy, R. (2023). Perilaku Konsumen Kopi: Proses Keputusan dan Kepuasan Konsumen Membeli Minuman Kopi Berlabel Fair Trade. Indonesian Journal of Agricultural Sciences / Jurnal Ilmu Pertanian Indonesia, 28(2), 181–191.
Stratton, J.P., & Werner, M.J. (2013). Consumer Behavior Analysis of Fair Trade Coffee: Evidence from Field Research. Psychological Record, 63(2), 363–374.
Seungkwon, J., & Jiyun, J. (2022). Sustainable Development of Fair Trade Towns in Korea: Collaborative Governance of Social Innovation; Sustainability and Climate Change, 15(4), 256-271.
Panhuysen, S., & De Vries, F. (2023). Conservation International and Solidaridad, Ethos Agriculture. Coffee Barometer 2023.
Peixoto, J.A.B., Silva, J.F., Oliveira, M.B.P.P., & Alves, R.C. (2023). Sustainability issues along the coffee chain: From the field to the cup. Comprehensive Reviews in Food Science and Food Safety, 22, 287–332.
Utrilla-Catalan, R., (2022). Growing Inequality in the Coffee Global Value Chain: A Complex Network Assessment. Sustainability: Science Practice and Policy, 14(2), 672, available at: https://www.mdpi.com/2071-1050/14/2/672 (accessed: 11 November 2023).
van Dam, P. (2018). Wereldverbeteraars: een geschiedenis van fair trade. Amsterdam: Amsterdam University Press.

Notes on contributors

Anna Maria Nikodemska-Wołowik: holds a doctorate in economics and a degree of habilitated doctor and holds several certificates from foreign universities: Harvard Business School, IESE Business School, University of Strathclyde Business School. She is an associated professor of economics at the University of Gdansk and head of the Department of Sustainable Market Processes. Over the years she has performed various administrative and scientific functions. Professor Nikodemska-Wolowik focuses on the following research areas: consumer behaviour, qualitative marketing research, intellectual property protection, family enterprises, corporate identity. She participates in many international academic programmes. She has taken part as an expert in numerous research projects (including co-financed by the EU) and has been a principal investigator in the National Science Centre project. She is a member of the International Family Enterprise Research Academy, Polish Economic Society, IESE Business School Alumni Association, the project Renowned Experts. Professor Nikodemska-Wolowik has received many scientific and national awards. She authored and co-authored about 100 publications in Poland and abroad (inter alia Journal of Consumer Behaviour, Journal of Family Business Management, Journal of East-West Business, Economics & Sociology, Entrepreneurial Business and Economics Review, The Marketing Review).

Tadeusz Makulski: Master's degree in political science, activist in the Fair Trade movement. President of the Board of the Polish Fair Trade Association. Coordinator of the Fair Trade Towns Campaign (FTTC) in Poland since 2012 and FTTC International Steering Committee member. Author of numerous publications on Fair Trade and responsible consumption.

Szymon Greń: Master's degree in economics with international business specialisation. PhD student in the field of economics at the University of Gdańsk.

Grzegorz Maciejewski
University of Economics in Katowice (Poland, 0000-0002-1318-0747)
Sylwia Mokrysz
Coffee and Tea Market Reseach Institute (Poland, 0009-0001-4051-5928)
Pavol Kita
Comenius University in Bratislava (Slovakia, 0000-0001-5870-9328)

Innovations on the Tea Market in the Face of the Observed Megatrends in Consumption

A B S T R A C T
The tea market is one of the largest markets in the global economy, and tea is the second most frequently consumed beverage, after water. The aim of the article is to present product innovations observed on the global tea market against the background of identified megatrends in consumption, affecting both tea producers and sellers, as well as consumers of this drink. The article contains theoretical considerations supported by the analysis of source materials. It presents the main megatrends influencing the behaviour of tea market entities. It also describes the reactions of tea producers and sellers to the needs and preferences of consumers determined by the identified megatrends. The analysis of the collected data allowed us to conclude that the main megatrends determining consumer behaviour on the tea market are as follows: wellness pragmatists, greenwashed out, delightful distractions, progressively polarized, decarbonisation, work and life unbounded, climate changers, outlook for the great life refresh and rural urbanites. Tea producers and sellers, in order to meet the needs and preferences of consumers determined by these megatrends, will have to introduce to the market a number of innovations regarding both the core of the product and other elements of its structure. In line with consumer expectations, tea products should be comfortable to use, enabling the consumer to have fun and expand their experience, and environmentally-friendly. This article contributes to the development of the theory of consumer behaviour and contains a number of implications for practitioners whose area of activity is the tea market.

K e y w o r d s: innovations, product innovations, megatrends in consumption, consumer behaviour, tea market.

J E L C l a s s I f i c a t i o n: D12, L66, M31, O32.

Paper received: 17 February 2024 • Paper revised: 10 June 2024 • Paper accepted: 15 June 2024

Introduction

Innovation is the most valuable attribute of a free market economy. It determines its strength and ability to overcome crises. The Latin source of this concept – innovatio means the introduction of something new, a newly introduced thing, a reform, novelty (Nowacki & Staniewski, 2010, p.15). The classic Schumpeterian approach to innovation associates it with a new product, new technology, new market or new organisation of production and sales. Thanks to innovation, it becomes possible for enterprises to move forward, which means gaining a competitive advantage (Borusiak, 2011, p. 111). Enterprises that want to win their future must break the boundaries of current competition and delight their customers with innovations (Kabukcu, 2015).

Reading consumer needs is helped by the analysis of megatrends observed in consumption (Kita et al., 2022; de Monteton & Margreiter, 2023; Wróblewski & Mokrysz, 2017; 2018; Wróblewski et. al., 2019). A good example of following megatrends are companies operating on the tea market. Tea is the second most popular drink in the world, after water. Estimates indicate that as many as 3 billion cups of it are drunk a day globally (Food News, 2023). Even though tea as a drink has been known for centuries, both tea producers and sellers continue to strive to make their products attractive to subsequent generations of consumers. Accor-ding to the Pinterest trends report in 2022, the most frequently searched terms included: "tea party aesthetics", "vintage tea party", "butterfly pea tea" and "tea ideas". On social media platforms like TikTok, Instagram and Facebook, videos with tea drinks from around the world were very popular, e.g. blue-violet Butterfly Pea Tea from Kenya, bubble tea from Taiwan or matcha from Japan (Pinterest Predicts, 2024).

The aim of this article is to present product innovations present on the global tea market against the background of identified megatrends in consumption, affecting both tea producers and sellers, as well as consumers of this drink. The article contains theoretical considerations, supported by the analysis of data from secondary sources. The area of observations made are entities operating on the tea market.

The article is organised as follows: in the literature review section, the concepts of innovation and product innovation as well as consumer trends and megatrends are defined. The global tea market is also briefly characterised. Subsequently, in the materials and methods section, the source materials and methods of their analysis are presented. The results and discussion section presents a description of product innovations currently observed on the tea market, which are the response of tea producers and sellers to the most dynamically developing megatrends in consumption. The manuscript ends with conclusions from the analyses and discussion of the results.

The conclusions drawn from the presented material do not fully exhaust the topic, but they may constitute a voice in the discussion on the observed changes taking place in consumer behaviour itself, as well as in B2C relationships (Conrad, 2022). The presented data may also be useful to companies producing and selling tea in the process of building their competitive advantage based on lasting relationships with

consumers. The information presented in this article is not of a commercial nature and has been prepared in the spirit of an open model of scientific communication.

Literature review

Innovations and product innovations

The term "innovation" in the literature on the subject has many meanings, referring both to the act of introducing innovations and giving newness to various phenomena, including products, by people who perceive them as new. Therefore, "innovation" is considered an interdisciplinary category, described and analysed from many perspectives, which can be considered both broadly and narrowly (Hermundsdottir & Aspelund, 2021). Represen-tatives of the broad approach include, among others: J.A. Schumpeter and P.F. Drucker. In a narrow sense, innovation is defined by such authors as: Ch. Freeman, C.F. Carter, B.R. Williams, J. Mujżel, B. Gruchman, most often referring innovations to technical changes, ignoring their process, organisational or marketing aspects (Kucharska, 2014). The pioneer of this category, J.A. Schumpeter, considered the introduction of a new solution into practice as an innovation. Schumpeter's innovations are absolute (inventions which are introduced for the first time on any global market) and require outstanding individuals and risk-bearing (Rudzewicz & Strychalska-Rudzewicz, 2013). Replicating the introduced solution is only imitating and copying the innovation. According to Schumpeter, consu-mers play a passive role in economic development, including innovation. The vast majority of changes in the structure of consumer products and services are forced by producers on consumers, who often resist changes and had to be convinced to change. In turn, Drucker emphasise the great importance of marketing in the innovative activities of enterprises, which cannot be carried out in isolation from the needs of the consumer. Drucker defines innovation as any novelty that is new to the user – consumer (Drucker, 2004, p. 38-39). For Drucker, inno-vation is not only conceptual, but also perceptual. The idea may have existed for a long time, what matters is that it is perceived as new. The innovation process includes identi-fying consumer needs and creating and pro-viding them with a new product that brings value or benefit not yet offered on a given market (Kotler et al., 2002, p. 662). Innovation is therefore a new solution that offers values to consumers (result approach to innovation), as well as the process of creating new and better solutions to consumers' problems (functional approach) (Kucharska, 2014, p. 20).

Schumpeterian and Druckerian approaches can be treated as two poles of the concept of innovation. While Schumpeter precisely defines situations in which absolute innovations can arise, Drucker defines innovation as the deliberate search for opportunities to intro-duce new things (Romanowski, 2011). Both approaches are included in the Oslo Manual, which contains a set of concepts applicable to the European Union's innovation policy. According to the Oslo Manual, innovation is "the implementation of a new or significantly improved product (goods or service) or process, a new marketing method or a new organisational method in economic practice, workplace organisation or relations with the environment" (OECD & Eurostat, 2008, p. 48). The presented

definition allows for the distin-ction of innovation by subject into: pro-duct, process, marketing and organisational innovation.

Due to the topic of the presented article, the concept of product innovation requires explanation. According to the Oslo Manual 2018, it is "a new or improved product or service that differs significantly from the enterprise's existing products or services and that has been introduced to the market." As the authors of the Manual write, product innovations must primarily provide a significant improvement in one or more properties or performance specifications. This should include the addition of new functions or improvements to existing or new utilities for the user or consumer. The relevant functional characteristics in this case are quality, technical specifications, reliability, durability, economy in use, affordability, comfort, usability and user/consumer friendliness. Importantly, product innovations do not have to involve improving all functions and performance specifications. Improving or adding a new feature may result in the loss of other features or loss of performance in some respects. (OECD & UE, 2020, p. 79).

Macro trends in consumption and their sources

In the literature on the subject, the concept of trend has been present since the mid-20th century, finding its place first in mathematical and economic sciences to determine changes in graphs and sequences of numbers, and then in sociological sciences and marketing to describe changes in culture, world views and lifestyles (Raymond, 2014, p. 14). Ph. Kotler defines a trend as "a direction or series of events characterized by a certain momentum and persistence" (2005, p. 159). B. Mróz defines a trend as "changes occurring over time in social or market phenomena, the direction of which can be measured using specific indicators, measurement scales or indices" (2013, p. 115-116). In turn, T. Zalega understands the term trend to mean the current direction of development in a given field or, in a more general sense, a monotonic component of the dependence of the examined feature on time (2013, p. 3-4). Trends may therefore be short- or long-term in nature, and in terms of their scope: global (megatrends) or regional (microtrends). The specific features of trends are variability, co-occurrence (mutual overlap) and divergence (simultaneous emergence of trends and counter-trends) (Tkaczyk, 2012; Dybka, 2017).

Ph. Kotler divides trends according to their durability, dividing them into temporary fashion, trends and megatrends. He defines temporary fashion as an unpredictable, short-term change without any major economic, social or political significance. According to Ph. Kotler, trends and megatrends are more durable and easier to predict. A trend outlines the shape of the future, it is a long-term phenol-menon, observable in the behaviour of consumers and enterprises in many markets (Wróblewski, 2018). The emergence and development of a trend is confirmed by reliable values of economic, social and demographic indicators appearing at the same time (Kotler, 2005). Megatrends, in turn, are undoubtedly related to globalisation (Maciaszczyk, 2016, p. 162). According to J. Naisbitt, megatrends identify all socio-economic or structural processes which are formed slowly, but once they appear, they influence all areas of life for some time (Gajewski, Paprocki & Pieriegud ed., 2015, p. 15). Moreover, megatrends can influence every individual and can change and shape the future of

the entire world (Zmyslony & Niezgoda, 2003, p. 194). The concept of megatrend can also be defined as certain unchanging economic, social, political and cultural tendencies, as well as phenomena emerging in the process of civilisational deve-lopment of society, having various conditions and covering the entire world, determining the key goals and directions of human development and leaving their mark on the environment (Borodako, 2009, p. 90). Megatrends therefore identify sets of certain economic, social or environmental patterns of behaviour that change the way people live and the products these people need (Hajkowicz & Moody, 2010, p. 2). Referring to the work "The impact of megatrends on western governments" by futurologist F. de Meyer, megatrends can be presented as long-lasting, quickly spreading trends, strongly influencing society in many dimensions and evoking the belief in their inevitability (de Meyer, 2011).

In order to fully present what trends in consumer behaviour are, it is also worth referring to the views of H. Vejlgaard, who deals with the practice of trend forecasting. This researcher defines a trend as a process of change that is perceived from a psychological, economic or sociological perspective, which may be short- or long-term and regional or global in scope (Vejlgaard, 2008, p. 9). Adopting this point of view, one can agree with T. Zalega that "a trend in consumer behaviour is under-stood as a specific direction of change in the lifestyle of a model consumer, acting in an objective manner, i.e. regardless of their will and awareness" (Zalega, 2015, p. 80). Looking at the analysed issue from the perspective of Ph. Kotler, it can be concluded that trends in the sphere of consumption arise as a result of the impact on the purchasing behaviour of consumers of the broadly understood enviro-nment (social, economic, legal, political, demographic and technological), which in turn influences changes in their consumption patterns (see e.g. Kotler et al., 2002; Kucharska et. al, 2015).

According to F. Shaw, emerging consumer trends influence the way enterprises operate, thus creating new rules for the functioning of modern organisations (Shaw, 2002). The effect of the impact of new consumer trends on enterprises is therefore changes in the behaviour of these entities, which, on the one hand, try to keep up with the changing consumer, and, on the other hand, begin to shape their behaviour, preferences and choices. In the latter situation, we can talk about companies creating product trends (Maciejewski & Mokrysz, 2019).

For marketing-oriented companies, it is crucial to observe those trends which have the greatest impact on consumer behaviour, i.e. the macrotrends. Macrotrends in consumption are considered to be significant social, economic, political and technological changes that develop slowly, but once they occur, they influence consumer behaviour for several or even 10-20 years (Aburdene, 2007). They have many sources, so it is often easier for resear-chers to identify emerging macrotrends than to investigate the conditions which cause their emergence. Nevertheless, at least several key factors can be identified, such as the digital revolution, changes in the employment structure, changing role of women in society, changes in the level and distribution of income among the population, the growing number of consumers, the increasing level of consumer awareness and knowledge, and the dynamic development of transport (Maciejewski, 2013).

Global tea market

FAO data on global tea production in 2021 says it increased to 6.5 million tonnes from 6.3 million tonnes in 2020 (FAO, 2022). According to the website Czasnaherbate.net, all tea plantations in the world cover approximately 4.5 million hectares. The average annual yield from each hectare is less than 1.5 tonnes of dry leaf matter. If we compared the area of tea cultivation to the area of the country, it would be the 130th largest country, behind Estonia (45,200 km2) and ahead of Denmark (43,000 km2). This area is larger than e.g. the area of Switzerland (41,300 km2), Moldova (33,900 km2) or Albania (28,700 km2) (Food News, 2023). At the same time, an analysis created by Market Hub estimates that by 2025 the value of tea production will reach 7.4 million tonnes. In terms of value, the global tea market in 2022 reached USD 220.7 billion and according to Statista Consumer Market Insights forecasts, it will increase to USD 268.5 billion by 2025.

Tea production in the world is concentrated primarily in Asia, although there is no shortage of enthusiasts of this drink in other parts of the world. The largest tea producer at the beginning of the third decade of the 21st century was China, producing as much as 3.1 million tonnes, with a 47% share in the world market. Estimates show that tea production in China is expected to almost double by the end of this decade, driven by increased sector productivity. Second place is occupied by India, which produced 1.33 million tons, and third place – Kenya with 0.54 million tons. Other countries important in tea production are Sri Lanka, Turkey, Indonesia, Vietnam, Japan, Iran and Argentina. According to forecasts, the production of black tea between 2025 and 2030 is expected to grow by an average annual rate of 2.1%, and green tea by as much as 6.3% (Food News, 2023).

This huge and dynamically developing market includes not only the hot drinks segment, but also iced teas and ready-to-drink tea drinks. Tea is the second most frequently consumed drink in the world, after water (Kucia, 2024).

Materials and research methods

The source base of the article are research results on observed megatrends in consumption, consumer behaviour and product innovations on the global tea market conducted by renowned research agencies and consulting companies in the years 2020 - 2024.

The innovations are described against the background of the observed megatrends and those megatrends in consumption which are expected to influence the global consumer population in the coming years. In order to characterise these trends, materials from the research agency Mintel Group Ltd (MG), research by the consulting company Ernst & Yuong (EY) and data from the research agency Euromonitor International (EI) were used. MG's research covered the entire global tea market divided into Europe, the Middle East and Africa (EMEA), Asia and the Pacific (APAC) and North and South America (Americas). The reports were prepared in 2021-2022 (Dahn, 2021; Kaczorowski, 2022). The data presented by EY result from the analyses based on literature sources and primary research conducted in renowned scientific and research centres from around the world (EYGM, 2020). Meanwhile, EI

data on the top global consumer trends that may have the greatest impact on consumer behaviour in 2022 and subsequent years were obtained as a result of quantitative direct research conducted by 15 regional offices of the company operating in 100 countries around the world. EI research results present the state of the market as of January 2022 (Angus & Westbrook, 2022) and February 2024 (Grigojevaite et al., 2024).

The collected data made it possible to characterise the main innovations introduced to the tea market and to analyse the impact of megatrends and new trends in consumption on consumer behaviour in this market.

Research for the purposes of this study was carried out using the desk research method, and logical inference methods and the comparative method were used to analyse the data. A descriptive and tabular form was used to present the obtained research results.

Results and discussion

Presenting the results of the conducted analyses, it can be noted that tea consumers have a wide variety of preferences in terms of the taste of teas offered on the market, their health-promoting properties and the convenience of preparation and consumption. It also happens that tea producers and sellers are faced with the task of meeting contradictory needs at the same time. An example here is consumer expectations in terms of convenience, while maintaining the principles of sustainable development and fair trade. This disconnect is particularly visible in the EMEA region. Such consumer behaviour is influenced e.g. by the following macrotrends: decarbonization (EYGM, 2020) or greenwashed out (Grigojevaite et al., 2024). Consumers are trying to be ecologically responsible and take pro-environmental actions, but at the same time they are tired of it. In APAC countries, tea consumers expect producers, in addition to convenience and speed of preparation, to reduce the sugar content in the tea drinks they offer. Americas consumers are primarily looking for teas which support their immune systems and at the same time enjoy new flavours and colours. This region of the global tea market seems to be the most open to innovation. Consumers want to expand their tea horizons with new, niche and innovative tea flavours as well as unconventional combinations and hybrids.

Developing the presented threads, it can be concluded that the expectations in the area of functionality concern primarily the beneficial impact of tea drinks on human health and well-being. Tea is supposed to reduce stress and negative emotions. It is supposed to add energy and strengthen the immune and digestive systems. It is supposed to be rich in antioxidants and maintain healthy skin and hair. Mintel research shows that as many as 46% of adult tea consumers from the USA are interested in tea which supports immunity (Kaczorowski, 2022). Innovations in this area lead to the enrichment of tea mixtures with ingredients commonly considered health-promoting and medicinal (ginger, echinacea, turmeric, licorice, vitamins, probiotics). When reaching for a cup of tea, consumers expect that it will not only be beneficial to their physical health, but also to their mental health. Such expectations include e.g. every second resident of Brazil, looking for products that reduce stress and tension caused by the possibility of a return of the pandemic,

climate change or rising inflation (Kaczorowski, 2022). Consumers expect tea drinks to also reduce anxiety, facilitate falling asleep and support the proper functioning of the brain. The aforementioned expectations are primarily in line with the macrotrend of wellness pragmatists (Grigojevaite et al., 2024). Consumers expect simple, accessible solutions which enable them to take independent, effective care of their health and beauty. In response, such products as immunological teas strengthening immunity (Brazil), calming wellness teas (Costa Rica) and cognitive health teas with omega-3 acid (Colombia) have already appeared on the South American market.

Comfort should go hand in hand with functionality. An example would be offering consumers ready-to-drink teas rich in health-promoting ingredients, without the need to prepare multi-ingredient mixtures and long brewing. Innovative packaging dedicated to tea drinks can help meet this expectation. These packaging, as well as the tea products themselves, must also meet the requirements of biodegradability and compostability. More and more consumers in the market are showing interest in tea that is produced and supplied in an ethical and sustainable way. These expectations are particularly visible in the segments of young consumers involved in ecology and environmental protection, for whom equality and respect for human rights are basic values. Such consumer attitudes are influenced by the progressively polarised macrotrend (Grigojevaite et al., 2024). Thanks to social media and the dynamic development of transport, the world has shrunk to the size of a global village. It is easier for people to fight for their values and engage in various ideas, including those aimed at protecting the climate and the environment. Tea producers must therefore look for innovative solutions also in the area of eliminating plastics in tea packaging and tea bags (Dahn, 2021). According to Mintel research, 75% of adult Germans agree with the statement that using biodegradable tea bags is a good way to reduce the amount of plastic waste (Kaczorowski, 2022), and 67% of residents of the United Kingdom have a similar opinion (Dahn, 2021). Involvement in these areas may allow tea producers and sellers to acquire many new customers and retain existing ones. It is also part of the climate changers macrotrend pushing ecological activism and a low-emission lifestyle. In order to attract the segment of climate change apologists, tea producers and sellers should offer carbon footprint certified products. Transparent labelling of carbon neutral products builds trust and enables consumers to make informed choices (Angus & Westbrook, 2022). It is also gaining recognition among supporters of the previously mentioned decarbonisation megatrend.

Convenience also means, or rather primarily, minimising the time of brewing tea. Innovations are therefore expected in instant and ready-to-drink teas which can be quickly prepared and consumed on the go. This type of solutions is especially expected by Asian residents, for whom the ease of consuming the drink, the speed of its preparation and convenient packaging, good for use on the go, are very important. Packaging which allows the consumer to heat tea in a microwave oven is also well received. An even better solution may be self-heating cups or instant tea bottles into which you can pour hot or cold water, depending on your preferences. A convenient, although not necessarily ecological solution is instant tea in disposable packaging. These solu-

tions can already be found on the Chinese market. In this type of consumer behaviour, the influence of the work and life unbounded macrotrend can be seen (EYGM, 2020). The boundaries between study, work, recreation and retirement are blurring. Consumers expect products that will accompany them in all their life activities, without absorbing them too much.

A large part of consumers look for variety, change, an extension of the range of flavours, aromas and unconventional combinations, as well as fun, in tea drinks. It is not required that the tea be a classic tea. On the contrary, consumers are increasingly interested in drinks based on tea or in which tea is one of many ingredients. An example is Blue Latte tea with butterfly peas, offered in Japan and other parts of Asia. This solution is an innovative idea by Nescafe, offered in the form of capsules for Nescafe Dolce Gusto coffee machines. Speaking of capsules, they can also be biodegradable, produced on the basis of plants without the use of aluminum (Sweden). On the Australian market you can find sets for bubble tea prepared in a microwave oven, sets for milk tea with brown sugar jelly and bubble tea sets with rubber pearls. A desire for new and exciting teas also characterises American consumers. Nearly 40% of U.S. adults who drink tea say they are interested in discovering new teas. Nearly 30% declare that they drink different types of tea to achieve different benefits (Kaczorowski, 2022). Consumers expect innovations in the field of floral, fruit and vegetable aromas, as well as the always popular herbal aromas. Openness to new flavours means that more and more organic, semi-fermented oolong teas are drunk on the American market (e.g. in Canada). On store shelves in the USA you can also find white tea with coconut or a hot drink with the flavour of birthday cake. Sparkling botanical tea with turmeric and saffron is intended to strengthen the senses and provide physical and mental regeneration. These behaviours include the influence of the previously indicated megatrends: wellness pragmatists or work and life unbounded, but above all, the macrotrend known as delightful distractions (Grigojevaite et al., 2024). Consumers want to be able to afford moments of goodness, a bit of fun in their often hectic and tense daily rhythm. They want to stop, rest and de-stress. They want to live in harmony with nature and surround themselves with it, regardless of where they work or live, which is so characteristic of the rural urbanites megatrend. The calming and regenerative properties of teas are also part of the great life refresh macrotrend (Angus & Westbrook, 2022). Tea drinks should add energy to action, pursuing passions and personal development of tea consumers.

The high-sugar diet still practised by many consumers is becoming a civilisation problem which causes many dangerous diseases. Conscious consumers expect innovations to eliminate or reduce sugar in tea drinks. More than 1/3 of adult Thai residents demand a reduction in the sugar content in ready-to-drink (RTD) teas (Kaczorowski, 2022), and nearly 30% of adult Germans have a similar opinion (Dahn, 2021). The sugar content in tea drinks, especially RTD, should therefore be perceived as an important purchase barrier. The expectation of reducing sugar content is followed by the expectation of reducing calories, fats, preservatives and artificial sweeteners, flavours and colours.

In the case of markets with a hot climate (Mexico, South America), innovations are ex-

pected to quench thirst with cool tea drinks. Peach and ginger infusions, passion fruit teas prepared with cold mineral water, and instant iced tea lime are now available.

When analysing the impact of megatrends on consumer behaviour in the tea market, it is difficult to forget about the recent COVID-19 pandemic caused by the SARS-CoV-2 virus. In line with the macrotrend outlook for the great life refresh (Angus & Westbrook, 2022), producers and sellers of tea drinks should prepare product innovations that can help consumers overcome the turmoil related to the pandemic. In many industries, companies operating in line with this macrotrend are perceived by consumers as partners helping to adapt to the post-pandemic reality, as partners helping to develop a new lifestyle.

Conclusions

The literature studies and analysis of available direct research results allow for the following final conclusion: the currently observed changes in consumption do not have a uniform direction and, like the entire human existence, are subject to postmodern eclecticism. The emergence of one trend causes the appearance of one or more opposite, divergent, cancelling or strengthening trends as a result of synergy. Some trends are starting to lose their importance – some are gaining strength. Others, as they fade away, become the basis for the emergence of new, yet unknown ones.

The tea market, part of the larger food and beverage market, is no exception. Consumer behaviour is influenced by numerous megatrends, shaping their lifestyle and influencing their purchasing decisions (Maciejewski, 2018). Enterprises wishing to strengthen their competitiveness should not only observe the trends that have the greatest impact on consumer behaviour, but also take the initiative and actively shape their preferences and choices. This can be done by including consumers in management processes to create unique value together (Krowicki & Maciejewski, 2024). The result of this cooperation may be product innovations concerning both the core of the product (basic benefit) and other elements of its structure (actual product, improved product, potential product).

The supply side's response to the reported needs of consumers may include e.g. developing innovative variants of functional teas that have a beneficial effect on human health and well-being. Teas that lower stress and blood sugar levels help you fall asleep, and improve brain function. Consumer expectations towards teas, however, do not end with their health-promoting properties. Product innovations on the tea market also include the development of teas that are convenient to prepare and consume. We are talking here primarily about instant teas, teas that can be heated in microwave ovens, teas in self-heating cups and disposable packaging. Tea is also supposed to accompany fun, relaxation and create good moments of the day. It is intended to expand the horizons of consumer experiences through non-obvious combinations of flavours, aromas and colours. It should surprise and invite you to adventure, and allow you to define yourself anew. And all this is to be done in harmony with nature and sustainable development. Therefore, there are

at least several important areas for product innovations expected by tea consumers. These are primarily functionality, comfort, fun and expanding experiences, care for the environment and your own lifestyle.

The research results and conclusions presented in this article do not exhaust the topic. The authors of the article hope that their considerations will constitute an incentive for further discussion on the forms of product innovations that are developing on the global tea market, as well as on the impact of current and future macrotrends on consumer behaviour in this market.

Author Contributions

Conceptualization, G.M.; methodology, S.M.; software, G.M.; validation, G.M., S.M.. and P.K.; formal analysis, S.M. and PK; investigation, G.M.; resources, S.M.; data curation, S.M.; writing—original draft preparation, G.M.; writing—review and editing, G.M., S.M.. and P.K.; visualization, G.M.; supervision, S.M. and P.K.; project administration, G.M. and S.M.; funding acquisition, S.M. All authors have read and agreed to the published version of the manuscript.

Declaration of competing interest

There is no financial and personal relationships with other people or organizations that could inappropriately influence (bias) our work.

Funding

The research was supported by MOKATE Group SA. However, the support provided did not have any impact on the research results, the method of presenting the results or the conclusions reached.

Acknowledgements

The authors would like to thank MOKATE Group SA for their support and provided materials.

References

Aburdene, P. (2007). Megatrends 2010. The rise of conscious capitalism. Charlottesville: Hampton Roads Publishing.

Angus, A., & Westbrook, G. (2022). Top 10 global consumer trends 2022. London: Euromonitor International.

Borodako, K. (2009). Foresight w zarządzaniu strategicznym. Warszawa: C.H. Beck.

Borusiak, B. (2011). Innowacyjne formaty handlu detalicznego. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Poznaniu, 184, 111-124.

Conrad, C.A. (2022). Economic Systems, Market and Politics. An Ethical. Behavioral and Institutional Approach. Cham: Springer.

de Meyer, F. (2011). The impact of megatrends on western governments, Institute for Future Insights, available at: https://www.slideshare.net/fdemeyer/the-impact-of-megatrends-on-western-governments (accessed: 22 April 2024).

Dahn, P. (2021). A year of innovation in tea, malt and other hot drinks 2021. London: Mintel Group Ltd.

de Monteton, V.D., & Margreiter, M. (2023). Identifying 'Shifting' Customer Demand and Megatrends: Sustainable Growth Through a Focus on the Customer. In: Zellweger, T., Ohle, P. (eds) Financial Management of Family Businesses. Contributions to Finance and Accounting. Wisbaden: Springer Gabler, 187-195.

Drucker, P.F. (2004). Natchnienie i fart, czyli innowacja i przedsiębiorczość. Warszawa: Studio Emka.

Dybka, S. (2017). Trendy w zachowaniach konsumentów jako czynnik determinujący rozwój przedsiębiorstw. Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, 338, 81-95.
EYGM (2020). Megatrends 2020 and beyond (EYQ 3rd edition). London: EYGM Ltd.
FAO (2022). International tea market: market situation, prospects and emerging issues, Roma, 1-11.
Gajewski, J., Paprocki, W., Pieriegud, J. (eds.) (2015). Megatrendy i ich wpływ na rozwój sektorów infrastrukturalnych. Gdańsk: Instytut Badań nad Gospodarką Rynkową – Gdańska Akademia Bankowa.
Grigojevaite, K., Michelle, E., Dutton, S., Yasmeen, R., de Mattos, R. (2024). 2024 Consumer Trends. London: Euromonitor International.
Hajkowicz, S., & Moody, J. (2010). Our future world. An analysis of global trends, shocks and scenarios. Canberra: CSIRO.
Hermundsdottir, F., & Aspelund, A. (2021). Sustainability innovations and firm competitiveness: A review. Journal of Cleaner Production, 280, 124715.
Kabukcu, E. (2015). Creativity process in innovation oriented entrepreneurship: The case of Vakko. Procedia-Social and Behavioral Sciences, 195, 1321-1329.
Kaczorowski, M. (2022). A year of innovation in tea, malt and other hot drinks 2022. London: Mintel Group Ltd.
Kita, P., Maciejewski, G., Čvirik, M., & Mazalánová, V. K. (2022). New factors of consumer behaviour in the context of business models used in retailing during the COVID-19 era. Forum Scientiae Oeconomia, 10(3), 75-92.
Kotler, Ph. (2005). Marketing. Poznań: Dom Wydawniczy Rebis.
Kotler, Ph., Armstrong, G., Saunders, J., & Wong, V. (2002). Marketing. Podręcznik Europejski. Warszawa: Polskie Wydawnictwo Ekonomiczne.
Krowicki, P., & Maciejewski, G. (2024). Shopping Centre Marketing: Value Creation and Customer Engagement. London: Taylor & Francis.
Kucharska, B. (2014). Innowacje w handlu detalicznym w kreowaniu wartości dla klienta. Scientific Publications. Katowice: University of Economics in Katowice.
Kucharska, B., Kucia, M., Maciejewski, G., Malinowska, M., & Stolecka-Makowska, A. (2015). The retail trade in Europe-diagnosis and future perspectives. Scientific Publications. Katowice: University of Economics in Katowice.
Kucia, K. (2024). Rynek Herbaty, Market Hub, Kraków, available at: https://markethub.pl/rynek-herbaty-w-polsce/ (accessed 22 April 2024).
Maciaszczyk, M. (2016). Wybrane megatrendy i ich możliwy wpływ na konsumentów niepełnosprawnych ruchowo. Handel Wewnętrzny, 5(364), 162-171.
Maciejewski, G. (2013), Makrotrendy w konsumpcji a zachowania konsumentów. Handel Wewnętrzny, 1-2, 53-60.
Maciejewski, G. (2018). Consumers' Attitudes towards Modern Solutions in the Retail Trade. Economics and Business Review, 4(3), 69-85.
Maciejewski, G., & Mokrysz, S. (2019). New trends in consumption on the coffee market, European Policies. Finance and Marketing, 22(71), 132-144.
Mróz, B. (2013). Konsument w globalnej gospodarce. Trzy perspektywy. Warszawa: Oficyna Wydawnicza SGH.
Nowacki, R., & Staniewski, M.W. (eds.) (2010). Podejście innowacyjne w zarządzaniu przedsiębiorstwem. Warszawa: Difin.
OECD & Eurostat (2008). Podręcznik Oslo. Zasady gromadzenia i interpretacji danych dotyczących innowacji. OECD & Eurostat (3rd edition). Warszawa: MNiSZW.
OECD & UE (2020). Podręcznik Oslo 2018. Zasady gromadzenia i interpretacji danych dotyczących innowacji (4th edition). Warszawa: GUS.
Pinterest Predicts (2024). The trends to watch for 2022, available at: https://newsroom.pinterest.com/news/pinterest-predicts-the-trends-to-watch-for-2022/ (accessed 22 April 2024).
Raymond, M. (2014). The Trend Forecaster`s Handbook. London: Laurence King Publishing.

Romanowski, R. (2011). Znaczenie innowacji w gospodarce opartej na wiedzy. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Poznaniu, 184, 9-30.
Rudzewicz, A., & Strychalska-Rudzewicz, A. (2013). Strategie produktów innowacyjnych. Olsztyn: Uniwersytet Warmińsko-Mazurski w Olsztynie.
Shaw, F. (2002). Uncertainty and the new consumer. Foresight, 4(6), 4-13.
Tkaczyk, J. (2012). Konsumpcja i konsument – nowe trendy. Handel Wewnętrzny, 5-6, 126-134.
Vejlgaard, H. (2008). Anatomy of trend. New York City: McGraw-Hill.
Wiadomości spożywcze (2023). Spożycie herbaty na świecie, available at: https://wiadomoscispozywcze.pl/artykuly/10733/spozycie-herbaty-na-swiecie/ (accessed 12 February 2024).
Wróblewski, Ł. (2018). Consumer behaviour in the market of cultural services. American Journal of Arts Management, 1, 1-13.
Wróblewski, Ł., Maciejewski, G., Mokrysz S. (2019). Consumers on the Coffee Market in Central European Countries. The Case of Poland. In: Soliman, K.S. (ed.) Education Excellence and Innovation Management through Vision 2020. Proceedings of the 3rd International Business Information Management Association Conference, Granada, Spain.
Wróblewski, Ł., Mokrysz, S. (2017). Consumer preferences for coffee types and coffee bean brands available on the Polish market. Journal of Advances in Social Science and Humanities, 3(10).
Wróblewski, Ł., Mokrysz, S. (2018). Consumer preferences for coffee brands available on the polish market. Forum Scientiae Oeconomia, 6(2).
Zalega, T. (2013). Nowe trendy i makrotrendy w zachowaniach konsumenckich gospodarstw domowych w XXI wieku. Konsumpcja i Rozwój, 2(5), 3-21.
Zalega, T. (2015). New consumer trends. In: Burchard-Dziubińska M. (ed.) Towards a green economy. From ideas to practice. Łódź: Wydawnictwo Uniwersytetu Łódzkiego.
Zmyślony, P., & Niezgoda, A. (2003). Popyt turystyczny. Uwarunkowania i perspektywy rozwoju. Poznań: Wydawnictwo Uniwersytetu Ekonomicznego.

Notes on contributors

Grzegorz Maciejewski holds a postdoctoral degree in Economic Sciences. He is a Professor at the University of Economics in Katowice, and is Head of the Market and Consumption Department. He is Vice President and Director for Research and Development of Coffee and Tea Market Research Institute, Editor-in-chief of a Coffee and Tea Marketing Journal. He is a research projects manager at the Research and Development Center in Katowice and the manager and contractor of six grants from the Ministry of Science and Higher Education. He is an academic tutor. His scientific interests are mainly in the area of behavioural economics. He is the author of over 170 articles in the areas of consumer behaviour, the marketing strategies of enterprises and market and marketing research methodologies. Member of the Polish Society of Market and Opinion Researchers (PTBRiO), the Polish Scientific Marketing Society (Member of Scientific Council), Polish Economic Society and the PGV International Scientific Network.
e-mail: grzegorz.maciejewski@ue.katowice.pl

Sylwia Mokrysz is Proxy and member of the Management Board of Mokate SA in Ustroń. She has made LOYD one of the top Polish tea brands and has led it to the forefront of many markets in Europe, Asia and Africa. She has gained prestigious membership in the London Tea History Association for the Loyd brand. Thanks to her efforts, the Minutka tea has become a domestic leader in its category. The competitive advantage of other Mokate tea brands, such as Babcia Jagoda and the whole range of functional teas, is also her merit. She is

known as an efficient and demanding organiser of pro-quality activities and a consistent initiator of product innovations. The Mokate Group owes many distinctions, awards and prestigious titles to her. She holds a doctoral degree in social sciences in the field of management and quality. Her scientific publications on marketing strategies are characterised by the boldness of thought and a significant degree of usefulness in business practice. She also engages in many initiatives outside her profession. She is an active participant of the women's entrepreneurship movement, both in Poland and worldwide.
e-mail: smokrysz@ctmri.eu

Pavol Kita is a Professor at Comenius University Bratislava and member of the Marketing Communication Department and leads the scientific grants from the The Ministry of Education, Science, Research and Sport of the Slovak Republic. He is responsible for study program Marketing Communication and works as an academic tutor, too. His scientific interests are mainly in the area of marketing, consumer behaviour and business models in food retailing. Member of the PGV International Scientific Network.
e-mail: pavol.kita@uniba.sk

Łukasz Wróblewski
WSB University (Poland, 0000-0002-4465-0107)
Sylwia Mokrysz
Coffee and Tea Market Reseach Institute (Poland, 0009-0001-4051-5928)
Aleksy Kwilinski
The London Academy of Science and Business (United Kingdom, 0000-0001-6318-4001)
Peter Merritt
Lancaster University (United Kingdom, 0009-0003-9313-7478)

Consumer Behaviour as a Criterion for Segmentation of the Coffee Market in Poland

ABSTRACT
Based on the results of quantitative and qualitative studies, this article presents consumer behaviour on the coffee market in Poland in relation to the selected coffee categories (whole bean coffee, 3-in-1 instant coffee and instant cappuccino). For the purpose of this article, an interview study using the CAPI *(Computer Assisted Personal Interview)* technique was conducted on a nationwide sample of 951 coffee consumers. In parallel, a group interview study using the BBD (*Bulletin Board Discussion*) technique was conducted with a sample of 12 people. The results presented in this article indicate changes in the behaviour of coffee consumers on the Polish market. The results also made it possible to identify and characterise five segments of the coffee market in Poland, such as: "Social Gourmets", "Practicals", "Ordinaries", "Pleasure Hunters" and "Energy Accumulators". The results of the research can provide valuable guidance for coffee producers in the process of developing effective marketing strategies, particularly on the Polish coffee market.

Keywords: coffee, coffee market, consumer behaviour, market segmentation, Poland.

JEL Classification: D49, L11, L15, M31, M37.

Paper received: 24 March 2024 • Paper revised: 10 June 2024 • Paper accepted: 17 June 2024

Introduction

Next to tea, coffee is one of the most popular beverages in Poland. Numerous studies carried out by, among others, the authors of this article on the coffee market in Poland show that Poles drink coffee every day and that its consumption is an integral part of everyday life, whether at home, at work or in cafés. The popularity of this beverage is reflected both in statistics (according to various studies, an adult Pole consumes an average of just over 2 kg of coffee per year, which places Poland in the European average for coffee consumption per capita) and in daily habits (many Poles start their day with a cup of coffee and coffee breaks at work are common) (Zakrzewska, 2022). Coffee is therefore not only a popular beverage, but also an important part of culture and everyday life in Poland. This is why it is so important to conduct regular research into consumer behaviour on this market. Understanding this behaviour and monitoring changes is particularly significant in the process of developing a marketing strategy, especially at the stage of segmenting the coffee market. Properly conducted segmentation, followed by characterisation of the target customer profile, can provide valuable information for both management practitioners and researchers dealing with broader market and consumption issues.

In undertaking an analysis of consumer behaviour on the coffee market in Poland, it is important to define what we mean by the terms 'consumer' and 'consumer behaviour', which will be used throughout this paper. According to the American Marketing Association's dictionary in traditional terms "a consumer is the ultimate user or consumer of goods, ideas, and services. However, the term also is used to imply the buyer or decision maker as well as the ultimate consumer" (AMA definition). For instance, a parent buying chicory coffee for their child is typically referred to as a consumer, despite not being the final user of it. In the academic literature, the term 'consumer' frequently refers to a buyer of goods for personal use (Sobol, 1995, p. 589). Kopaliński (2003, p. 228) further extended this definition by adding the word 'spożywca' (which can be translated as a buyer of goods or services), while Adam (1989, p. 136) additionally emphasised that a consumer is a person who does not resell bought goods and services to anyone. In accordance with Kieżel (2004, p. 17), a consumer is defined as an individual who feels and satisfies their consumption needs, either through the goods and services purchased on the market, produced in their own household or received through social benefits. On the other hand, Janoś-Kresło and Mróz (2006, pp. 14-15), made it more specific by adding that a person satisfies the needs which they experience through the use of goods and services, while Smyczek and Sowa (2005, p. 28) stated that: "a consumer satisfies their consumption needs according to their own preferences, tastes and traditions".

In academic literature on marketing, the term 'consumer' is therefore often replaced by the terms 'customer' or 'buyer'. It is also important to note that the term 'customer' is a broader concept. This is because it also includes individuals who buy industrial goods and services to satisfy their production needs. In contrast, the term 'buyer' refers to a person who performs the act of buying a good, without necessarily satisfying their own needs (Smyczek, Sowa, 2005, pp. 23-29). This article adopts J.

Kramer's definition that a consumer is not merely a purchaser, but rather an individual who buys and consumes goods and services and makes the choice of goods and services guided by their preferences, income, as well as tastes, habits and traditions. Furthermore, the entire set of market conditions, including price and other sales conditions, affects the consumer's final purchase of goods and services (Altkor, Kramer, 1998, p. 120).

The concept of 'consumer behaviour' began to appear widely in the literature in the mid-1960s, and in Poland in the late 1980s. C.F. Kaufman (1995, pp. 39-55) defines consumer behaviour as any behaviour of people, whether at home, at work, in a shop or even on the street, i.e. wherever they think about shopping, buy or use the products they have bought. For the purposes of this article, consumer behaviour is assumed to be, according to the American Marketing Association's definition, "the dynamic interaction of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange aspects of their lives" (AMA definition).

In the 21st century, consumer behaviour (including on the coffee market) is the subject of marketing research, which provides information about the consumer's needs, preferences, behavioural determinants and attitudes towards the brand, the offer and the organisation. The results of the research provide valuable insights into buying patterns, motives for market choices, loyalty, price sensitivity, sensitivity to marketing activities or perception of consumer decisions and, ultimately, acceptance of the company's offer. The central consumer position in the activities of a modern organisation, an insightful and dynamic view of their behaviour, research, the anticipation of demand, the creation of consumer needs and preferences, the subordination of corporate objectives and the strategies to the demand of a specific consumer segment, the application of full-quality marketing are the conditions for providing consumer satisfaction. Consumer behaviour researchers, who represent a range of scientific disciplines, investigate various elements of consumer behaviour, including the decision-making process, consumer emotions, the influence of various factors on purchasing decisions and, finally, the consumer's reactions to a given product, both individually and as a member of a family or other social group. Therefore, consumer behaviour is not only a category, but also a significant piece of knowledge in an organisation's decisions.

When writing about consumer behaviour on the coffee market in Poland (or, more precisely, the market for coffee products), it is important to note that coffee is a highly significant product in the shopping basket of Poles (Maciejewski, Mokrysz, Wróblewski, 2020). It ranks fourth in the food category in terms of annual turnover. According to T. Zalega (2011, pp. 119-136), coffee in Poland can be classified as a normal good for which the coefficients of income elasticity of demand are inelastic. This means that changes in demand occur more slowly than changes in income. Therefore, despite rapidly rising prices, coffee is still one of the most consumed beverages in Poland, and what is more, its consumption continues to grow. Over 80% of adult Poles report consuming coffee on a regular basis, with a significant proportion reaching for it at least once a day (according to data from the Public Opinion Research centre (CBOS), even 60%), and as many as 16% drink several cups of coffee every day (Zakrzewska, 2022). According to data from

the Central Statistical Office (CSO) for 2023, the average monthly coffee consumption per person in Polish households in 2022 was 0.19 kg, which yields an annual consumption of 2.28 kg in 2022, compared to 2.16 kg in 2012 - Table 1.

Table 1. Average monthly coffee consumption per person in households by socio-economic group (in kg)

Specification	Years										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Employed households	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.18	0.17	0.17	0.17
Farming households	0.17	0.17	0.16	0.16	0.18	0.17	0.16	0.17	0.18	0.17	0.18
Self-employed households	0.16	0.16	0.14	0.14	0.15	0.15	0.15	0.15	0.16	0.17	0.16
Retired households	0.23	0.23	0.23	0.23	0.24	0.23	0.24	0.25	0.26	0.26	0.25
Disability benefit households	0.23	0.23	0.23	0.24	0.25	0.24	0.25	0.27	0.25	0.28	0.27
Total	0.18	0.18	0.17	0.18	0.18	0.18	0.18	0.18	0.19	0.19	0.19

Source: compiled based on CSO statistical data: Household budgets (2012 - 2022), Warsaw 2013-2023.

The data presented in Table 1 indicates that the monthly consumption of coffee in Poland has remained at a very similar level over the last 10 years (0.18-0.19 kg), however an upward trend can be observed. The socio-economic group that has consistently consumed the most coffee since 2012 is the retired and disability benefit households. However, it is important to remember that in Poland coffee is available and consumed in different forms. The most common division is between natural coffee and instant (highly processed) coffee. The first group includes the following coffee categories:

- Whole bean coffee – these are roasted coffee beans that, when ground, release intense taste and aroma. The main coffee varieties that are grown worldwide, and at the same time are distinct subcategories within the whole bean coffee category, are:
  - Arabica - considered the noblest coffees, it requires better soil and sunlight than Robusta. These coffee beans produce a mild and slightly acidic brew. They account for almost 70% of the world's coffee crop.
  - Robusta - a species with an intense, strongly perceptible taste. Some varieties can even taste spicy. Robusta has a higher caffeine content than Arabica and is considered by a large proportion of consumers to have a more distinctive taste.
  - Liberica - the least aromatic coffee of all, yet it has a higher yield and is more resistant to pests.
- Ground coffee - means coffee beans roasted and ground by the producer. Such coffee is quicker to prepare, but is almost always of inferior quality to whole bean coffee.

On the other hand, the group of instant (highly processed) coffees includes:

- Instant coffee – actually, it is a coffee drink prepared from coffee extract. The instant version contains twice the amount of caffeine as ground coffee. In the 21st century, Poland is the second-largest consumer of instant coffee in Europe, with only the British reaching for it more readily than Poles (Maciejewski, Mokrysz, Wróblewski 2020).
- Instant cappuccino - a type of coffee drink for self-preparation at home. It is definitely the most processed coffee drink compared to whole bean, ground or even instant coffee.
- 3-in-1 (or possibly 2-in-1) instant coffee - a coffee drink that consists of a mixture of the following ingredients: sugar, glucose syrup, hardened vegetable fat, instant coffee powder (approx. 10-20%), chicory coffee extract, stabilisers, milk protein, powdered milk, emulsifiers, anti-caking agent, salt and colouring. This coffee category is relatively young, having been known in Poland since around 2002. Since then, however, it has been growing steadily and has taken a significant share of the cappuccino powder market (Chudy, 2014). Hot water is simply poured over the contents of the pack to produce a ready-to-drink beverage.
- Capsule coffee - is designed for special espresso machines. The secret of this coffee category lies in the variety and composition of the aluminium capsules, which protect the aroma of the freshly ground coffee. A capsule usually contains 5-7 grams of ground coffee. The aluminium capsule is only opened at the moment of extraction, i.e. when the pressurised water flows through it to produce a flavoured drink.
- Coffee pods - designed for coffee machines that use the coffee pod system. This coffee category can be prepared instantly in a dozen or so seconds. The uniqueness of this drink lies in the perfectly selected quantity of coffee beans.

In this article, the research focused specifically on the behaviour of whole bean coffee, 3-in-1 instant coffee and instant cappuccino consumers.

Methods

The methodology of research on consumer market behaviour is focused on the collection of the primary and secondary information necessary to identify the complex of phenomena and processes related to market choices, purchase decisions, including the proceedings preparatory to these decisions and their consequences (Smyczek, Sowa, 2005, p. 16). This also applies to the coffee market in Poland. The types of consumer behaviour research which are most frequently carried out include (Solomon, 2006, pp. 263-265):

- study of consumer needs and preferences,
- study of consumer perception,
- study of consumer behaviour (at individual stages) and its determinants,
- study of opinions and attitudes,
- study of behavioural motives,
- study of lifestyles and psychographics,
- study of purchase intentions.

This article focuses primarily on the identification of consumer behaviour on the coffee market in Poland. To this end, the authors' own research was conducted in accordance with the interpretative methodological approach. The research was carried out using both the general method, which is incomplete numerical induction, and the specific method – the interview method. This is an inductive reasoning, the premises of which do not exhaust all of the subjects to which the general law expressed in the reasoning conclusion refers. The premises are specific sentences, while the conclusion is a general sentence, and each of the premises follows logically from the conclusion. This method involves deriving a general rule from a limited number of details.

In an effort to obtain in-depth and comprehensive results, a mixed research approach combining both quantitative and qualitative studies was adopted. The choice of the two research approaches was primarily guided by the fact that the knowledge gained through the triangulation effect is more complete than if only one of the procedures is used. This approach allows for a holistic view of the research subject and thus provides a consistent empirical basis for reasoning (Teddlie, Tashakkori, 2010, pp. 95-118).

The qualitative study for the needs of this article was conducted using the BBD (*Bulletin Board Discussion*) technique with a sample of 12 coffee consumers. The BBD survey was conducted in a manner similar to a discussion forum, but with the involvement of a moderator, according to a detailed interview script divided into days and themes. Participants in the survey were able to read posts, answer questions, share comments, post their own content, multimedia, and upload and download a variety of files. The qualitative study using the BBD interview method was conducted over five consecutive days in November 2022 using a specially designed electronic platform for remote communication. On each day, respondents were asked to complete a task, expressing their opinions in pre-defined areas. Each of the tasks, i.e. themes for the day, covered pre-defined exploratory research areas: consumer habits in planning, buying and preparing coffees, and perceptions of coffee categories. The main objective of this study was to find out how consumers behave on the market. In the study particular attention was paid to the consumers' habits and attitudes towards the different types of coffee (whole bean, instant cappuccino and 3-in-1 instant coffee). A further objective of the research was to complement the quantitative study carried out in parallel by describing the market segments identified on the basis of the information on coffee consumption methods (whole bean, instant cappuccino and 3-in-1 instant) and on attitudes to consumption itself. The following issues were examined in detail:

- the main product-related factors influencing the consumption of whole bean coffee, 3-in-1 instant coffee and instant cappuccino in Poland;
- occasions for coffee consumption by type;
- reasons for drinking coffee by type.

The subjects were divided into two groups of six individuals each. Each group included both men and women - those responsible in the household for shopping, choosing the type of coffee, consuming coffee, in the proportion of four women and two men, aged 25-45 (evenly distributed by age: 50% - aged 25-35 and 50% - aged 36-45). The sample included singles (one person per group), couples/married couples

without children (one person per group), families with children up to the fourth grade of primary school (two people per group), families with older children (two people per group). These were people from three locations: Warsaw (two people per group), another large city in the Upper Silesia conurbation (two people per group) and a small town: Kielce (two people per group). Basic information on the BBD-type study conducted is included in Table 2.

Table 2. Basic information on the qualitative study conducted

Specification	Study
Research method	Group interview
Technique	BBD *(Bulletin Board Discussion)*
Duration of the study	Five consecutive days
Research tool	Electronic platform for remote communication, detailed interview scenario
Sample definition	Coffee consumers - men and women of different ages and at different stages of the family life cycle
Sample size	N=12 (two groups of six people each)
Geographical scope of the study	Territory of Poland
Time frame of the study	November 2022

Source: own research.

In parallel with the qualitative BBD study, a quantitative study was carried out using a standardised questionnaire interview with CAPI *(Computer Assisted Personal Interview)* technique. This was a U&A *(Usage and Attitude)* survey. Its main objective was to identify and characterise the coffee market segments in Poland. Due to the very large amount of data collected in the course of the conducted studies (quantitative and qualitative), this paper is limited to presenting only selected results that directly relate to consumer behaviour on the coffee market and the subsequently identified coffee market segments in Poland.

The U&A survey was conducted in November 2022 with a sample of 951 coffee consumers aged 18-65. According to data from the Central Statistical Office in Warsaw, as of 31 December 2022 there were almost 24 million people aged 18-65 in Poland (23,989,507 people). This was used as the basis for determining the size of the research sample (N=951), assuming an error rate of 3%, a fraction size of 0.5 and a confidence level of 96%. Calculations were made using a sampling calculator according to the formula for minimum sample size *(Nmin*).

$$N_{min} = \frac{N_P(\alpha^2 \cdot f(1-f))}{N_P \cdot e^2 + \alpha^2 \cdot f(1-f)}$$

Where:

- *Nmin* - minimum sample size;
- *Np* - size of the population from which the sample is taken;
- α - confidence level for the results, the value of the Z-score in a normal distribution for the assumed significance level;
- ƒ - size of the fraction;
- *e* - assumed maximum error, expressed as a fractional number.

This was a nationwide sample, representative of the Polish population aged 18-65 in terms of age, gender, education, class, town size and region. The sample was selected from those who reported at least occasional consumption of coffee or coffee drinks. Basic information on the U&A-type study conducted is shown in Table 3.

Table 3. Basic information on the quantitative study conducted

Specification	Study
Research method	Standardised individual interview
Technique	Face-to-face, CAPI *(Computer Assisted Personal Interview)* U&A *(Usage and Attitude)* survey
Average interview length	60 minutes
Research tool	Standardised questionnaire
Sample definition	Nationwide sample of coffee and coffee drink consumers aged 18-65
Sample size	N=951
Geographical scope of the study	Territory of Poland
Time frame of the study	November 2022

Source: own research.

Turning to the main part of the analysis, after having characterised the populations studied, it should be noted that the data obtained from both quantitative and qualitative studies provide us with knowledge of the respondents' opinions on consumer preferences and behaviour on the coffee market, rather than the actual state of affairs in this regard. However, the large size of the sample and the reliability and goodwill of the research group must be taken into account.

Results

Results of the qualitative studies

In Poland, coffee is very often available commercially in the form of whole bean coffee (for self-grinding and brewing), instant cappuccino and 3-in-1 instant coffee. Therefore, the main focus of the qualitative study was on consumer behaviour in relation to the consumption of these three coffee categories. The BBD survey participants were first asked to identify the main factors associated with a particular coffee category influencing their choice and consumption of whole bean coffee, instant cappuccino and 3-in-1 instant coffee. Their responses were then aggregated and the resulting findings are presented in Tables 4, 5 and 6. Table 4 presents the characteristics of the four most important factors (according to the respondents) influencing the choice and consumption of whole bean coffee by Polish coffee consumers.

Table 4. Main product-related factors influencing the choice and consumption of whole bean coffee in Poland

No.	Factor	Description
1	Intense aroma and distinctive taste	Whole bean coffee consumers talk a lot about its taste and aroma – drinking coffee gives them great pleasure. They describe the aroma of whole bean coffee as rich, intense, unique, even heavenly or divine. It can be smelt throughout the room when preparing and drinking coffee (especially coffee prepared from freshly ground beans). The taste is described as deep, strong, distinctive and with a slight bitterness. Whole bean coffee consumers perceive different flavours and aromas in coffee: for example, those of chocolate and almonds.
2	The ritual of making and drinking coffee	Preparing and brewing coffee is a ritual and a pleasure in itself. Advocates of whole bean coffee often grind it fresh in a special grinder (e.g. a burr grinder) just before brewing. They have coffee-making equipment (coffee machines, espresso machines, aeropresses). They "personalise" their coffee in different ways depending on their taste and mood: a favourite cup or special glass, different strengths, addition of steamed milk, spices (cinnamon, cocoa), syrup. Whole bean coffee consumers are interested in coffee and how to prepare it. The coffee ritual is also about its role in life - coffee is central to the ritual of starting the day or having a moment to yourself.
3	Sophistication and elegance	Whole bean coffee is associated with a certain sophistication: it takes time and expertise to brew. Coffee is associated with elegance, prestige and uniqueness: with a café atmosphere, a gift, a business meeting and a social gathering where you need to show your best side to your guests. Whole bean coffee is associated with the rite of passage into adulthood. Coffee is for adults, not children (strong, stimulating, dark, with bitterness). For whole bean coffee consumers, the elegance of the packaging is important, conveyed, for example, by gold elements, subdued 'grown-up' colours (black, dark green, navy blue, etc.) and simplicity.
4	Stimulating effect	Although stimulation is not the only benefit expected by whole bean coffee consumers, the archetypal coffee is stimulating. It stimulates its consumers with caffeine and a sensory-stimulating aroma and taste. Such coffee is associated with traditional masculinity (strong, powerful, energetic, expressive). Importantly, even some cappuccino and 3-in-1 coffee consumers drink whole bean coffee in the morning to wake up.

Source: own (qualitative) study.

The information in Table 4 shows that the choice and consumption of whole bean coffee in Poland is mainly driven by its intense aroma and distinctive taste, its stimulating effect and the habit or pleasure derived from the coffee-making ritual itself. In addition, it should be noted that, according to the results of previous research, there is a growing awareness among coffee consumers in Poland, their knowledge of healthy lifestyles, nutrition or available coffee. The importance of taste and value of the product is increasing, and these needs are met to a greater extent by the least processed coffee, i.e. whole bean coffee. This coffee is often perceived as real, natural, traditional and strong with an intense taste, as opposed to cappuccino powder or 3-in-1 instant coffee.

Table 5 presents the characteristics of the five most important factors influencing the choice and consumption of instant cappuccino by Polish coffee consumers.

Table 5. Main product-related factors influencing the choice and consumption of instant cappuccino in Poland

No.	Factor	Description
1	This is a coffee to savour: it is like dessert and goes with dessert	Instant cappuccino is creamy, delicate, sweet, with lots of fluffy and tasty froth. Its consumers very often describe the taste of cappuccino as fabulous and delicious. The froth is the key to cappuccino coffee. The choice of different flavours is also important. Because of its creaminess, sweetness and frothiness, cappuccino coffee can be savoured: it can be sipped slowly and taking delight in every sip. It is a dessert in itself (sweet and creamy) and it also goes well with a dessert (a cake eaten alone or with another person). Instant cappuccino is drunk for pleasure and, according to the respondents, this pleasure should also be visible on the packaging.
2	Variety of flavours	Instant cappuccino consumers greatly appreciate the multitude of flavour variations in which cappuccino is available (vanilla, hazelnut, caramel and others). The ability to choose and obtain coffee with a flavour that is difficult to make at home makes instant cappuccino unique. A certain threat to cappuccino powder coffee may be the increasing presence of espresso machines in households. Some cappuccino consumers also drink whole bean coffee from the machine in the morning and add frothed milk to it. One respondent mentioned that he used to drink instant cappuccino, but since he bought an espresso machine, he sometimes makes cappuccino himself. However, making your own cappuccino with an espresso machine has a certain disadvantage: you cannot choose different flavours. It is therefore worth developing a range of cappuccino flavours and variations.
3	Quick and convenient	The speed and ease of preparation of Cappuccino powder coffee is one of the key reasons for buying it: it is tasty, has a variety of flavours and is quick to prepare (there is no need to remember all the necessary ingredients). Most consumers simply add hot water (some use boiling water while others remember to wait a little before pouring it, as it tastes better then). There are people who make this coffee with milk (for example, lactose-free), add cinnamon (in winter because it warms you up), sugar if they are not having dessert and it is not sweet enough for them, and sometimes make iced coffee on hot days (with extra milk and ice cubes). For the sake of convenience, it is also worth introducing new or seasonal cappuccino variations: for example, with cinnamon for the autumn/winter period, with lactose-free milk for those who are lactose intolerant, and perhaps even a vegan version (as some respondents used plant-based milk).
4	Milder than whole bean	Some instant cappuccino consumers also drink whole bean coffee in the morning for a boost, but there are also those who avoid it because they find it too strong in taste and too stimulating, with too much caffeine. For them, cappuccino coffee is mild because it contains more milk and less caffeine. In addition, the fluffy froth gives the impression of a light and delicate cappuccino.
5	Somewhat artificial	Some instant cappuccino users choose this coffee on a positive choice-basis: good taste - to savour, a wide choice of flavours, and quick and convenient preparation. However, there are also those who see cappuccino powder as a substitute for 'real' cappuccino made with an espresso machine at home or in a café. They use cappuccino for its convenience and delicacy (taste, strength). They consider instant cappuccino to be a processed product (it is powder and contains various flavouring additives). Cappuccino consumers are aware that it is a processed product, but its good taste and convenience are much more important to them. For some of them, an instant cappuccino seems more natural than a 3-in-1 instant coffee because of its visual lightness (froth) and the well-defined tastes in its flavour variations (this coffee tastes of vanilla, nut, etc.). For consumers concerned about the artificiality of cappuccino coffee, a freeze-dried version could be offered.

Source: own (qualitative) study.

The information in Table 5 shows that instant cappuccino is very often perceived by respondents as a dessert or an accompaniment to a dessert. The choice of this coffee is also influenced by its delicate taste and the multitude of flavours available. Speed and ease of preparation are also important. At the same time, previous research shows that instant cappuccino is increasingly perceived by consumers as a cheap, unnatural, high-calorie, unhealthy product, a 'coffee-like' drink rather than a real coffee, similar to 3-in-1 instant coffee.

Table 6 presents the characteristics of the three most important factors influencing the choice of 3-in-1 instant coffee by Polish consumers.

Table 6. Main product-related factors influencing the choice and consumption of 3-in-1 instant coffee in Poland

No.	Factor	Description
1	Quick and convenient to prepare	3-in-1 instant coffee consumers usually add hot water. Sometimes they add cinnamon or extra milk. 3-in-1 coffee can be prepared 'in a flash', in all conditions (including when travelling or camping), and there is no need to remember to have coffee additives at home: milk and sugar (the 3-in-1 coffee consumers usually like sweet coffee with milk). 3-in-1 coffee is 'mobile"; the sachet can always be taken with you. Some 3-in-1 coffee consumers also drink other coffees, including whole bean coffee, but use them only when they have more time and all the ingredients at home.
2	Balanced taste – good proportions of ingredients	For its consumers, 3-in-1 coffee has the ideal proportions of ingredients: coffee, milk and sugar. They can rely on it, it is predictable - they get the same taste they like every time. One respondent mentioned that sometimes, when his 3-in-1 coffee was not available where he usually shopped, he tried to recreate the taste himself with instant coffee, milk and sugar, but was generally unsuccessful.
3	Stimulating but not too strong	For its consumers, 3-in-1 instant coffee is suitably strong in terms of taste and caffeine content – it does not stimulate excessively and violently like whole bean coffee because it contains milk and less caffeine, but it gives them the energy they need to start the day and sustains it during work.

Source: own (qualitative) study.

The information in Table 6 shows that 3-in-1 instant coffee is chosen and consumed by respondents mainly because of its balanced and predictable taste – the fixed proportions of ingredients such as: coffee, milk and sugar. In the opinion of the respondents, it is also the easiest to prepare of the three coffee categories studied.

When analysing the results of the BBD study, it is also worth looking at the situations in which the analysed coffee categories are most often consumed by Polish consumers. The results of the study in relation to whole bean coffee are presented in Table 7.

Table 7. Main situations in which whole-bean coffee is consumed

COFFEE CONSUMED IN THE MORNING TO START THE DAY		
Situation	**What coffee gives you**	**How coffee works**
This is the coffee drunk at home in the morning before breakfast, with breakfast or just after breakfast. It is often black coffee, but there is no rule: some people add milk (for example, frothed milk) and even spices such as cinnamon.	Coffee 'wakes you up', i.e. it gives you a physical and mental boost. It motivates you to start the day and lifts your mood.	The stimulation comes from the caffeine, but also from the stimulating aroma and the distinctive taste of the coffee (even when milk is added). The ritual of making coffee itself also has a stimulating role, as it is associated with the invigorating effect of morning coffee. In this situation, the pleasure of drinking coffee is also important – attention is paid to its taste and aroma.
COFFEE CONSUMED TO STAY AWAKE DURING THE DAY/NIGHT		
Situation	**What coffee gives you**	**How coffee works**
Working the night shift, driving late at night, the need for intensive mental work, often involving sitting up late into the night, jet lag.	It keeps you physically and mentally stimulated by preventing you from falling asleep, yet allowing you to work intensely for hours.	Coffee is supposed to be stimulating, thanks to its caffeine, intense aroma and distinctive taste. This is the only situation in which drinking coffee is not about pleasure.
COFFEE CONSUMED WHEN PLANNING THE DAY		
Situation	**What coffee gives you**	**How coffee works**
This is the coffee drunk in the morning, before starting work (a sort of 'calm before the storm' of duties). There is a little more time than with coffee drunk for the morning boost, so the coffee can be more 'personalised'. It is usually drunk by the respondent alone, but they may be accompanied by a partner.	Coffee is used to calm down and relax before a busy day, to plan the day and to mentally prepare for work.	In this situation, the pleasure of drinking coffee is very important – its taste, aroma, appearance, additives and the way it is served.
COFFEE CONSUMED DURING A BREAK AS A 'MOMENT TO YOURSELF'		
Situation	**What coffee gives you**	**How coffee works**
It is a break from work, either at home, at work (even remotely in a 'home office') or after work. You have more time, you can add your favourite additives and you can drink your coffee slowly, savouring each sip.	Mental hygiene: momentary detachment from reality, being alone with yourself, 'resetting', gathering your thoughts and returning to the world with renewed mental energy. It also gives a sense of taking care of yourself - balancing time for others with time for yourself.	It is a coffee to be savoured and pampered: it is the taste, the aroma, the appearance, the additives, the way it is served and the packaging (which emphasises the uniqueness of the moment) that count.
COFFEE CONSUMED IN A SMALL GROUP (FOR EXAMPLE, DURING A MEETING WITH LOVED ONES)		
Situation	**What coffee gives you**	**How coffee works**
A meeting of a small group of close people (friends, family) at home or in a café. There is plenty of time and you can prepare and drink the coffee slowly, savouring the taste and the conversation during the meeting.	Coffee brings people together, strengthens bonds. It is a source of pleasure. Meeting in a café allows you to enjoy coffee that is difficult to make at home. Making coffee for guests allows you to demonstrate your expertise (barista at home) and boost your self-esteem.	It is a coffee that can be savoured (taste, aroma, way of serving, additives) and that can be made to stand out (packaging and unique way of serving: additives, tricks to create interesting effects, bringing out flavours are important).

Source: own (qualitative) study.

The information in Table 7 shows that whole bean coffee is most commonly consumed in Poland:

- in the morning, to start the day, as a stimulating drink;
- at any time, as a drink to help maintain concentration (to stay awake during the day/night);
- in the morning before work, as a form of relaxation while planning the day.

Table 8 shows the results of the study in relation to instant cappuccino.

Table 8. Main situations in which instant cappuccino powder is consumed

COFFEE CONSUMED DURING A BREAK AS A 'MOMENT TO YOURSELF'		
Situation	**What coffee gives you**	**How coffee works**
An extended moment of relaxation at home when no one is around (in the morning, when the children are asleep, after work). There is no rush, the cappuccino is drunk slowly, it can be savoured and accompanied by something sweet.	Instant cappuccino allows you to escape from the world for a moment, to relax, to focus on yourself and your sensory experience (the pleasure associated with drinking a cappuccino, savouring it like a dessert).	All the senses are important - taste, smell, touch, sight: creaminess, froth, sweetness, creamy texture, original flavours, but also the appearance of the packaging – this moment is a small luxury and the packaging should be elegant (gold elements, rich colours) and promise pleasure.
COFFEE CONSUMED DURING A WORK BREAK		
Situation	**What coffee gives you**	**How coffee works**
A moment of rest at work or in the home office, as many people work remotely. There is not much time to savour the taste.	Drinking an instant cappuccino gives you a moment of detachment from your duties, and thus refreshes your mind (gives you a mental boost) and allows you to be more productive after the break. In addition, the cappuccino is sweet/sugary or drunk with something sweet – this gives physical energy, which also translates into mental energy and better concentration at work.	Cappuccino is always associated with pleasure, but in this situation the aspects of indulgence, sensual pleasure and a moment of luxury are not as prominent as in a 'moment to yourself'.
COFFEE CONSUMED IN A SMALL GROUP (FOR EXAMPLE, DURING A MEETING WITH LOVED ONES)		
Situation	**What coffee gives you**	**How coffee works**
Getting together in a relaxed, completely informal atmosphere with those closest to you, such as an evening with your partner or a meeting with a friend. There is time to drink slowly and savour the coffee. The coffee is often accompanied by dessert.	It allows you to relax and bond with your loved ones.	There is time to savour the beverage, so the sensory experiences of taste, smell and texture are important. The variety of flavours is important – you can offer a guest a choice of flavours. This is a special moment, so elegant packaging (gold elements, rich colours) and the pleasure it promises are important.
COFFEE CONSUMED IN THE MORNING TO START THE DAY		
Situation	**What coffee gives you**	**How coffee works**
Instant cappuccino drunk in the morning with breakfast.	It provides energy as it is drunk with food, often sweet. It is part of a personal ritual to start the day.	Cappuccino is always a pleasure, but in this situation the aspects of savouring the taste, the froth and the uniqueness of the moment, which requires an elegant setting, are less important than in a 'moment for oneself'.

Source: own (qualitative) study.

The information in Table 8 shows that, unlike whole bean coffee, instant cappuccino is most commonly consumed in Poland:

- in a break from domestic activities as a 'moment to yourself';
- during a break at work;
- during a meeting with loved ones, social gatherings in a small group.

Table 9 shows the results of the study in relation to 3-in-1 instant coffee.

Table 9. Main situations in which 3-in-1 instant coffee is consumed

COFFEE CONSUMED IN THE MORNING TO START THE DAY		
Situation	**What coffee gives you**	**How coffee works**
Coffee drunk in the morning with breakfast, at work or at home. Often consumed in a hurry.	3-in-1 instant coffee stimulates both physically and mentally, thanks to its caffeine and sugar content, and also because it is combined with breakfast. Drinking this coffee is also a personal ritual to get ready to start the day.	Coffee with the right amount of caffeine (3-in-1 instant coffee users find whole bean coffee too stimulating), milk and sugar in a balanced proportion. Handy packaging that can be taken to work is also important.
COFFEE CONSUMED TO STAY AWAKE DURING THE DAY/NIGHT		
Situation	**What coffee gives you**	**How coffee works**
Working at night, preparing to leave for a business trip early in the morning.	The 3-in-1 instant coffee keeps you physically and mentally stimulated.	Coffee with the right amount of caffeine (3-in-1 instant coffee consumers find whole bean coffee too stimulating). Convenient packaging (handy sachets) is also important.
COFFEE CONSUMED DURING A WORK BREAK		
Situation	**What coffee gives you**	**How coffee works**
A short regenerating break in the office, at home or on a business trip, when you feel tired, lack energy and are unable to concentrate. In the summer, it can also be enjoyed as a cold version, by adding cold milk and ice cubes.	The 3-in-1 instant coffee provides a 'quick recharge' - a physical and mental boost thanks to caffeine and sugar. Because it is consumed during a break, it allows you to step away from work for a while, change your perspective and refresh your mind. As a result, you are more productive at work. In addition to its caffeine and sugar content, cold coffee is also physically refreshing.	The key is the right amount of caffeine (not too much) and sugar, which is also stimulating. It is also important that the packaging is practical, so that the 3-in-1 coffee can be taken to work and prepared quickly.
COFFEE CONSUMED DURING A BREAK AS A 'MOMENT TO YOURSELF'		
Situation	**What coffee gives you**	**How coffee works**
A moment of relaxation at home or at work (not when energy and concentration are low). There is no need to rush, you can enjoy your coffee. On hot days, some people like to make their 3-in-1 coffee cold, with extra milk and ice cubes.	The 3-in-1 instant coffee allows you to relax and pamper yourself. If served cold with ice cream, as a dessert, it increases the pleasure even more.	The ideal proportions of coffee, milk and sugar are important for a balanced and satisfying taste. The design of the packaging is also important in this situation - the 3-in-1 coffee is not as enjoyable as a whole bean coffee or cappuccino, but it is meant to be a reward and a pleasure - the packaging should allude to this.
COFFEE CONSUMED IN A SMALL GROUP (FOR EXAMPLE, DURING A MEETING WITH LOVED ONES)		
Situation	**What coffee gives you**	**How coffee works**
Informal meeting with friends in a relaxed atmosphere. There is time to savour the coffee.	Coffee allows you to relax and get closer to other people.	The ideal proportions of coffee, milk and sugar are important for a balanced and satisfying taste. The design of the packaging is also important in this situation, as attractive packaging adds a touch of uniqueness to the gathering.

Source: own (qualitative) study.

The information in Table 9 shows that 3-in-1 instant coffee, like whole bean coffee, is most commonly consumed in Poland:

- in the morning, to start the day, as a stimulating drink,
- at any time, as a drink to help maintain concentration (to stay awake during the day/night),
- during a break at work.

The characteristics presented in relation to the selected coffee categories were further used by the authors of the article to complement the characteristics of the main coffee market segments in Poland. These segments were identified during the quantitative U&A study on a sample of 951 coffee consumers aged 18-65 using cluster analysis with SPSS software.

Results of the quantitative studies

Consumer behaviour (in addition to consumer demographics) should be a key criterion for segmenting the coffee market in Poland. Market segmentation based on consumer behaviour allows for a better understanding of consumer needs, preferences and buying habits, which in turn allows for more precise targeting and the adaptation of product offerings and marketing activities. On the coffee market, this segmentation can take into account the following factors:

- Taste preferences - consumers may prefer different types of coffee, such as Arabica, Robusta or flavoured coffees.
- Coffee quality - consumers may be interested in premium coffee made from high quality beans, while others may be looking for more affordable options.
- Coffee origin - some consumers prefer coffee from specific regions, such as South America, Africa or Asia.
- Method of preparation - segmentation can also include preferences for how coffee is prepared, e.g. espresso machine, coffee machine or coffee capsules.
- Lifestyle - consumers can be divided by lifestyle, such as takeaway coffee lovers, café enthusiasts or those who value traditional home preparation.

With this in mind, a quantitative study was conducted in parallel with the qualitative study on a nationwide sample of 951 coffee consumers in Poland. The results of the study allowed the identification of the main coffee segments on the coffee market in Poland, such as: “Social Gourmets”, “Practicals”, “Ordinaries”, “Pleasure Hunters” and “Energy Accumulators”, and to estimate their percentage share of the total coffee market (Table 10).

Table 10. Characteristics of coffee market segments in Poland

Segment name	Estimated share on the coffee market in Poland	Segment characteristics
Social Gourmets	29.23%	A predominantly female segment, with an over-representation of people aged 25-34 and 45-54. They are well educated and well off. They are looking for stimulation and pleasure – they drink coffee during the day. Drinking coffee is a social ritual for them. This is a group with a strong appreciation of whole bean coffee and, although they also reach for other coffee categories, they consider them inferior. They occasionally use 3-in-1 coffee and cappuccino powder when they feel like it. Instant cappuccino is also a dessert alternative for them. They value quality coffee, but make their purchases rationally, paying attention to price and looking for special offers. They like to buy whole bean coffee online, mostly through shopping platforms such as Allegro.
Practicals	24.61%	Male segment, with an over-representation of people aged 45+. Its representatives are more likely than others to live in rural areas, to have primary or vocational education and to work as skilled workers. They prefer whole bean coffee, but also consume, for example, instant cappuccino, which they perceive as a coffee for special occasions. They have a functional approach to coffee. For them, coffee is a multi-functional beverage - a means of calming down, a small indulgence to start the day off right, but also a healthy drink to quench thirst and aid digestion. They like to drink coffee with their meals. They consume ground coffee in the morning and whole bean coffee in the evening.
Ordinaries	20.19%	A segment that treats coffee as part of their daily routine. They mostly drink natural coffee and are less likely to use other types of coffee. They are satisfied with ordinary coffee, which is available in their shop at a good price. The segment is evenly balanced in terms of gender. Almost half of them are aged between 55 and 65. Their children have already left home – empty nests. This is the least educated segment with an average financial situation. They are the most likely to buy their coffee in discount stores, hypermarkets and supermarkets.
Pleasure Hunters	17.88%	Active people who enjoy drinking different types of coffee. This segment consists mainly of women and people aged 25-44. They are well-educated and working persons, often combining professional duties with parenthood. Coffee allows them to enjoy a little pleasure during the day. It is a moment to stop and take care of themselves. Outside the home, coffee accompanies them in their various activities – most often at work. They also like to drink 3-in-1 instant coffee and cappuccino.
Energy Accumulators	8.10%	Strongly male segment, with an over-representation of people aged 18-34. People in this segment like to drink natural coffee, whole bean and ground, while they are less likely to use 3-in-1 instant coffee and cappuccino powder. Coffee is a natural energiser for them, allowing them to stimulate themselves in the morning and boost their energy during physical exertion. When choosing a coffee, they are guided not only by its taste but also by its strength.

Source: own (quantitative) study.

The information in Table 10 shows that for those in the first identified segment, 'Social Gourmets', coffee is a means of providing energy during the day. However, they are not addicted to coffee, they drink it when they feel like it. It is a moment of pleasure and an opportunity to talk and strengthen bonds with the people who are important to them. People in this group are mainly women:

- aged 25-34 and 45-54,
- with secondary and higher education,
- married, living in 2-4 person households (in this respect they do not differ from the general consumer population),
- earning between PLN 3,000 and PLN 10,000 (evenly distributed among cohorts of PLN 3,000-5,000; 5,000-7,000; 7,000-10,000). These are mostly people who rate their financial situation as good, with the ability to set aside money for unexpected expenses, or as average,
- having a permanent job (7 out of 10 people in this segment have a permanent job). More often than in the other segments, we find here professionals with higher education - freelancers - and less often skilled workers,
- almost 10% of them are students.

Table 11 provides detailed characteristics of the 'Social Gourmet' segment, taking into account the key behaviours of people in this segment at the stage of choosing, buying and consuming coffee in relation to whole bean (natural) coffee and the processed coffee categories – cappuccino powder and 3-in-1 instant coffee.

Table 11. Selected characteristics related to the 'Social Gourmets' segment

Specification	SELECTED CHARACTERISTICS OF THE SEGMENT	
	Natural coffee category (including whole bean coffee)	**Processed coffee category (including instant cappuccino and 3-in-1 coffee)**
Choosing coffee	– The most important factor in choosing a whole bean coffee is the right price and availability on special offer. Consumers are less attracted to 'expert' factors such as the degree of roasting or the origin of the beans. Although taste is important to people in this segment, they behave rationally at the point of sale, looking for the best deal.	– When choosing a 3-in-1 coffee, the most important factors are: in-store availability, the right price, followed by intensity and availability on special offer. – In the cappuccino category, the most important selection factors are in-store availability, availability of the favourite flavour, the right price and availability on special offer.

Table 11. Continued

Buying coffee	– The 'Social Gourmets' are more likely to buy whole bean coffee online - almost 35% of this segment do so. They are the most likely to buy through shopping platforms such as Allegro or Amazon, although they also like to buy from specialist online coffee shops. As in other segments, the main channel of purchase remains the physical shop. Almost 80% buy whole bean coffee there. Discount stores (80%) are the most frequently indicated physical place to buy whole bean coffee across all segments. They buy most often once a month. – Ground coffee is most often bought in a physical shop, with 96% of this segment doing so. As many as 80% of those who buy this type of coffee do so in discount stores. More than half of them buy ground coffee once every 2-3 weeks or once a month.	– 3-in-1 coffee and cappuccino powder are categories that are less popular with the 'Social Gourmets', so they buy them less frequently than whole bean coffee. One in four of the segment's 3-in-1 coffee drinkers buy coffee once every three months or less. They buy instant cappuccino at a similar frequency. – Both types of coffee are most likely to be bought in a physical outlet, mostly at discount stores.
Consuming coffee	– The 'Social Gourmets' are the most likely to choose natural coffees. Whole bean coffee is consumed by 63% and ground coffee by 68%. Consumption of whole bean coffee is at the same level as for the general population of coffee consumers studied. They most often drink whole bean coffee every day, but less often than the other segments. – Whole bean coffee is a high quality coffee category for them, close to the quality of coffee in a café. It is also distinguished by its aroma. They also perceive whole bean coffee as the real strong coffee. – For the 'Social Gourmets', natural coffee is a source of energy during the day. They reach for it during breaks at work – it improves their mood and is a source of pleasure. The most common occasion for drinking natural coffee is at social gatherings – both at home and away from home. – Their most favourable brand of whole bean coffee is Lavazza (57%) for its high quality, intense taste and aroma. They are also more likely to drink Costa coffee (20%) than coffee consumers in general. – They most often choose Tchibo ground coffee (55%), mainly because of the good price, habit and special offers. A similar percentage choose Jacobs (52%) for its taste and aroma.	– The 'Social gourmets' consume 3-in-1 instant coffee and cappuccino powder, but these types of coffee are less likely to be consumed than whole bean coffee. In the last three months, the above-mentioned coffee categories were consumed by around 25% of people in this segment. Just over 50% of the people in this segment had tried them in the past but did not drink them regularly. – For this segment, 3-in-1 coffee and instant cappuccino are more like coffee drinks than coffee – processed drinks, but mild in taste and gentle in effect. According to the respondents, these coffees are suitable for seniors and young people. – The 'Social gourmets' turn to these coffee categories when they feel like drinking coffee with a particular flavour. They also drink 3-in-1 coffees more often to boost their energy during the day and to have some time to themselves. On the other hand, instant cappuccino is an alternative to dessert. In this segment, 3-in-1 coffees are most often consumed during a long relaxation or short break, while cappuccinos are used for special occasions and when visiting someone at home. – The most popular brand of 3-in-1 instant coffee in this segment is Nescafe, chosen by over 69% of the segment. – The most popular brand of instant cappuccino in Poland is Mokate, chosen by almost 67% of the 'Social Gourmets' who drink cappuccino. This is much higher than in other segments.

Source: own (quantitative) study.

The information in Table 11 shows that the 'Practicals' is a market segment where consumption of natural coffee (especially ground coffee) is predominant. They have a functional approach to coffee. For people in this segment, coffee is a multi-functional drink that helps to put them in a good mood, but it is also good for their health, quenches their thirst, warms them up and calms them down. People in this segment are mainly men:

- aged 45-65,
- with primary or secondary education,
- living in rural areas (more than 48% - the highest of the segments analysed),
- married/partnered - mostly 2-3 person families, less often with young children (aged 0-4), more often with older children aged 15-18,
- assessing their financial situation as average (less likely than other segments to be able to set aside small amounts of money for unforeseen expenses). Their household income is most often in the range of PLN 3,000-5,000 and PLN 5,000-7,000,
- almost 2/3 of people in this segment have a permanent job, mostly as a skilled worker. One in five is already retired or on a benefit pension.

Detailed characteristics of the 'Practicals' segment are shown in Table 12.

Table 12. Selected characteristics related to the 'Practicals' segment

Specification	SELECTED CHARACTERISTICS OF THE SEGMENT	
	Natural coffee category (including whole bean coffee)	**Processed coffee category (including instant cappuccino and 3-in-1 coffee)**
Choosing coffee	– The most important factors in choosing natural coffees (including, in particular, whole bean coffee) for this segment are related to the taste and strength of the coffee. Coffee intensity, aroma and taste were identified as the most important factors.	– When choosing a 3-in-1 instant coffee, the most important factors are the well-known brand and the intensity of the coffee. Compared to other segments, recommendations from friends play a greater role. When choosing an instant cappuccino, the 'Practicals' are most concerned with the variety of flavours and the right ratio of ingredients. They are more likely than others to look for cappuccinos with added magnesium and in disposable sachets. – Celebrities, bloggers and influencers have a strong influence on the purchasing decisions of people in this segment.

Table 12. Continued

Buying coffee	– The 'Practicals' are the most likely to buy whole bean coffee in physical shops - almost 81% do so. This type of coffee is bought online by almost 27% of people in the segment. This type of coffee is much less likely to be bought in discount stores, although this is still the most popular type of physical store, with almost 60% of people in this segment buying coffee there. This segment is the most likely to buy whole bean coffee in smaller delicatessen shops. People in this segment who buy whole bean coffee online mostly do so through shopping platforms such as Allegro or Amazon, while they are significantly less likely than other segments to buy this type of coffee from specialist online shops. – Almost 88% of people in the segment buy ground coffee in physical shops - the lowest of all segments. However, they are much more likely to buy this type of coffee from online shops, with one in five doing so. They are less likely than others to buy coffee in discount stores and supermarkets, but these remain the most important places to buy. Online, like other coffee consumers, they buy ground coffee most often through shopping platforms. Both categories of natural coffee are most often bought once every 2-3 weeks or once a month.	– The 'Practicals' are the most likely of all segments to buy 3-in-1 instant coffee and cappuccino powder online. Respectively, 33% and 23% of consumers in this coffee category do so. Although they are significantly less likely to buy these types of coffee in physical shops, it is also the most popular channel for this segment. Almost 74% of 3-in-1 coffee consumers buy this type of coffee in physical shops. For instant cappuccino, the figure is 81%. – In terms of physical outlets, more than 2/3 of people in this segment buy 3-in-1 coffee in discount stores (68%), followed by delicatessen shops (35%). In this segment, instant cappuccino is most frequently bought in discount stores, but this is a significantly lower percentage than the general population of coffee consumers (57%, -17 p.p. compared to the whole group). – Online, both 3-in-1 coffee and instant cappuccino are most commonly bought through shopping platforms, with 61% and 77%, respectively. – Cappuccino powder is bought once a month (20% of people in this segment) or once every 2-3 weeks. 3-in-1 coffee is bought slightly more frequently. Almost 24% buy this type of coffee once a week and another 24% every 2-3 weeks.
Consuming coffee	– The 'Practicals' are the most likely to drink ground coffee (74%). Whole bean coffee is consumed by 59% of this segment. – Whole bean coffee is drunk once a day or more often by more than 40% of people in this segment, while ground coffee – by 56%. In this segment, we observe significantly more people who drink ground coffee four times a day or more often (12%, +5 p.p. compared the general population of coffee consumers). – The 'Practicals' have a special appreciation for natural coffee – they are more likely than others to describe it as mild in taste and effect, but also as a sign of a higher standard of living. – Natural coffees meet many practical needs – they are drunk to start the day off right, for relaxation, health and enjoyment, and to wash down a meal. They also use ground coffee to warm themselves up, refresh and quench their thirst. They are the most likely to consume natural coffees with meals: ground coffee with breakfast and dinner, and whole bean coffee with supper. They most often choose Jacobs whole bean and ground coffee for its intense, rich aroma and high quality, and less often Lavazza in beans because it is too expensive for them. People in this segment like ground coffee such as Tchibo, MK Cafe or Prima.	– 3-in-1 instant coffee and cappuccino powder are consumed by 25% and 26% of the segment, respectively. 13% of people in this segment drink coffee from each of these categories once a day or more often. In fact, there are more people in this segment who have never tried these types of coffee. – The 'Practicals' is the only segment that perceives 3-in-1 coffee and instant cappuccino as close to coffee from a café in terms of quality. Both also evoke associations with a higher standard of living. – The 'Practicals' very often choose 3-in-1 coffee and instant cappuccino instead of dessert. They also consume cappuccino for the company and to fill the stomach. Both coffee categories are more likely to be consumed with breakfast and dinner than in other segments. – The most popular 3-in-1 coffee brand in this segment is Nescafe (45%). Among instant cappuccinos, the most popular brand is Mokate (38%).

Source: own (quantitative) study.

Coffee consumers in the next identified segment, the 'Ordinaries', most often drink coffee out of habit and routine. For them, coffee is a source of stimulation. However, unlike other segments of the coffee market in Poland, the association with relaxation is less strong. People in this segment are:

- both men and women (the segment is gender balanced),
- most are aged 55-65 – they account for 44% of the segment (almost twice the proportion of the total population of coffee consumers in Poland). The segment is also over-represented by people aged 35-44. On the other hand, there are far fewer people under the age of 34,
- residents of both large cities and small towns, as well as rural areas - in terms of place of residence, the distribution does not differ from the general population,
- mostly with vocational education - the 'Ordinaries' is the least educated segment,
- mostly married (although there are more divorced or widowed here), living in 2- or 3-person households. They are significantly more likely than other segments to have no children under the age of 26,
- whose household income is most often in the range of PLN 3,000-5,000 and PLN 5,000-7,000. They do not differ from the general population of coffee consumers in Poland. It is a segment that describes its financial situation as average or good,
- most often working as skilled workers or white-collar workers. This group also has the highest proportion of retirees/ pensioners (28%) and the lowest proportion of people with a permanent job (55%).

Detailed characteristics of the 'Ordinaries' segment are shown in Table 13.

Table 13. Selected characteristics related to the 'Ordinaries' segment

Specification	SELECTED CHARACTERISTICS OF THE SEGMENT	
	Natural coffee category (including whole bean coffee)	**Processed coffee category (including instant cappuccino and 3-in-1 coffee)**
Choosing coffee	– For consumers in this segment, the most important factors in choosing natural coffee (mainly ground) are the price range and availability where they usually shop. Representatives of this segment gave these answers the highest importance of all the market segments identified. They ranked factors such as country of origin or brand of coffee producer significantly lower. Social proof – recommendations from friends or coffee experts – was also less important to them. – For whole bean coffee, the most important selection factor for coffee consumers in the 'Ordinaries' segment was the intensity of the coffee (taste, aroma). They also gave significantly higher importance to the following factors: price range, pack size, taste profile, in-store availability, degree of roasting of the coffee beans, well-known brand. They were more willing than others to consume 100% Arabica coffees.	Due to the low level of purchases, it is not possible to provide precise characteristics of their choices made in relation to these coffee categories.

Table 13. Continued

Buying coffee	– The 'Ordinaries' are the most likely of all segments to buy whole bean coffee once a month, with 43% of them doing so. Almost 82% buy this type of coffee in a physical shop and 29% buy it online. The 'Ordinaries' are also the most likely (compared to other identified segments) to buy whole bean coffee in discount stores. They are less likely than others to buy coffee in specialist shops, petrol stations and electronics shops. – 2/3 of the segment buy natural coffee once a month or once every 2-3 weeks. The 'Ordinaries' segment is characterised by the highest percentage of people who buy ground coffee in a physical shop - 97%. Almost 81% of people in this segment buy coffee in discount stores - this is the highest figure shared with the 'Social Gourmets'.	– People in the 'Ordinaries' segment rarely choose coffee other than natural. When they do, they make their purchases in physical stores (100%) and only sometimes buy these coffee categories online. In both cases, discount stores are the most popular, followed closely by small local shops.
Consuming coffee	– The 'Ordinaries' are the most likely to drink ground coffee. It is consumed by 69% of this segment. Other types of coffee are consumed by a significantly lower percentage compared to other segments, with whole bean coffee being consumed by 52%. – Those in this segment consume ground coffee slightly more frequently than others, with almost 30% drinking it 2-3 times a day or more. Whole bean coffee drinkers consume coffee with a similar frequency to the general population of coffee consumers in Poland (2-3 times a day or more – 22%). – For people in this market segment, whole bean coffee represents high quality, real and fresh coffee. – The 'Ordinaries' drink natural coffee most often to wake up and as part of their daily routine. – Consumers in this segment are the most likely to drink Lavazza, Jacobs, Tchibo, MK Cafe and Dallmayr natural coffees, but they do not stand out regarding the intensity of drinking any of these brands. Among the ground coffees available on the Polish market, they also choose the Woseba and Prima brands.	– People in the 'Ordinaries' segment are the least likely to buy 3-in-1 instant coffee (11%) and cappuccino powder (10%). Due to the low level of purchases, it is not possible to provide precise characteristics of the consumption for these coffee categories.

Source: own (quantitative) study.

People in the next segment - 'Pleasure Hunters' - most often drink coffee to start the day off right and to put themselves in a good mood. Coffee is a source of morning energy for people in this segment, but they are very different from other segments in that coffee is a moment to themselves where they can savour the taste. This segment is also significantly more likely to report consuming all types of coffee – from whole bean to 3-in-1 instant coffee and cappuccino powder. The vast majority of these coffee consumers are women (59%), with the following demographics:

- aged 25-44 - 72% (those aged 45+ are the smallest group of all segments),
- with higher education (39%) - a total of 82% of people in this segment have secondary or higher education,
- with children (72% of all people in this segment) - compared to the general population of coffee consumers in Poland, there are significantly more parents of

children aged 0-14 in this segment. People in this segment mostly live in families of 3-4 people, married/partnered,
- with a permanent job (77%). Overall, more than 85% of this group are economically active (either in a permanent or casual job). People in this segment are the most likely to be employed in white-collar jobs, as middle and senior managers. One in five people in this segment is a skilled worker,
- people who have an average or good assessment of their own financial situation, the household income of people in this segment is most often in the range of PLN 5,000-7,000, PLN 7,000-10,000 and over PLN 10,000.

Detailed characteristics of the 'Pleasure Hunters' segment are shown in Table 14.

Table 14. Selected characteristics related to the 'Pleasure Hunters' segment

Specification	SELECTED CHARACTERISTICS OF THE SEGMENT	
	Natural coffee category (including whole bean coffee)	**Processed coffee category (including instant cappuccino and 3-in-1 coffee)**
Choosing coffee	– For this segment, as for coffee drinkers in general, the most important selection factors are the intensity of the coffee's taste and aroma, price range and availability on special offer. – For whole bean coffees, the following selection factors are slightly more important for this segment: recommendation of coffee for the coffee machine owned, recommendation by friends, recommendation by celebrities, bloggers and visually appealing packaging.	– For instant cappuccino, price is less important, while recommendation by celebrities, influencers, attractive packaging and the availability of single sachets are more important.
Buying coffee	– In the case of the 'Pleasure Hunters', as in other segments – whole bean coffee is mainly bought in physical shops (78%). The most common outlets are discount stores, hypermarkets and supermarkets. The 'Pleasure Hunters' are slightly more likely to buy whole bean coffee online – almost 36% of people in this segment do so. Online shopping is most likely to be done through shopping platforms such as Allegro or Amazon, rather than specialist coffee shops. The 'Pleasure Hunters' are the most likely to buy coffee once a month (28%). – People in this segment are the most likely to buy ground coffee in physical shops – almost 91% do so. This does not differ from the general characteristics of all coffee consumers studied in Poland. These purchases are mainly made in discount stores and large-format stores (supermarkets and hypermarkets). Almost half of the people in this segment buy ground coffee once every 2-3 weeks or once a month.	– 3-in-1 instant coffee and cappuccino powder are most commonly bought in physical shops (93% and 91%, respectively). Discount stores are the main channel of purchase. About 1/3 of people buy coffee of the above- mentioned category in supermarkets and hypermarkets, and also in smaller shops such as Społem, Delikatesy, ABC, Żabka.

Table 14. Continued

Consuming coffee	– The 'Pleasure Hunters' most often drink natural coffees. Whole bean coffee is consumed by over 78% and ground coffee by almost 81%. This is a significantly higher percentage than among the general population of coffee consumers studied. – In this segment, whole bean coffee is drunk more often than among coffee drinkers in general. Almost 1/3 of people in this segment drink it 2-3 times a day or more often. Ground coffees is consumed with a frequency similar to that of the general population of coffee consumers in Poland. – At home, whole bean coffee is most often consumed in the morning to start the day. It is drunk on this occasion by 58% of this segment. This is significantly higher percentage than for coffee consumers in general. Outside the home, a significantly higher proportion than the other segments consume whole bean coffee at work (57%), as well as in a café/restaurant (57%), while travelling (36%) and during outdoor activities such as walking (18%). – The 'Pleasure Hunters' are characterised by a higher percentage of ground coffee drinkers than the other segments, both at home to start the day (57%) and at work, where this type of coffee is drunk by 2/3 of this group (by far the highest of any segment). – When it comes to whole bean coffee, this segment, like coffee consumers in general, is the most likely to use Jacobs and Lavazza (45% each). On the other hand, they are much more likely to consume Dallmayr, Segafredo and Starbucks coffees.	– The 'Pleasure Hunters' are the segment with the highest percentage of people who say they drink 3-in-1 instant coffee and cappuccino powder. In the last 3 months, 46% and 44% of people in this segment, respectively, have reached for them. This is by far the highest of the groups analysed. – Compared to others, this segment is the most likely to drink 3-in-1 coffee and instant cappuccino - almost 20% consume these coffee categories once a day or more. – 3-in-1 coffee drinkers are significantly more likely than the general population of coffee consumers to drink this type of coffee at work (51%), when taking a break and having a moment to themselves, and when travelling (27%). – The most commonly consumed 3-in-1 coffee brands are Nescafe, Mokate and Jacobs. Their usage is close to the level characteristic of the general population of coffee mix drinkers. – Instant cappuccino is also consumed more often at work (42%) than in the other segments. The main reason for drinking it is to have a moment for oneself. More often than among coffee consumers in general, coffee is seen as an alternative to dessert. – In the past year, this segment, like the general population of instant cappuccino drinkers, consumed Mokate (61%), Nescafe (41%) and Jacobs (34%) coffees most frequently.

Source: own (quantitative) study.

For the last of the identified coffee market segments in Poland, 'Energy Accumulators', coffee is mainly an energy shot. People in this segment consume it to wake up and to boost energy during and after physical exertion. Coffee allows them to improve their mood and regain mental clarity. This is a segment with a clear over-representation of men. These are mainly people with the following characteristics:

- aged 18-34 (47%). There are also significantly more people aged 25-34 in this group, almost 1/3,
- with the lowest percentage of married people. They are the most likely to live in 2-3 person households. Singles are also much more likely to be found here,
- most often with a permanent job. There are also slightly more students. The majority of this segment are people with a higher or secondary education. White-collar and trade and service workers are more common here than in the other segments,
- this group has the highest number of people who describe their financial situation as average. They are more likely than others to report a net household income in the range of PLN 3,000-5,000.

More detailed characteristics of the 'Energy Accumulators' segment are shown in Table 15.

Table 15. Selected characteristics related to the 'Energy Accumulators' segment

Specification	SELECTED CHARACTERISTICS OF THE SEGMENT	
	Natural coffee category (including whole bean coffee)	**Processed coffee category (including instant cappuccino and 3-in-1 coffee)**
Choosing coffee	– For them, the most important factors when choosing whole bean coffee are caffeine content, intensity of taste and aroma, and price range. – In the case of ground coffee, the most important selection factor for representatives of this segment is the intensity (taste and aroma) and strength of the coffee (the latter factor was significantly more important for them than for coffee consumers in general). The price range and availability where they shop are also important factors.	Due to the small size of the segment, it is not possible to give precise characteristics of consumer choice in these coffee categories.
Buying coffee	– The 'Energy Accumulators' mainly buy whole bean coffee in physical shops, although one in five buy whole bean coffee online. Physical shoppers are the most likely to buy whole bean coffee in discount stores, while online they buy through shopping platforms such as Allegro or Amazon. Almost 42% of representatives of this segment buy this type of coffee once a month. – Ground coffee is most often bought in a physical shop, with almost 93% of this segment doing so. They buy it most often in discount stores. This type of coffee is most often bought once a month or once every 2-3 weeks.	– 3-in-1 instant coffee is usually bought once every 2 months, as is cappuccino powder. – 3-in-1 instant coffee is most often bought in physical shops. Discount stores are the most common place to buy, although the 'Energy Accumulators' buy there less frequently than other segments. Compared to others, this segment is more likely to buy this type of coffee in smaller shops such as delicatessens. – Instant cappuccino is also bought by 'Energy Accumulators' mainly in physical shops. The 'Energy Accumulators' buy it in discount stores - this segment is the most likely to choose this type of outlet to buy an instant cappuccino.
Consuming coffee	– The 'Energy Accumulators' are the most likely to consume ground coffee, followed closely by whole bean coffee and instant coffee. Half of this segment drink natural coffee once a day and more often. – Their perception of natural coffee is similar to that of the general population of coffee consumers – they see whole bean coffee as high quality, aromatic and fresh. They are characterised by their perception that whole bean coffee has a mild effect. – For them, natural coffee is an energy booster – they drink it in the morning to wake up and during physical exertion. Coffee also accompanies them at social gatherings. They are much less likely to drink coffee for breakfast than the other segments. – They most often choose Jacobs whole bean coffee for its intense aroma and, in their opinion, high quality. They consume MK Cafe whole bean coffee more often than the other segments. They value it for its taste, although a significant percentage drink it out of habit. – Their most popular whole bean coffee brand is Jacobs. They value it for its rich/intense taste and aroma, and also say that it is the coffee that stimulates them the most.	– The 'Energy Accumulators' do not deviate from the average consumption pattern of 3-in-1 instant coffee and cappuccino powder. – Due to the small size of the segment, it is not possible to provide precise consumption characteristics for these coffee categories.

Source: own (quantitative) study.

The presented results of the quantitative study and the presented characteristics of the coffee market segments in Poland can be a solid basis for an effective marketing strategy of coffee producers and distributors operating in Poland, as it will allow them to fine-tune products, marketing campaigns, distribution channels and other activities to the specific needs and expectations of different consumer groups, which should result in increased customer satisfaction, loyalty and sales.

Discussion and conclusions

The analysis of the literature, as well as the available research reports, clearly shows that the coffee market is dominated by pro-consumer behaviour among the majority of Poles (Maciejewski, Mokrysz, Wróblewski, 2018; 2019; 2020; Zalega, 2011; Zakrzewska, 2022). They are characterised by a strong attachment to traditional coffee categories – especially ground coffee and instant coffee, which are most commonly consumed at home (Maciejewski, Mokrysz, Wróblewski, 2020). At the same time, there is a growing number of consumers who want to prepare a cup of coffee at home which is no worse than that served in cafés – product innovation is becoming increasingly important (Maciejewski, 2015; 2016). At the root of this new consumption are, on the one hand, new, previously inexperienced needs (new types, tastes or ways of serving coffee) and, on the other hand, new, until recently unknown objects used to satisfy these needs (for example, modern, highly advanced equipment for preparing coffee or coffee drinks at home). Easy access to goods and services, their unlimited quantity and the rising standard of living of the population have resulted in an increase in coffee consumption in Polish households, which, in turn, is reflected in the growing number of coffee producers and distributors in Poland.

Comparing the results of the research presented in the article with previous findings by other researchers, it can be said that the coffee market in Poland is developing dynamically. Changes in the coffee market share by segment and the directions of these changes are shaped by a variety of factors, including changing consumer preferences and behaviour, technological innovation and global trends (Yllescas et al., 2022). According to the authors, the main directions of development in the coffee market in Poland include:

- Further growth in consumption: Poles are drinking more and more coffee, which is reflected in the increase in coffee consumption per capita. Both the number of cafés and the number of takeaway coffee outlets are increasing, which is further evidence of the beverage's growing popularity. Interestingly, the increase in coffee consumption in Poland was significantly influenced by the COVID-19 pandemic. The closure of cafés and restrictions on catering operations have led to an increase in coffee consumption at home. As a result, retail and online coffee sales have increased significantly (Coffee consumption: the evolution of consumer habits in the face of the Covid-19 pandemic).

- Growing diversity of preferences: Polish consumers have very different preferences when it comes to the category of coffee they consume. As the research results presented show, both traditional methods of coffee preparation (whole bean, ground or instant) and modern solutions such as capsules, pods and espresso machines are still very popular.
- Growing interest in higher quality coffee: the so-called 'specialty' coffee, i.e. high-quality coffee that has been carefully grown, harvested and processed, is growing in importance. The growth of independent cafés and coffee roasters offering coffee from small, sustainable plantations is also contributing to this trend. The growing importance of 'specialty' coffee is also highlighted by a five-year study conducted in South America. Using the theoretical framework of Constructivist Market Studies (CMS), Leme, Maciel and Souza (2024) indicated the development of the speciality coffee market in Brazil. This is also confirmed by the study conducted in Indonesia by Pratam, Dewi and Artini (2020). These researchers highlighted the growing interest in quality coffee in this country, particularly among well-educated men.
- A growing 'café culture': the market for cafés, both chain cafés (e.g. Starbucks, Costa Coffee) and local, independent cafés, is growing rapidly in Poland (Wróblewski, Mokrysz, 2017; 2018). This may be indicative of a growing culture of coffee drinking outside of the of home, and a greater interest in quality coffee. Cafés are becoming places for socialising, working and relaxing. Consumers are increasingly looking for unique coffee experiences, which, in turn, drives cafés to offer a variety of coffee drinks and innovative brewing methods (Coffee traditions in Poland and the world).
- Increased environmental and social awareness (sustainable development): coffee certifications such as Fair Trade or Rainforest Alliance, which ensure that coffee is produced ethically and sustainably, are becoming increasingly popular in Poland. There is also a growing interest in environmentally friendly packaging and sustainable practices throughout the coffee supply chain. This is also confirmed by the previous findings of the authors of this article. Research conducted by Maciejewski, Mokrysz and Wróblewski in 2018 confirms the high importance of sustainable values in the purchasing decisions of coffee consumers. Their study identified segments of coffee consumers for whom values such as environmental protection, ethical producer behaviour and Fair Trade are important when buying coffee (Maciejewski, Mokrysz, Wróblewski, 2019). This is also consistent with the findings of researchers from Italy and New Zealand who conducted studies in relation to developing countries. Catturani, Nocella, Romano and Stefani (2008) studied the impact of globalisation on the coffee market and proposed the Fair Trade policy as a strategy for small coffee producers. Fair Trade is presented as a way to decommodify coffee through ethical product differentiation, which can lead to better trading conditions for producers in developing countries.

- Development of new technologies: the coffee market in Poland is benefiting from technological innovations, which are also changing consumer behaviour on the market (e.g. the development of new brewing methods such as cold brew, nitro coffee, the introduction of smart coffee machines and mobile applications for ordering coffee). Consumers in Poland are increasingly investing in modern brewing equipment such as espresso machines, aeropresses and chemexes, which allow them to prepare coffee of café quality at home. The findings by the authors are consistent with those of researchers who have conducted segmentation studies of other domestic coffee markets. Teresa de Noronha Vaz and Lucia de Paula Urban (2011) analysed the organisational aspects of coffee market development in Brazil. Their research shows that innovation, coffee market segmentation and product differentiation on this market are key to the competitiveness of coffee producers and distributors not only on the domestic market, but also internationally.
- Increased coffee knowledge (education and awareness): there is a growing interest in coffee education. Barista courses, coffee tasting (cupping) and coffee festivals contribute to increasing consumer knowledge and awareness of different aspects of coffee. Consumers are more willing to learn about different brewing methods, taste profiles and coffee origins, which is reflected in their purchasing decisions (Zakrzewska, 2022).

The results of the qualitative and quantitative studies presented in this article may be particularly useful for both producers and distributors operating within the supply side of the coffee market in Poland. The main benefits of the presented characterisation of coffee consumer behaviour, the description of changes in this behaviour or the identified coffee market segments are likely to be of great help in:

- Optimising the product range. The segmental characteristics contained in the article will allow coffee producers and distributors to better tailor their products and services to the expectations of different customer groups, which should increase customer satisfaction and loyalty. The market segment analysis presented can also help to better manage the product range, as coffee producers and distributors can focus on developing the products that have the greatest potential in a given market segment, leading to the more efficient use of resources and cost reductions.
- Developing more effective marketing communication strategies. Thanks to the segmentation presented in the article, actors on the supply side of the coffee market can develop more precise and effective communication and distribution strategies. By understanding the specific needs and preferences of different consumer groups, they can create personalised advertising campaigns that better reach their target audiences.
- Increasing competitiveness. The characteristics of the identified coffee market segments presented in the article enable coffee producers and distributors to better position their products on the market and differentiate them from those of their competitors. This enables them to com-

pete more effectively by offering unique values and product features that are particularly important to specific customer groups.

- Increasing profitability. By focusing on the most promising segments, coffee producers and distributors in Poland can better allocate their production and distribution resources, thereby maximising return on investment and minimising wastage. Targeting products and marketing activities to well-defined segments should lead to higher margins and better exploitation of market potential.
- Introducing innovations. A deeper understanding of the different market segments can inspire actors on the supply side of the coffee market in Poland to introduce innovations that better respond to specific customer needs. These may include new coffee tastes, brewing methods, packaging methods or additional services.

In conclusion, the segmentation of the Polish coffee market presented in this article can bring many benefits, such as better matching the offer to consumer needs, increasing the effectiveness of marketing activities, improving competitiveness and optimising resource management and innovation.

Author Contributions

Conceptualization, S.M.; methodology, S.M., Ł.W.; software, Ł.W.; validation, Ł.W., S.M.. and A.K.; formal analysis, Ł.W. and P.M; investigation, Ł.W.; resources, S.M.; data curation, S.M.; writing—original draft preparation, Ł.W.; writing—review and editing, Ł.W., P.M.. and A.K.; visualization, Ł.W.; supervision, S.M. and P.M.; project administration, Ł.W. and S.M.; funding acquisition, S.M. All authors have read and agreed to the published version of the manuscript."

Declaration of competing interest

There is no financial and personal relationships with other people or organizations that could inappropriately influence (bias) our work.

Funding

The research was supported by MOKATE Group SA. However, the support provided did not have any impact on the research results, the method of presenting the results or the conclusions reached.

Acknowledgements

The authors would like to thank MOKATE Group SA for their support and provided materials.

References

Adam, J.H. (1989). Longman Dictionary of Business English: New Edition Longman. Harlow, Essex: Burnt Mill.

Definicja konsumenta według American Marketing Association, available at: https://marketing-dictionary.org/c/consumer/ (accessed: 23 May 2024).

Altkorn, J., Kramer, T. (ed.) (1998). Leksykon marketingu. Warszawa: PWE.

Catturani, I., Nocella, G., Romano, D., Stefani, G., (2008). Segmenting the Italian coffee market: marketing opportunities for economic agents working along the international coffee chain. International Congress, August 26-29, 2008, Ghent, Belgium 44146, European Association of Agricultural Economists.

Chudy, S. (2014). Rozwój rynku kawy i zmiany w jej konsumpcji wśród Polaków. Journal of Agribusiness, 4(34).
Janoś-Kresło, M., Mróz, B. (ed.) (2006). Konsument i konsumpcja we współczesnej gospodarce. Warszawa: SGH w Warszawie – Oficyna Wydawnicza.
Kaufman, C.F. (1995). Shop 'til you drop: tales from a physically challenged shopper. Journal of Consumer Marketing, 12(3).
Kieżel, E. (2004). Racjonalność konsumpcji i zachowań konsumentów. Warszawa: PWE.
Konsumpcja kawy: ewolucja nawyków konsumenckich w obliczu pandemii Covid-19, available at: https://www.et-chem.com/pl/spo%C5%BCycie-kawy-zmienia-nawyki-konsument%C3%B3w-w-obliczu-covida-19/ (accessed: 23 May 2024).
Kopaliński, K. (2003). Słownik wyrazów obcych i zwrotów obcojęzycznych. Warszawa: Wydawnictwo Muza S.A.
Leme, P.H.M.V, Maciel, G.N., Souza, C.E.C. (2024). Market Practices and Structuring Practices on Market Making: Sustainable Certified and Specialty Coffee Market Dynamics in Brazil. Revista Interdisciplinar De Marketing, 14(1).
Maciejewski, G. (2015). Konsument wobec innowacji produktowych. Logistyka, 2.
Maciejewski, G. (2016). Young Consumers' Attitudes towards Product Innovation. Konsumpcja i Rozwój, 1(14).
Maciejewski, G., Mokrysz, S., Wróblewski, Ł. (2018). Preferencje konsumentów wobec marek kaw dostępnych na polskim rynku - analiza porównawcza. Marketing i Rynek, 4.
Maciejewski, G., Mokrysz, S., Wróblewski, Ł. (2019). Segmentation of Coffee Consumers Using Sustainable Values: Cluster Analysis on the Polish Coffee Market. Sustainability, 11(3):613.
Maciejewski, G., Mokrysz, S., Wróblewski, Ł. (2020). Consumers towards marketing strategies of coffee producers. Wageningen: Wageningen Academic Publishers.
Maciejewski, G., Mokrysz, S., Wróblewski, Ł. (2020). Coffee Consumer Segmentation: Implications for Producers and Sellers. In: Sroka, W. (ed.) Perspectives on Consumer Behaviour. Contributions to Management Science. Cham: Springer.
Pojęcie zachowanie konsumenta według American Marketing Association, available at: https://www.ama.org/resources/Pages/Dictionary.aspx?dLetter=C (accessed: 30 April 2023).
Pratama, I.P.A., Dewi, R.K., Artini, N.P. (2021). Mapping the consumers coffee powder mangsi coffee based on segmenting, targeting, and positioning in denpasar city. Agrisocionomics: Jurnal Sosial Ekonomi Pertanian, 5(1).
Smyczek, S., Sowa, I. (2005). Konsument na rynku. Zachowania, modele, aplikacje. Warszawa: Difin.
Sobol, E. (1995). Słownik Wyrazów Obcych. Wydanie nowe. Warszawa: PWN.
Solomon, M.R. (2006). Zachowania i zwyczaje konsumentów. Gliwice: Helion.
Teddlie, Ch., Tashakkori, A. (2009). Foundations of Mixed Methods Research: Integrating Quantitative and Qualitative Approaches in the Social and Behavioral Sciences. Thousand Oaks: SAGE.
Tradycje kawowe w Polsce i na świecie, available at: https://swiezopalona.pl/blog/tradycje-kawowe-w-polsce-i-na-swiecie (accessed: 23 May 2024).
Urban, L., Noronha Vaz, T. (2011). Segmented Markets, Cooperative Behaviours: Innovation in the Production of Brazilian Coffee. ERSA conference papers ersa10p883, European Regional Science Association.
Wróblewski, Ł., Maciejewski, G., Mokrysz S. (2019). Consumers on the Coffee Market in Central European Countries. The Case of Poland. In: Soliman, K.S. (ed.) Education Excellence and Innovation Management through Vision 2020. Proceedings of the 3rd International Business Information Management Association Conference, Granada, Spain.
Wróblewski, Ł., Mokrysz, S. (2017). Consumer preferences for coffee types and coffee bean brands available on the Polish market. Journal of Advances in Social Science and Humanities, 3(10).
Wróblewski, Ł., Mokrysz, S. (2018). Consumer preferences for coffee brands available on the polish market. Forum Scientiae Oeconomia, 6(2).
Yllescas, J., Vega, H., De La Cruz, P., Pantoja, J., Cancho-Rodriguez, E. (2022). System Based on Market Segmentation to Improve the Export of Peruvian Coffee. European Business & Management, 8(2).

Zakrzewska, M. (2022). Spożycie kawy na świecie, w Europie i w Polsce, available at: https://b2b.coffeedesk.pl/blog/2022/11/22/spozycie-kawy/ (accessed: 23 May 2024).
Zalega, T. (2011). Spożycie żywności w gospodarstwach domowych z osobami bezrobotnymi w województwie mazowieckim. Warszawa: Zeszyty Naukowe SGGW, 93.

Notes on contributors

Łukasz Wróblewski is a professor of cultural management and head of the Production Management and Engineering Chair at WSB University (Poland). He is Vice President and Director for International Scientific Cooperation of Coffee and Tea Market Research Institute. He is also an editor-in-chief of Cultural Management: Science and Education (CMSE), published by Logos Verlag Berlin, a deputy editor-in-chief of a Coffee and Tea Marketing Journal, and a deputy editor-in-chief of Forum Scientiae Oeconomia. He is a rapporteur of the Commission for Polish-Czech and Polish-Slovak Relations of the Polish Academy of Sciences and a member of the Polish-Czech-Slovak Euro Institute.
e-mail: lwroblewski@wsb.edu.pl

Sylwia Mokrysz is Proxy and member of the Management Board of Mokate SA in Ustroń. She has made LOYD one of the top Polish tea brands and has led it to the forefront of many markets in Europe, Asia and Africa. She has gained prestigious membership in the London Tea History Association for the Loyd brand. Thanks to her efforts, the Minutka tea has become a domestic leader in its category. The competitive advantage of other Mokate tea brands, such as Babcia Jagoda and the whole range of functional teas, is also her merit. She is known as an efficient and demanding organiser of pro-quality activities and a consistent initiator of product innovations. The Mokate Group owes many distinctions, awards and prestigious titles to her. She holds a doctoral degree in social sciences in the field of management and quality. Her scientific publications on marketing strategies are characterised by the boldness of thought and a significant degree of usefulness in business practice. She also engages in many initiatives outside her profession. She is an active participant of the women's entrepreneurship movement, both in Poland and worldwide.
e-mail: smokrysz@ctmri.eu

Aleksy Kwilinski, Ph.D., Sc.D. in Economics, is a researcher, economist, and entrepreneur. He holds a position as a Research Professor at the London Academy of Science and Business, United Kingdom. He serves on the editorial boards of various international scientific journals and is a recognised expert in economic, parliamentary, governmental, and local government advisory groups. Additionally, he is an active participant in research teams for international scientific projects. His areas of academic interest encompass a wide range of topics including the information economy, artificial intelligence, digitalisation, strategic management, development strategies, sustainable development, development management, energy management, investment management, and migration policy.
e-mail: a.kwilinski@london-asb.co.uk

Peter Merritt works as a research assistant for 'The SciLang Podcasts' under the supervision of Dr. Timothy Douglas and Dr. Derek Hird. The project is funded by the Department of Languages and Culture at Lancaster University and investigates the holistic integration of science and language. His research interests include philosophy, politics, religion, sociology, economics, and languages. He completed a research internship in

2023 at the Richardson Institute under the supervision of Dr. Lucia Ardovini. As an intern, he researched the concept of 'Sovereign Economic Zones' in collaboration with the Foreign Policy Centre.
e-mail: p.merritt@lancaster.ac.uk

Magdalena Sobocińska
Wroclaw University of Economics and Business (Poland, 0000-0002-5231-2511)

Book Review:

Consumers Towards Marketing Strategies of Coffee Producers

by Grzegorz Maciejewski, Sylwia Mokrysz and Łukasz Wróblewski. Wageningen Academic Publishers, 2020

JEL Classification: Y30

Paper received: 06. May 2024 • Paper accepted: 10 Jun 2024

The monograph "Consumers Towards Marketing Strategies of Coffee Producers" by Grzegorz Maciejewski, Sylwia Mokrysz and Łukasz Wróblewski, relates to an important issue which, so far. Has only been researched to a small extent. The comprehensive approach to the subject is evidenced by the fact that the considerations and analysis conducted in the monograph concern both consumers' behaviour on the coffee market and the marketing strategies of coffee producers, which are intrinsically related to the essence of the strategic management of the enterprise. Giving the monograph such a conceptual framework and presenting many dimensions of the functioning of the coffee market in an interesting way, with particular emphasis on the marketing strategies of coffee producers in Poland, gives the monograph cognitive and application values.

The rationale of undertaking research in this area and preparing a publication in this field results from the fact that the development of management as a science, is expressed by the creation of new schools, paradigms and management concepts, on the one hand, whilst on the other – as in the case of this monograph – consists in showing areas of their applications in relation to specific markets, industries or enterprises. In addition, this issue is even more important because creating a strategy, inclu-

ding a marketing strategy, is a complex process, which must take into consideration many perspectives, including exo- and endogeneous perspective, the perspective of global convergence and international diversity, the perspective of rational and creative reasoning, or the perspective of creating values for shareholders and stakeholders.

I am pleased to emphasise that the authors have formulated and achieved three ambitious goals. The first one was to identify consumer behaviour on the coffee market in Poland, determine their real needs, and then confront them with the developed strategies of coffee producers. The next goal was to determine the irregularities, including their causes, that may occur in the process of implementing and performing a marketing strategy in a production enterprise operating on the coffee market in Poland. Equally important is the third goal, which is of an applied nature and pertains to showing coffee producers in Poland how to break the vicious circle in the process of implementing the marketing strategy, as well as the development of methods and procedures for testing the degree of implementation of marketing strategies in these enterprises along with the development of optimal measures and results analysis methods.

Another value of the monograph is the presentation of the research results in order to achieve the aforementioned goals, which have been reached using a research approach based on the triangulation of methods. This reduced the risk of the effect of the method shaping the subject under study and the results.

The authors' application of an integrated research approach, using both direct positivism and interpretative research procedures, made it possible to obtain in-depth and comprehensive results regarding the behaviour of coffee consumers and the implementation and control of marketing strategy performance in production enterprises operating in the coffee market in Poland. As part of direct research, a quantitative test was carried out using the CAWI technique on a sample of 800 participants of the "Ariadna" Research Panel. The professionalism of the completed research process is evidenced by the fact that it was conducted with the participation of the ABM Marketing Research Agency. The high methodological value of the monograph stem from the very clear presentation of the methodology of the conducted research, including the selection of the sample and characteristics of the surveyed consumer population. Guided by the need to obtain knowledge at several levels, the authors also conducted qualitative research in the form of a case study analysis for a company producing coffee in Poland – MOKATE Ltd. The basis for this case study was an in-depth analysis of strategic and marketing documents of this market entity, as well as individual in-depth interviews conducted with representatives of this organisation. I would like to emphasise that the construction of research assumptions, as well as the selection of methods and the manner of conducting empirical tests deserves a very high rating.

The 260-page book consists of an introduction, five chapters, a summary, bibliography, note about the authors and lists of tables and drawings. The structure of the monograph has been well thought out and reflects the formulated topic and the goals of the book. The method and scope of presentation of individual problems should be rated very highly. The authors' reflections and analyses a, both based on literature studies and empirical research results,

were subordinated to the subject and the goals of the book. The presented analyses are in-depth, and the course of consideration is clear.

Chapter one, entitled “Coffee consumers in view of the theory of consumer behaviour” concerns the needs of the consumer, the actions taken to satisfy them, and the factors determining the consumer's behaviour on the market. Particular consideration in this chapter is given to reflections on the place of consumer in the marketing strategies of enterprises.

In chapter two, as announced in the title, the authors' attention focuses on the essence and types of marketing strategies. It should be greatly appreciated that the process of selecting and shaping the marketing strategy has been presented. It is important to note that the concept of the selected variant of the marketing strategy, shaped for the needs of a specific enterprise, requires modification and adaptation to a dynamically changing market reality, which involves regular monitoring of the strategy performance. In this context, considerations regarding the implementation of marketing strategy and controlling its performance are particularly important.

Chapter three, on the other hand, is devoted to a comprehensive analysis of the coffee market in Poland. In this part of the monograph, the coffee market structure is presented in an interesting and in-depth way, and the supply side of this market is discussed, with special focus on the coffee producers sector. would like to emphasise that the pace of change in coffee supply and demand is shown on the basis of coffee market reports. I would like to emphasise that the pace of changes in coffee supply and demand is shown on the basis of coffee market reports. The authors’ immense knowledge of this market is confirmed by the analyses of coffee prices, both in distribution and production. It was rightly pointed out that there are price fluctuations in this market which occur as a result of differing weather conditions. This has a direct impact on the quantity and quality of the offered raw material. Analyses regarding the life cycle of coffee producers in Poland, as well as the model of the attractiveness of this sector in relation to the M.E. Porter model, are also very interesting. In addition, part of this chapter which is devoted to the procedures and criteria for segmentation in relation to the coffee market, is important and interesting from a cognitive perspective. I consider it to be appropriate and valuable to discuss the factors determining the choice and change of marketing strategy on the coffee market.

The very high cognitive and application value of chapter four is due to the presentation of the authors’ empirical research results. In this chapter, the authors’ present marketing strategies of coffee producers in the context of coffee consumers' behaviour in Poland. The special value of the chapter lies in the analysis of the mission of 23 coffee producers in Poland. It made it possible to conclude that coffee producers' missions in Poland are focused primarily on the product (its uniqueness and high quality), satisfying the needs of customers, ethical behaviour towards employees, sustainable development and social responsibility. It is worth emphasising that when assessing the mission of coffee producers in Poland, the authors refer in their considerations to the strategic purposes of these coffee market entities. Equally interesting is the part devoted to market segmentation, which shows that coffee companies most often operate not in one, but in several market segments. The depth of consi-

derations is evidenced by the fact that the analyses presented in the book also include instrumental strategies which are used in the impact of coffee producers on the market in Poland, including assortment, price, distribution and promotional strategies. The value of these findings is all the greater because they are presented (based on the conducted correspondence analyses) along with perception maps for the product, price, distribution and promotion. The great substantive value of this chapter is also evidenced by the fact that the authors, in a clear and interesting way, classify the marketing strategies of production companies on the coffee market in relation to the market phases of the product life cycle, approach to promotion and competition.

The book's content concerning the activities of coffee producers in Poland, which is presented in the context of real customer needs, is valuable and extremely important.. Of great value, not only cognitive, but also applied are the quantitative research results discussed in this part of the book on factors affecting consumer choice of coffee including: product quality, aroma and flavour of coffee, size and attractiveness of the packaging, reputation of the manufacturer, certificates guaranteeing the ecological and/or ethical coffee production process, price reductions, product availability, advertisements and celebrity appearance, competitions with prizes, social media opinions and retailer recommendations of sellers. I would like to emphasise that the number of factors covered by the analysis indicates a comprehensive and, at the same time, detailed approach to identifying the importance of marketing conditions of coffee consumers.

Chapter five, ending the book, is devoted to the marketing strategy control system in production companies on the coffee market. One of the strengths of this chapter is that the issues discussed are illustrated by a well-chosen example of the company MOKATE Ltd, which is the leader of the coffee market in Poland in the soluble cappuccino sector. A good introduction to this chapter is the presentation of the stages of the development of the Mokate family company and the factors of its market success.

The highly noteworthy part of the monograph comprehensively shows the degree and scope of the implementation of the marketing strategy as well as the system for controlling the performance of this strategy at Mokate. It goes without saying that the systemic implementation of the marketing strategy is a multidimensional process, well described by its objective, functional, structural and instrumental scope. In addition, an important conclusion of the authors was to indicate difficulties most often occurring during the implementation of marketing strategy, including limited resources, problems related to the translation of the assumptions of the marketing strategy into specific activities, too much focus on short-term results, no specific evaluation of the degree of the implemented marketing strategy, or contradictory priorities and problems with communicating marketing strategy to the employees responsible for its implementation. A significant contribution by the authors to the development of the issues undertaken is the presentation of the marketing strategy control system in Mokate together with a very valuable proposal for a model approach to such a control system. A list of 38 measures which can be used to check the implementation of the marketing strategy is very useful for representatives of economic practice. Consequently, it

makes the monograph rich in cognitive and application values.

I am deeply convinced that the structure of the book, the type of arguments used, as well as the very large scope of the literature and empirical research carried out along with the manner in which the results are presented in the book deserve recognition. In accordance with the standards of an academic paper, the authors indicated the limitations of their own research and the directions of future empirical recognition in the field of implementation and the control of marketing strategies in production companies on the coffee market. Another asset of the book is also its editorial aspect. The book was prepared with attention and concern for details. It is characterised by narrative efficiency. The original drawings and tabular lists are of great value, serving to depict the test results.

In the summary of the review, I would like to emphasise that the monograph "Consumers Towards Marketing Strategies of Coffee Producers" by Grzegorz Maciejewski, Sylwia Mokrysz and Łukasz Wróblewski is an academic publication prepared at a high substantive level, valuable cognitively, bringing a lot of new content and having the novelty value in both theoretical and application layers. It was prepared with great care, based on extensive and in-depth literature studies and empirical research. It significantly enriches the knowledge about the implementation and control of the performance of marketing strategies in production companies on the coffee market. The strength of the monograph is an in-depth look at the issues of marketing strategies of production companies on the coffee market, which was possible thanks to the very good grasp and knowledge of this market by the authors of the book. The high value of the publication results from the combination of theoretical knowledge and empirical knowledge, knowledge of strategic management and marketing strategy with knowledge directly related to the functioning of the coffee market and the directions of its development.

The monograph will interest academics who are conducting research in the field of consumer behaviour and marketing strategies, as well as managers in enterprises operating on the coffee market (in the field of production, commerce and services). The book can also be a source of inspiration for people managing enterprises operating on the broadly understood market of consumer goods.

Notes on contributors

Magdalena Sobocińska, dr hab., a professor of Wroclaw University of Economics and Business and Lodz Film School. She specialises in issues related to the use of the Internet in marketing, marketing research, consumption development processes, sustainable development and the functioning of the cultural sphere. An author and co-author of over 220 publications in this field in the form of monographs, chapters in monographs and textbooks, and articles. She received the award of the Minister of Science and Higher Education for the doctoral dissertation. Her postdoctoral monograph was awarded in the competition for scientific works by the Committee on Organizational and Management of the Polish Academy of Sciences. She is a member of the Board at the Polish Scientific Marketing Society.
email: magdalena.sobocinska@ue.wroc.pl

GUIDANCE ON THE COMPOSITION AND STRUCTURE OF PAPERS SUBMITTED TO COFFEE & TEA MARKETING JOURNAL

Articles should be written in English, in a clear, succinct and accessible manner. Authors must sign upon submission for review a statement indicating that the submitted work is their original work, complies with the ethical guidelines for research in the area of study, and is not under publication consideration elsewhere. Breaches of ethical standards will result in immediate withdrawal of the manuscript from review, notification of the breach to journal readers and other affected parties (e.g., another journal where work published or under review; original author of work).

Composition

1. Fonts:
    a. Author's/co-author's name: Cambria, 20 points, centred
    b. Title: Cambria, 24 points, bold, centred
    c. Subtitles: Cambria, 14 points, bold, left-aligned
    d. Body of the paper: Cambria, 12 points
    e. Table: Cambria, 10 points
2. Margins: 2,5 cm
3. Line spacing: 1,15
4. Body of the paper: justified
5. Spacing:
    a. Title, sections and subsections: 6 points
    b. Body of the paper: 0 point
    c. Table: 0 point
6. Indents: special protrusion ("first line") – 1,25 cm
7. Tables and Figures: black and white, with no shading, placed in the text; number and title above and the source below

Structure of the paper

1. Name and surname of the author and co-author (if any)
2. E-mail address and no. ORCID
3. Affiliation
4. Title
5. Abstract (up to 6 lines: Aim/Purpose; Design/methodology/approach; Findings; Research implications/limitations; Originality/value/contribution)
6. Key words (up to 5)
7. Introduction

8. Sections (e.g. Literature review; Material and Methods; Results, Discussion) and subsections
9. Conclusions (findings and limitations)
10. Acknowledgements (if any)
11. References
12. Brief information about the author (up to max. 5 lines)

References

The References (in alphabetical order) list contains only works cited in the paper and all works cited in the paper must be listed in the References section. Please refer to https://apastyle.apa.org/ or https://ctmri.eu/coffee-tea-marketing-journal/submission/ for complete **APA Reference**.

Parenthetical citations: (Taylor, 2022; Lee, 2023; Jacobs & Løber, 2024) or (Jerrentrup et al., 2024)

Narrative citations: Taylor (2022), Lee (2023), and Jacobs and Løber (2024) or Jerrentrup et al. (2024)

Submitting papers

Articles should be submitted preferably as a Microsoft Word document (.docx). Manuscripts should be in English. Contributors whose native language is other than English are encouraged to consult an English language specialist to ensure that the manuscript is suitable for publication.

Submissions should be made through the email our editorial team: ctmj@ctmri.eu

Be sure to attach paper and abstract, title page and author details as two separate Word files (.docx) as specified in the guidelines for contributors.

In the case of difficulties please contact our editorial team directly by email:
pluberda@ctmri.eu or gmaciejewski@ctmri.eu

Open access and licensing

Article Publication Charge (APC)
This journal offers authors the ability to publish their articles Open Access: immediately free to read, download, and share. Publishing in Coffee & Tea Marketing Journal is free.

Open Access Licensing and Copyright
Coffee & Tea Marketing Journal articles that publish Open Access are published under the terms of the Creative Commons Attribution License. The CC BY license permits commercial and non-commercial re-use of an open access article as long as the author is properly attributed.

REVIEWING RULES

All papers submitted to the Coffee & Tea Marketing Journal (C&TMJ) are peer-reviewed according to the following procedure:

Initial review: The Editor-in-Chief or Deputy Editor in Chief evaluates each manuscript to determine if it fulfils the scientific criteria. Manuscripts that fail to pass the initial review are treated as declined submissions.

The associate editor checks the quality of the article according to the following criteria:

- the theme and the character of the contribution corresponding to the criteria defined by C&TMJ;
- the formal treatment of the contribution following the Information for authors, including the prescribed formatting for a scientific article;
- citations and a list of the literature used, arranged properly and according to the existing standards.

The editor has the right to reject submissions that are not in accordance with the journal's editorial purpose and do not meet the above criteria and inform the author of the decision made.

Based on the editor's initial review, the contribution proceeds to the peer-review process through the associate editor. During the peer-review process, a minimum of two independent reviewers evaluate the quality of the article submitted and make a proposal regarding the further procedure.

Peer review: Manuscripts that pass the initial review are assigned to two independent reviewers according to their expertise in the particular field. All reviewers are PhD holders in the relevant academic discipline or have significant, long-term professional and teaching experience. The review process is **double-blind** - the reviewers do not know the identity of the author, and the author does not know the identity of the reviewers.

The evaluation is primarily aimed at meeting the following criteria:

1. Does the title of the paper correspond to its content?
2. Is the goal of the paper clearly stated?
3. Is the topic presented in the paper relevant, timely and of significant importance to science?
4. Is the research methodology appropriate and applied properly?
5. Is the paper clearly and concisely written and well organised?
6. Is the paper based on existing theory? Is it supported by a complex and up-to-date theoretical background?
7. Does the abstract of the paper satisfactorily present the goals, methods and results?
8. Do the conclusions clearly summarise the main results and contributions of the paper?
9. Is the language of the paper (British English) correct?
10. Are there any formal mistakes in the paper?
11. Does the paper meet the formal guidelines of C&TMJ?

Approval for publication depends on the positive recommendations of the reviewers. If the reviews differ widely, the Editor invites an additional reviewer to obtain an extra opinion before making a decision.

If the reviewers suggest any amendments, the author(s) should consider them.

The list of reviewers is published on the journal web page at the end of the year.

Decision: The Associate Editor recommends to the Editor-in-Chief the acceptance / revision / rejection of the manuscript based on the review report received from the independent reviewers. The Editor-in-Chief takes a final decision on the acceptance of the paper and notifies the authors. The decision may be "Accept submission", " Accept submission with minor revisions ", " The text requires major revision and new external review", or " Reject submission." If the decision is " The text requires major revision and new external review ", the manuscript has to be revised and sent out during the second round of peer review.

If the paper was sent back to the authors for revision, the reviewers should expect to receive a new version, unless they have opted out of further participation. However, where only minor changes were requested, this follow-up review might be done by the Editor-in-Chief.

The Editor-in-Chief notifies the authors of the result of the peer review process and has the right to comment on the review reports. If the author submits a protest pertaining to the review reports, the Editor-in-Chief and the editor responsible check the author´s objections and inform the author of the result.

PUBLICATION ETHICS AND PUBLICATION MALPRACTICE STATEMENT

(based on Elsevier recommendations and COPE's Best Practice Guidelines for Journal Editors)

Coffee & Tea Marking Journal (C&TMJ) follows the standard for Ethics and Publication Malpractice set by the Committee on Publication Ethics (COPE). It is therefore committed to ensuring ethics in publication and quality of articles. As publisher of the C&TMJ , Coffee & Tea Market Research Institute takes its duties of guardianship over all stages of publishing extremely seriously and recognizes its ethical and other responsibilities. We are committed to ensuring that advertising, reprint or other commercial revenue has no impact or influence on editorial decisions. In addition, the Editorial Board will assist in communications with other journals and/or publishers where this is useful to editors. Conformance to standards of ethical behavior is therefore expected of all parties involved: Authors, Editors, Reviewers, and the Publisher.

Duties of authors

Reporting standards

Authors of reports of original research should present an accurate account of the work performed as well as an objective discussion of its significance. Underlying data should be represented accurately in the paper. A paper should contain sufficient detail and references to permit others to replicate the work. Fraudulent or knowingly inaccurate statements constitute unethical behavior and are unacceptable. Review and professional publication articles should also be accurate and objective, and editorial 'opinion' works should be clearly identified as such.

Originality and plagiarism

The authors should ensure that they have written entirely original works, and if the authors have used the work and/or words of others, that this has been appropriately cited or quoted. Plagiarism takes many forms, from 'passing off' another's paper as the author's own paper, to copying or paraphrasing substantial parts of another's paper (without attribution), to claiming results from research conducted by others. Plagiarism in all its forms constitutes unethical publishing behavior and is unacceptable.

Multiple, redundant or concurrent publication

An author should not in general publish manuscripts describing essentially the same research in more than one journal or primary publication. Submitting the same manuscript to more than one journal concurrently constitutes unethical publishing behavior and is unacceptable. In general, an author should not submit a previously published paper for consideration in another journal.

Acknowledgement of sources

Proper acknowledgment of the work of others must always be given. Authors should cite publications that have been influential in determining the nature of the reported work. Information obtained privately, as in conversation, correspondence, or discussion with third parties, must not be

used or reported without explicit, written permission from the source. Information obtained in the course of confidential services, such as refereeing manuscripts or grant applications, must not be used without the explicit written permission of the author of the work involved in these services.

Authorship of the article

Authorship should be limited to those who have made a significant contribution to the conception, design, execution, or interpretation of the reported study. All those who have made significant contributions should be listed as co-authors. Where there are others who have participated in certain substantive aspects of the research project, they should be acknowledged or listed as contributors. The corresponding author should ensure that all co-authors have seen and approved the final version of the paper and have agreed to its submission for publication.

Hazards and human or animal subjects

If the work involves chemicals, procedures or equipment that have any unusual hazards inherent in their use, the author must clearly identify these in the manuscript. If the work involves the use of animal or human subjects, the author should ensure that the manuscript contains a statement that all procedures were performed in compliance with relevant laws and institutional guidelines and that the appropriate institutional committee(s) has approved them. Authors should include a statement in the manuscript that informed consent was obtained for experimentation with human subjects. The privacy rights of human subjects must always be observed.

Disclosure and conflicts of interest

All authors should disclose in their manuscript any financial or other substantive conflict of interest that might be construed to influence the results or interpretation of their manuscript. All sources of financial support for the project should be disclosed. Examples of potential conflicts of interest which should be disclosed include employment, consultancies, stock ownership, honoraria, paid expert testimony, patent applications/registrations, and grants or other funding. Potential conflicts of interest should be disclosed at the earliest stage possible.

Fundamental errors in published works

When an author discovers a significant error or inaccuracy in his/her own published work, it is the author's obligation to promptly notify the journal editor or publisher and cooperate with the editor to retract or correct the paper. If the editor or the publisher learns from a third party that a published work contains a significant error, it is the obligation of the author to promptly retract or correct the paper or provide evidence to the editor of the correctness of the original paper.

Duties of editors

Publication decisions

The editor is responsible for deciding which of the articles submitted to the journal should be published. The validation of the work in question and its importance to researchers and readers must

always drive such decisions. The editor may be guided by the policies of the journal's editorial board and constrained by such legal requirements as shall then be in force regarding libel, copyright infringement and plagiarism. The editor may confer with other editors or reviewers, or society officers in making this decision.

Fair play

An editor should evaluate manuscripts for their intellectual content without regard to race, gender, sexual orientation, religious belief, ethnic origin, citizenship, or political philosophy of the authors.

Confidentiality

The editor and any editorial staff must not disclose any information about a submitted manuscript to anyone other than the corresponding author, reviewers, potential reviewers, other editorial advisers, and the publisher, as appropriate.

Disclosure and conflicts of interest

Unpublished materials disclosed in a submitted manuscript must not be used in an editor's own research without the express written consent of the author. Privileged information or ideas obtained through peer review must be kept confidential and not used for personal advantage. Editors should recuse themselves (i.e. should ask a co-editor, associate editor or other member of the editorial board instead to review and consider) from considering manuscripts in which they have conflicts of interest resulting from competitive, collaborative, or other relationships or connections with any of the authors, companies, or (possibly) institutions connected to the papers. Editors should require all contributors to disclose relevant competing interests and publish corrections if competing interests are revealed after publication. If needed, other appropriate action should be taken, such as the publication of a retraction or expression of concern.

Involvement and cooperation in investigations

An editor should take reasonably responsive measures when ethical complaints have been presented concerning a submitted manuscript or published paper, in conjunction with the publisher or society. Such measures will generally include contacting the author of the manuscript or paper and giving due consideration of the respective complaint or claims made, but may also include further communications to the relevant institutions and research bodies, and if the complaint is upheld, the publication of a correction, retraction, expression of concern, or other note, as may be relevant. Every reported act of unethical publishing behavior must be looked into, even if it is discovered years after publication.

Duties of reviewers

Contribution to editorial decisions

Peer review assists the editor in making editorial decisions and through the editorial communications with the author may also assist the author in improving the paper. Peer review is an essential component of formal scholarly communication, and lies at the heart of the scientific method. Acad-

emy Publisher shares the view of many that all scholars who wish to contribute to publications have an obligation to do a fair share of reviewing.

Promptness
Any selected referee who feels unqualified to review the research reported in a manuscript or knows that its prompt review will be impossible should notify the editor and excuse himself from the review process.

Confidentiality
Any manuscripts received for review must be treated as confidential documents. They must not be shown to or discussed with others except as authorized by the editor.

Standards of objectivity
Reviews should be conducted objectively. Personal criticism of the author is inappropriate. Referees should express their views clearly with supporting arguments.

Acknowledgement of sources
Reviewers should identify relevant published work that has not been cited by the authors. Any statement that an observation, derivation, or argument had been previously reported should be accompanied by the relevant citation. A reviewer should also call to the editor's attention any substantial similarity or overlap between the manuscript under consideration and any other published paper of which they have personal knowledge.

Disclosure and conflict of interest
Unpublished materials disclosed in a submitted manuscript must not be used in a reviewer's own research without the express written consent of the author. Privileged information or ideas obtained through peer review must be kept confidential and not used for personal advantage. Reviewers should not consider manuscripts in which they have conflicts of interest resulting from competitive, collaborative, or other relationships or connections with any of the authors, companies, or institutions connected to the papers.