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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.

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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

Scientific patronage:



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COFFEE AND TEA MARKET RESEARCH INSTITUTE

Editorial

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Dear Readers

Out of passion for coffee and tea, but, above all, out of passion for learning, we have prepared the third issue of **Coffee & Tea Marketing Journal** (C&TMJ). We would like this London-based journal in English, created by both 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 high substantive quality of the published texts through a system of double-blind reviews performed by recognised specialists in the given fields of science. The entire publishing process is supervised by the Scientific Board to which outstanding scientists from renowned academic centres around the world are invited.

In C&TMJ, we 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 behaviour; distribution and sales; innovation management in production, trade and services; commodity science in quality and product management),
- **Economics and finance** (behavioural economics, behaviour of market actors, consumer protection and education, consumer

ecosystem and sustainability, research on industry markets especially in the area of coffee, tea and yerba mate),

- **Psychology** (economic psychology, psychology of consumer behaviour),
- **Socio-economic geography and spatial management**,
- **Environmental engineering** (environmental engineering, environmental protection and management),
- **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).

In this issue:

The issue starts with the article of the international research team from Croatia, Czech Republic and Poland entitled “Beyond Caffeine: Psychological Motives Behind Coffee Consumption Intensity and Frequency.” In this article, Marcin Antoniak, Andrzej Szymkowiak, Barbara Borusiak, Darija Borović and Željka Mesić examined the psychological motives affecting preferences in coffee consumption intensity and frequency. They also dealt with the behavioural paradox of common coffee consumption and various underlying motives that went beyond caffeine stimulation. This original paper makes an important contribution to the literature on consumer behaviour, offering an empirically established, psychological model for coffee consumption that goes beyond biochemical and economic explanations. It also

emphasises the emotional and habitual dimensions of coffee consumption, with implications to both scientists and practitioners in the area of consumer psychology and food marketing.

The second text proposed in this issue was prepared by Magdalena Kalińska-Kula and Aleksandra Rudnicka and is entitled "Marketing Activities of Companies in International Markets in the Context of Cultural Differences of Coffee Market Consumers." The authors present the possibilities to differentiate marketing activities of companies in international markets in the context of cultural conditions for the buyers' behaviour in the coffee market. For the purposes of the article, the empirical research was conducted with the involvement of Polish and Italian consumers. The obtained results confirmed the existence of significant differences within the scope of marketing instruments developed by the manufacturer of the examined coffee brand on the Polish and Italian market. The authors also observed adaptation activities, particularly in the case of product, distribution and promotion.

The next article by Agnieszka Baruk is entitled "Extent of Social Media Use by Young Users as Active Co-creators of Coffee Shop Marketing Offers." The purpose of the paper is to determine the scope, causes, results and specific nature of prosumption behaviours undertaken by Polish consumers (aged 18-30) in the social media with regard to the coffee shop marketing offer. The proposed research approach fits the concept of H2H marketing. The results of conducted research helped to draw significant theoretical implications that enrich the previous state of knowledge on social media marketing, as well practical implications with high application value. For example, the author identified goals achieved

by young consumers with the use of social media, the specific nature and frequency of their prosumption activities on coffee shop profiles, and the needs satisfied with the activity on coffee shop profiles.

The text by Agata Niemczyk and Magdalena Wawoczny on "The Role of Coffee Shops in Meeting the Tourist Needs of Representatives of Generation Z" is our fourth proposal. In their article the authors pay special attention to catering facilities, particularly coffee shops that more and more often become not only a place for consumption but also an important element of tourist experience, a space for social integration and an environment conducive to the creation of content in social media. The originality of the article lies in the combination of the catering and tourist perspective in the context of behaviours of young generation and the undertaking of rarely analysed topic of coffee tourism. The results of conducted empirical research may be a guideline for the companies operating in the catering sector, particularly within the scope of adapting the offer to the needs of young tourists.

In the section on the published scientific monographs on the coffee and tea market, we print the review drawn up by Natanya Meyer. The author recommends the book entitled "Coffee Certification in East Africa: Impact on Farms, Families and Cooperatives" academically edited by Ruerd Ruben and Paul Hoebink and published in 2015 by Wageningen Academic Publishers.

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

Grzegorz Maciejewski
Editor in Chief