

Extent of Social Media Use by Young Users as Active Co-creators of Coffee Shop Marketing Offers

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ABSTRACT

The purpose of the article was to determine the scope, causes, effects and specifics of prosumption behaviour undertaken in social media by Polish young adult users in relation to the marketing offer of coffee shops. The literature review shows that there is a cognitive gap and a research gap in this area. This is because, so far, these issues have not been studied in the terms proposed in the article. The proposed approach is in line with the concept of H2H marketing. In an effort to reduce both the identified gaps, primary research was designed and implemented. The survey method was used to collect primary data. The studies covered 340 Polish adults representing the 18-30 age group. The collected data were subjected to a quantitative analysis. The results of this analysis allowed answers to be found for five research questions formulated on the basis of results of literature analysis. Among other things, they identified the goals achieved by respondents through the use of social media; the characteristics and frequency of their prosumption activity on coffee shop profiles; and the needs satisfied through activity on coffee shop profiles. The results of the conducted research made it possible to draw important theoretical implications, enriching the current state of knowledge of social media marketing, as well as practical implications with high application value.

Keywords: social media, young social media users, coffee shop marketing offer, co-creating coffee shop marketing offer, needs met by activity on coffee shop social profiles

JEL Classification: D12, D91, M31, O35

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Introduction

Social media are becoming increasingly important in the structure of modern media. This is due to the features that distinguish them from

the media categorised as classic forms of communication with the public. Due to such differences, both groups of media should be

used jointly as part of an integrated marketing communication process (Rehman et al., 2022). While allowing them to cross geographical, social or cultural barriers (Paniagua et al., 2017), the interactivity provided by social media (SM) to its users (Liu et al., 2022) has made this media an environment for activities with unique characteristics (Szymczak, 2024), especially for young people. It can even be said that the representatives of Generation Z and Generation Alpha often spend most of their daily activity precisely in social media, and some of them treat social media as the only attractive environment for their functioning (Kozłowska, 2024). Therefore, they are collectively referred to as *digital natives* (Chang & Chang, 2023). Such activity refers to various areas of life, serving to achieve various, more or less conscious, aspirations, and consequently making it possible to satisfy a variety of needs. However, the common denominator of such activity is that it is often associated with significantly higher involvement (Boerman et al., 2022) of the young users undertaking it compared to their involvement in the activity manifested in the real world.

Given the nature and high dynamism of young people's activities, it can be assumed that they are potential digital co-creators of marketing offers, being able to significantly contribute to their co-creation in social media together with the offerors. This applies to various types of market activities, including coffee shops. The approach proposed in this article is in line with the concept of *Human-to-Human Marketing (H2H Marketing)*. Its premise is the need to redefine the foundations of the classical concept of marketing in favour of human-centred marketing as the key subject of marketing activities (Kotler et al., 2020), regardless of the environment in which they

are conducted. This is because it takes into account the dynamically increasing digitisation of these activities in response to the changes in today's consumer market.

The activity of young people from the above-mentioned generations is the subject of research by many authors. However, they focus on different aspects of this activity than the one discussed in this article. According to the analysis of world literature on the subject, the results of which are presented in the next section of this paper, other authors have not investigated issues related to the use of social media by Polish young adult users as active co-creators of the coffee shop's marketing offer, taking into account the purposes of undertaking these activities and the needs satisfied through them. Thus, it may be concluded that there is both a cognitive gap and a research gap in this area. The research approach proposed in this article is conducive to bridge those gaps.

Therefore, the authors aimed to solve the research problem which was verbalised in the form of the following question: what is the extent of the use of social media by Polish young adult users as active co-creators of the marketing offer of coffee shops, taking into account the objectives of undertaking these activities and the needs satisfied through them? In the process of solving the problem formulated in this way, an attempt was made to achieve the goal of determining the scope, causes, effects and characteristics of presumption behaviour undertaken in social media by Polish young adult users in relation to the marketing offer of coffee shops. The authors attempted to answer five research questions formulated on the basis of the results of analysis of global literature on the subject.

The structure of the article was subordinated to the pursuit of: solving the research

problem, achieving the purpose of the article, and finding answers to the research questions. The article includes a theoretical part, where the results of a literature review are presented, as well as an empirical part which presents the results of primary research conducted to empirically verify the theoretical assumptions. The rest of the article presents the results of the

scientific discussion based on the comparison of results of the conducted research with those of other researchers, and identifies the main final conclusions, theoretical and practical implications, limitations of the conducted research, as well as directions for future research projects.

Literature review

Social media as an environment for young users to achieve their goals and meet their various needs

Social media have been developing extremely dynamically since their inception (Foguesatto et al., 2024). As time goes by, they are growing in importance as an activity environment for modern people who use them to an ever-increasing extent, engaging through them in various ventures and projects (Maciejewski et al., 2024). This is largely due to the globalisation trend (Butler, 2024) which is favoured by this phenomenon. One can even speak of an increasingly visible displacement by social media of the traditional, that is real, environment of activity of both private and professional nature. Thus, in the case of many forms of activity it is transferred from the real world to the virtual world (Khanom, 2023). This is due to the peculiarities of social media which are characterised primarily by interactivity (Liu et al., 2022) enabling geographical, time or language barriers to be overcome (Paniagua et al., 2017).

The specificity of SM increases their perceived attractiveness (Onyemaechi & Okafor, 2025) as an environment for engaging in various behaviours. This is especially noticeable with Generation Z users and younger people.

Pérez-Torres (2024) even describes SM as a digital social mirror for identity development during adolescence. However, social media are also increasingly and willingly used by representatives of older generations (Cotten et al., 2022). One can even speak of social media fulfilling the role of an intergenerational integrator (Vittadini, 2020). These trends are noticeable in different countries regardless of cultural background. It still seems to many users that engaging in various forms of social media activity allows them to remain anonymous (Eklund et al., 2021), and thus provides a sense of relative security. Nevertheless, this is only an illusory effect. SM are characterised by just the opposite, namely a lack of privacy (Kang, 2022). However, by failing to realise this fact or ignoring it, many users equate social media with an extremely attractive (and, according to some, even the only one - Kozłowska, 2024) place to achieve a variety of aspirations and thus fulfil a variety of needs (Lang et al., 2021).

In addition to the goals of meeting security needs, as already mentioned, many other aspirations from virtually all levels of the pyramid of needs can be achieved through the active use of social media. Thanks to various forms of social media activity, it is possible to fulfil aspirations related to the satisfaction of social, psy-

chological or self-fulfilment needs (included in Maslow's classic hierarchy of needs (Rojas et al., 2023), as well as the satisfaction of aesthetic or knowledge needs (included in the expanded hierarchy of needs - Pan & Lee, 2024). Moreover, the dynamically, even rapidly increasing intensity and length of use of social media, especially by young users (Chang & Chang, 2023) lead to the conclusion that the goals related to satisfying physiological needs are also being achieved in this environment. Indeed, by definition, these are needs whose fulfilment determines the maintenance of human life and health. Since it is increasingly possible to even speak of social media addiction (Hatamleh & Aissani, 2024), from an addict's perspective this condition is met. After all, using social media allows them to maintain a sense of being healthy.

However, literature on the subject primarily highlights the fact that social media can be used to satisfy such needs as social needs (e.g. through establishing and building virtual relationships - Pérez-Torres, 2024); psychological needs (e.g. through self-presentation - Pérez-Torres, 2024); or the need for self-fulfilment (Pan & Lee, 2024). He et al. (2022) write about SM as an environment for developing individual abilities, rightly emphasizing that research in this area is still relatively rare. In particular, the use of social media as a means to achieve the goals related to satisfying self-fulfilment needs, including the development of one's own talents, is important from the point of view of joining in the co-creation of marketing values. Indeed, prosumption activity manifested by creative behaviour (Shen et al., 2023) is tantamount to exhibiting creativity, i.e. fulfilling self-development needs. It is worth adding that prosumption activity also involves the manifestation of communication behaviour (Ziemba &

Eisenhardt, 2018). Thus, the use of social media is also very relevant to this sphere of prosumption. This is because, by communicating with other users, it makes it possible to achieve goals which satisfy social needs.

Social media as an environment for young users to be active in co-creating marketing offers

Prosumption activity involves the co-creation of a marketing offer by its addressees. It can vary in nature (Žilinskaitė, 2025), but its effects are always felt by the company. It is difficult to agree with the approach presented by some researchers (e.g., Ritzel et al., 2022) that prosumption consists in preparing something for oneself without any interaction with other entities. Due to the environment in which it is undertaken, three types of prosumption activity can be considered: online (virtual), offline, and combined. Each of them may differ in their subjective, personal and temporal scope. Such activity may involve the joint creation of a product (Tian et al., 2017) and/or its marketing attributes (including packaging, branding) or non-product marketing incentives (including special offers, price, distribution, customer service). Considering the personal scope, joint activities can be undertaken within the framework of a *buyer-company* arrangement (Ertz et al., 2025) or a *buyer-other-buyers* arrangement (Ritzel et al., 2022). For example, as part of the communication behaviour between the buyers, the image of a particular company or its offer is co-created. In terms of the temporal scope, prosumption activity can be short term, medium term or long term. In addition, considering the degree of the recipient's involvement in the activities undertaken together, we can speak of activity that is communicative (requiring relatively less resources) and creative (re-

quiring relatively more resources). In both cases, however, the degree of the recipient's involvement is clearly greater than when they engage exclusively or primarily in purchasing behaviour reflecting their market role in the classical view (Ertz et al., 2025). In the case of communicative behaviour, due to its overtones and effects on the company, we can also speak of activity that is positive, neutral and negative.

The co-creation of a marketing offer in social media is part of the field of virtual activity and can take any of the above-mentioned forms of prosumption activity. Thus, it can be about the product, packaging, brand, etc. It can be undertaken through interactions with other users or with the company. It can refer to different time horizons and it can also be related to varying degrees of involvement on the part of the user. Literature on the subject often indicates the superiority of the online environment over the offline space in terms of opportunities for joint activities (Kocot & Kocot, 2022). This is due to technological reasons, among other things (Ahmed et al., 2025). The Internet, as well as social media, provide users with opportunities that are not available outside of them. However, one should not forget the dangers of using this environment which are still often ignored by users. The only apparent anonymity, mentioned earlier, is just one such threat. However, there are many more of them (Weir, 2023), which require the observance of the principle of limited trust.

In practice, however, the benefits of taking joint action on social media outweigh the risks, making these media an extremely useful space for collaboration (Aslam & de Luna, 2021). It has so far been analysed in the literature through the prism of such aspects as knowledge sharing (Carlson et al., 2018); communication (Fine et al., 2017); shaping socially

responsible behaviour (Garg et al, 2022); shaping the image by recommending a specific object, e.g. a virtual platform (Giglio et al., 2023), shaping market awareness (Boerman et al., 2022) and pro-environmental awareness (or ecological awareness - Bentley et al., 2021), or shaping the generally under-stood attitudes and behaviours of other users (Hudders et al., 2021), etc. The research areas listed as examples are general in nature. It is also possible to identify studies of a more or less specific nature, such as those on prosumption activity in social media for a specific product (Filieri, 2013), brand (Li & Aisaiti, 2024) or industry. For example, with regard to the luxury apparel industry, such research was conducted by Koi-visto i Mattila (2020), and for the food industry by Vicdan et al. (2023).

However, among the publications known to the author, it is not possible to find any studies referring to prosumption activity in social media in relation to coffee shops, as proposed here. Among the relatively few studies conducted by other researchers relating to the use of social media in the coffee shop market, one can rather find isolated studies that are, nevertheless, general in nature. These include studies based on secondary data. Kurniawan et al. (2021) analysed primarily the importance of social media use by coffee shops in the process of attracting customers. In turn, the few studies conducted among recipients who are social media users include the research conducted in Middle Eastern countries by Begum et al. (2020). One of the issues analysed there involved the selected customer expectations of coffee shops and their conduct of certain social media activities. As can be seen, the subjective and geographic scope of this research was different from the scope of research presented in this article. In addition, it is possible to identify

studies relating to the role of coffee shops' social media marketing activities in shaping the buyers' purchasing behaviour (e.g. Tauran et al., 2022; Fajri et al., 2021).

It should be noted that the approach proposed in this article is in line with the concept of *Human-to-Human Marketing (H2H Marketing)*. It is, in fact, based on redefining the assumptions of the classical concept of marketing towards human-centred marketing as a subject of marketing activities (Kotler et al., 2020). At the same time, it takes into account the dynamically increasing digitisation, treating it rightly as an opportunity to undertake bold and unconventional marketing activities that meet the growing expectations of modern people, especially those representing the young generation. Therefore, it can be concluded that the research into the extent to which Polish young adult users use social media as active co-creators of the coffee shops' marketing offer fits into the theoretical framework of this theory, corresponding to its subjective and personal scope.

As the presented literature review shows, no research has been undertaken so far on the use of social media by Polish young adult users as active co-creators of the coffee shops' marketing offer, taking into account the goals of

undertaking these activities and the needs they satisfy. It is therefore possible to speak of the existence of a cognitive gap and a research gap in this area. The research approach proposed in this article is conducive to bridging those gaps. In an effort to reduce the two identified gaps, an attempt was made to achieve the goal of determining the scope, causes, effects and characteristics of prosumption behaviour undertaken in social media by Polish young adult users in relation to coffee shop marketing offers.

While striving to achieve this goal, answers were sought to the following research questions:

- What goals do young adult SM users want to achieve?
- How do young adult SM users rate their proficiency in their use of SM?
- For how many coffee shop profiles do young adult SM users act as leaders or followers?
- What are the characteristics and frequency of prosumption activity of young adult SM users on coffee shop profiles?
- What needs are being met by young adult SM users through activity on coffee shop profiles?

Research methods

In an effort to achieve the goal of this article and find answers to the research questions posed, an empirical study was prepared and conducted. Primary data were collected using a survey method. The respondents were contacted through remote communication means. The respondents were sent a link to an online questionnaire prepared specifically for the

purposes of the research process. Primary data were obtained in Q3 2024. The geographic scope of studies covered the whole of Poland.

The survey covered 340 adults representing Polish social media users belonging to the age group of 18-30. The selection of representatives of this age group was based on the following reasons:

- their vital importance for economic and social development (which is emphasised in many demographic studies [CBOS, 2021]);
- their relatively very high social media activity (MacFarlane & Kushner, 2023);
- their widespread use of SM (in this age group, the percentage of social media users in many countries exceeds 90% [OECD Society at a Glance, 2024]).

The quota sampling method was applied. Its demographic structure was proportional to that of the general population as reported by GUS [Polish Central Statistical Office] (Population Structure). Therefore, 50.8% of the respondents were women. The research was fully anonymous and confidential in accordance with the postulated principles of quantitative empirical research (Podsakoff et al., 2024).

During the research process, variables that reflected the subjective scope of the research in question were identified and analysed. These variables included:

- goals of the most frequent use of social media;
- level of proficiency in the use of social media;
- forms of social media prosumption activity on coffee shops profiles;
- needs met by activity on the coffee shops' social media profiles.

When identifying the goals of the most frequent use of social media, the respondents were presented with 7 aspirations potentially underlying this type of activity. When identifying the frequency of the selected forms of social media activity on coffee shop profiles, the respon-

dents were presented with 14 such forms of behaviour. On the other hand, when identifying the needs which are mainly met by activity on the social media profiles of coffee shops, the respondents were presented with 8 needs that could potentially be met by doing so. Both the studied goals and the forms of social media activity and the needs satisfied through it were selected on the basis of the results of the literature analysis carried out in the theoretical part of this article and on the basis of the results of unstructured interviews. These were conducted before the surveys as part of the pilot studies. Interviews were conducted with 20 young adults belonging to the 18-30 age group. This made it possible to refine the research instrument in the form of a survey questionnaire which was ultimately used during the research itself, which was conducted using the survey method. In the survey questionnaire, all questions were single-choice questions, which was dictated by the attempt to find out the unequivocal opinions of respondents, and thus to find unambiguous answers to the formulated research questions.

For each of the 14 forms of social media activity on the coffee shops' profiles, the respondents were asked to specify the frequency of the activity using a five-point frequency scale (*very often, often, sometimes, rarely, never*). It is one of the measurement tools frequently used in the social sciences in relation to market behaviour (Tanujaya et al., 2023). The collected primary data were subjected to quantitative analysis during which, among other things, the comparative analysis method and the mean score analysis were used.

Research results

According to the survey, the respondents primarily wanted to have fun (entertainment goals) and to make friends and maintain established acquaintances (social goals; Table 1). These were the pursuits that ranked first and second, respectively, in the identified hierarchy of goals for the most frequent use of social media. They were indicated as the only ones by more than 30.0% of the respondents, with the first one by more than half of the people. All other aspirations were mentioned by a much smaller percentage of respondents. What is

important is that, in the case of the subject of this article, the smallest proportion of people indicated presumption goals as the most frequent objective for using social media. However, this does not necessarily indicate a lack of interest in fulfilling the role of an active market participant. One has to remember that the respondents were asked to indicate the goal of their most frequent use of social media, and not the goals they generally want to achieve thanks to it.

Table 1. Goals of the respondents' most frequent use of social media (%)

Goals of the most frequent use of social media	Indications in %	Item
Entertainment goals (e.g. viewing posts at leisure)	59.2	1
Social goals (e.g. communicating with others)	31.7	2
Professional goals (e.g. exchanging experiences with people in a particular industry)	1.7	4
Educational goals (e.g. advancing knowledge)	4.2	3
Hedonistic goals (e.g. enjoying yourself)	1.7	4
Shopping goals (e.g. looking for product deals)	1.7	4
Presumption goals (e.g. sharing your opinions with other users or companies)	0.8	5

Source: own compilation on the basis of the results of conducted research.

As Table 2 shows, a total of 43.3% of respondents described themselves as slightly or moderately advanced users of social media. This may come as a surprise, especially considering the age group to which the respondents belonged. However, this result demonstrates ob-

jectivity in self-assessment of one's own activity and, at the same time, provides another hint to the offerors as to what actions are worth taking in the process of shaping the market behaviour of young adult buyers.

Table 2. Respondents' self-assessment of their level of proficiency in the use of social media (in %)

Self-assessment of the level of proficiency as social media users		Indications in %	
Very advanced	At least advanced	16.7	56.7
Advanced		40.0	
Intermediate	Intermediate at most	37.5	43.3
Slightly advanced		5.8	

Source: own compilation on the basis of the results of conducted research.

After recognising aspects of social media use in general, an attempt was made to determine the characteristics of the respondents' social media activity on profiles run by service businesses, such as coffee shops. The majority of respondents (73.3%) answered that they were a profile follower or a leader among fans of a coffee shop profile. Other respondents said they did

not belong to either of these two roles. As Table 3 shows, the smallest percentage of respondents were followers and/or leaders of a profile of one coffee shop. Overall, the majority of respondents fulfilled these roles or one of them for 2 - 5 coffee shop profiles. Thus, it can be said that the respondents are quite active with regard to this group of service businesses.

Table 3. Number of coffee shop profiles where the respondents were followers or leaders (%)

Number of coffee shop profiles mentioned by the respondents	Indications in %	Item
1	11.1	4
2 - 3	30.0	2
4 - 5	36.7	1
More than 5	22.2	3

Source: own compilation on the basis of the results of conducted research.

The next stage of the research process identified the frequency with which respondents undertook specific activities on the social media profiles of coffee shops. For most of the 14 forms of activity analysed, the largest proportion of respondents answered that they undertook them rarely. This included communicative behaviour and the behaviour of joining in activities initiated by the companies (Table 4). In turn, for each of the 5 forms of analysed activity that required the greatest involvement from the respondents, i.e. those related to showing one's own initiative, the largest proportion of people had never engaged in such an activity. It is worth noting, however, that each of these 5 forms was mentioned by more than one in three respondents as having been undertaken, albeit infrequently. Only a few percent of respondents engaged in each of the analysed behaviours at least frequently, with the relative share of such individuals be-

ing the highest when providing positive feedback on a dish or beverage (6.7% overall).

As can be seen from the mean score analysis, each of the 4 communicative behaviours which were analysed scored an average above 2.00. All other creative behaviours, including 5 coffee-shop-inspired behaviours and 5 behaviours undertaken spontaneously by the respondents, received an average score of less than 2.00. It is worth noting that inspired behaviours had slightly higher assessments than behaviours undertaken spontaneously. For the former the average scores were in the range of 1.80 - 2.00, while for the latter the range was 1.60 - 1.80, respectively. As can be seen, the forms of presumption activity which required the greatest commitment were relatively less frequent than other analysed behaviours. In addition, the highest average scores in each of the two groups of creative behaviours pertained to forms of activity related to product offers. On the other hand, in the communicative

behaviour group, positive feedback was more often given than negative feedback, regardless

of whether it was about a specific dish or a coffee shop.

Table 4. Frequency of respondents undertaking selected forms of prosumption activity in social media on coffee shop profiles (in %)

Group of activity forms	Forms of activity	Indications in %					Average value
		5	4	3	2	1	
Communication	I give negative feedback on a drink / dish with which I am dissatisfied	3.4	1.7	21.7	47.5	25.7	2.09
	I give positive feedback on a drink / dish that I am satisfied with	5.0	1.7	32.5	44.2	16.7	2.34
	I give negative feedback on a specific coffee shop	3.3	0.0	28.3	45.0	23.4	2.15
	I give positive feedback about a specific coffee shop	4.2	1.7	37.5	41.7	15.0	2.39
Creative inspired	I participate in the marketing activities initiated by a specific coffee shop to improve the current product offers	1.7	0.8	18.3	48.3	30.9	1.94
	I participate in the marketing activities initiated by a specific coffee shop to improve the level of customer service	1.7	0.8	15.8	52.5	29.2	1.93
	I participate in the marketing activities initiated by a specific coffee shop to improve promotional activities	1.7	0.8	15.8	49.2	32.5	1.90
	I participate the marketing activities initiated by a specific coffee shop to improve distribution activities.	1.7	0.8	15.0	45.8	36.7	1.85
	I participate in the marketing activities initiated by a specific coffee shop in order to improve its interior design / layout	1.7	0.8	16.7	45.0	35.8	1.88
Creative spontaneous	I myself make contact with a specific coffee shop to give ideas for changes to the current product offer	2.5	0.0	10.8	40.0	46.7	1.72
	I myself make contact with a specific coffee shop to communicate ideas for changes to customer service	2.5	0.0	12.5	36.7	48.3	1.72
	I myself make contact with a specific coffee shop to give ideas for changes in promotional activities	1.7	0.0	10.0	35.0	53.3	1.62
	I myself make contact with a specific coffee shop to give ideas for changes in distribution activities	2.5	0.0	10.0	38.3	49.2	1.64
	I myself make contact with a specific coffee shop in order to give ideas for changes in its design / the way the interior is arranged	2.5	0.0	9.2	40.0	48.3	1.64

where: very often – 5; often – 4; sometimes – 3; rarely – 2; never – 1

Source: own compilation on the basis of the results of conducted research.

Here one might ask the question how service businesses, such as coffee shops, should shape the proactive behaviour of young adult buyers. The answer to this question lies in the needs that the respondents believe are mainly met

through active behaviour on the coffee shops' social profiles. The largest proportion of the respondents felt that their needs for co-determination of the company's activities were then mainly met (Table 5). This was the only

need mentioned by more than one in four respondents. Nearly a quarter of the respondents cited the opportunity to display their

creativity as a need met primarily through activity on the coffee shops' social profiles, while one in five cited a sense of being needed.

Table 5. Needs mainly met by the respondents by being active on the social profiles of coffee shops (%)

Groups of needs met	Needs met	Indications in %	Item
Non-material	Sense of co-determination over the company's activities	27.5	1
	Sense of being needed in society	20.8	4
	Opportunity to demonstrate your creativity	23.3	2
	Opportunity to improve your self-esteem	1.7	6
	Opportunity to boast about their activities to other uses	2.5	5
	Opportunity to <i>get rid of</i> the feeling of boredom	2.5	5
Material	Possibility of receiving a material prize	21.7	3
	Possibility of receiving a cash prize	0.0	7

Source: own compilation on the basis of the results of conducted research.

Thus, it can be concluded that, in this context, it was relatively more important for the respondents to be able to satisfy non-material needs pertaining to the relational area with regard to the company and to society. It is worth noting, however, that the third place in the identified

hierarchy of satisfied needs was occupied by the need related to obtaining a material reward, i.e. a material need. The only need that no one indicated was the possibility of winning a cash prize.

Discussion

The results of the survey indicate that, for the largest percentage of the respondents, the main purpose of using SM was due to its entertainment value. This result does not fit in with the findings of other researchers who found that the purpose was to gain fame, or at least high recognition. For example, Uhls and Greenfield (2012) found that fame was the most important cultural value underlying young people's use of social media. It provides young users with a large audience whose presence allows them to fulfil their desire for social recognition and high status. A similar conclusion was also drawn on the basis of the results of a survey conducted by Utz et al.,

(2012) among Dutch university students. The pursuit of popularity, and thus high social status, has been the main reason for using Facebook, pushing aside such goals as the desire to belong or to communicate with friends on an ongoing basis. According to the study by Butler (2021), young users seek to build their social status in SM by identifying them with an arena where they can successfully compete with other users of these media. However, such rationales for using social media were also not discovered to be the leading cause by the author of this article.

Gaining fame, or at least popularity, can be categorised as a hedonistic goal which, in the

research presented in this article, was mentioned by a much smaller percentage of respondents than entertainment and social goals. Thus, it can be concluded that the hierarchical structure of the aspirations that the respondents representing Polish young adult SM users wanted to achieve was markedly different from the structure discovered for those in a similar age group but representing other nationalities.

It is worth noting that, among the studies conducted by other researchers, one can also find some whose results are much closer to those presented by the author of this article. For example, one of them was the survey conducted by Elkatmış (2024) among young Turkish SM users. In this survey, the first place among the purposes for which the respondents used SM was communication pursuits, followed by entertainment goals. These results were much closer to the results obtained by the author. What is more, among the goals analysed in that study were those related to tracking user-supported organisations, which can, to some extent, be related to those of prosumption activity. In fact, they were ranked lowly in both surveys, which also marks a kind of similarity.

On the one hand, the use of SM stems from the pursuit of specific goals and, on the other hand, its effect is to satisfy specific needs. In practice, these needs are not always directly derived from what the users wanted to achieve. In this regard some discrepancies can be noted

between the results obtained during the research presented in this article and those of other researchers. Among the needs primarily satisfied by young SM users through the use of these media, they cite the need for peer acceptance and the need for self-esteem improvement (Vandenbosch et al., 2022). On the other hand, among the needs satisfied by the respondents through their activity in SM, the need to improve their self-esteem ranked as one of the last. It is worth mentioning that the research presented in this article focused on activity on the social profiles of coffee shops, not on SM activity in general. This may indicate the importance of the subjective scope of research in explaining the differences which were discovered.

The results presented in this article, in turn, are in line with those obtained by Kullolli and Trebicka (2023). They found that SM serve as a way for young people from Generation Z to express their creativity. In the case of the research presented here, the satisfaction of this particular need ranked high in the hierarchy, as it ranked second. It is worth noting that both studies covered people representing the same age group (young adult users up to 30 years old), although the subjective scope was different. Indeed, the study of Kullolli and Trebicka did not focus on coffee shops, which, in turn, may indicate a lack of interest in the analysed industry, at least when it comes to issues related to creativity.

Conclusions

To sum the presented considerations up, it can be concluded that the conducted research has contributed to reducing the identified cognitive gap and research gap. The results of this re-

search have led to interesting and inspiring conclusions of great cognitive and applied value. They can be identified with implications of both a theoretical and managerial nature. This is

because they enrich the theory and act as an important signpost for economic practice.

Theoretical implications

The results of the conducted research and the conclusions drawn from it are characterised by significant cognitive value. This is because they contribute to theory, especially to the concept of H2H marketing. Thanks to them, it was possible to reduce the discovered cognitive gap, leading to the enrichment of the state of existing knowledge about social media marketing and users of such media as potential and current co-creators of marketing activities.

Some of the most important aspects uncovered by the research include:

- Identification of the goals of SM use by young adult users.
- Identification of the hierarchy of goals of SM use by young adult users.
- Identification of self-assessment of the proficiency of SM use by young adult users.
- Determining the number of coffee shop profiles where young adult SM users are leaders or followers.
- Revealing the characteristics of the prosumption activity of young adult SM users on coffee shop profiles.
- Discovering the frequency of specific forms of prosumption activities undertaken by young adult SM users on coffee shop profiles.
- Identification of the needs met mainly by young adult SM users through activity on coffee shop profiles.
- Identification of the hierarchy of needs met mainly by young adult SM users through activity on coffee shop profiles.

Managerial implications

The results of the conducted research are also characterised by high application value. Knowledge of the aspects identified during this research in relation to the activity of young adult SM users can make it easier for entrepreneurs and coffee shop managers to effectively use social media in the process of shaping their active market attitudes and behaviour.

Among the most important recommendations that can provide important guidelines for the marketing efforts of coffee shop owners and managers are the following:

- The need for managers to take more effective measures to activate young adult social media users in order to turn them into valuable market partners demonstrating not only communicative activity, but also creative activity by joining coffee-shop-inspired activities.
- The need for managers to take more effective measures to activate young adult social media users in order to turn them into valuable market partners who show openness to and initiate spontaneous engagement in coffee shops' marketing activities.
- The need for coffee shops to create conditions for the multidimensional achievement of goals important to young adult users of social media by undertaking activities in the coffee shops that are aimed at joint marketing activities.
- The need for coffee shops to create conditions to meet the needs felt by young adult users of social media in a multidimensional way by undertaking activities in the coffee shops that are aimed at joint marketing activities.

Limitations and directions of future studies

The conducted research obviously has some limitations. The author is aware of their occurrence. It is worth noting that they result from the adopted research approach. It determined the specific scope of the study, including its subjective, personal and geographic scope. The deliberate research approach also resulted in the selection of research methods used in the data acquisition and analysis stages. Given these limitations, it can be concluded that research on the use of social media by young adult users in the context of their goals and needs will be continued by the

author in the future. It is planned to expand the scope and depth of the study. At the stage of primary data analysis, statistical methods and tests will be used to verify the existence of relationships between the examined variables, not just to find answers to the research questions. In the future, it would be advisable to conduct analogous surveys on a regular basis for companies representing coffee shops (for the possibility of comparing results and analysing possible trends), as well as for companies representing other industries (for the possibility of comparing the results of a cross-industry nature).

Declaration of competing interest

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

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