

# 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 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, tea and yerba mate 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).

In this issue:

The issue opens with an article by Agnieszka Baruk titled *Expectations of Young Consumers Regarding Coffee Shops' Marketing Activities on Social Media*. In the article, the author identifies the expectations of young consumers regarding the activities undertaken in social media by coffee shops.

This original manuscript, based on primary sources, develops the concept of H2H marketing, enriches the current state of knowledge on the use of social media in coffee shop marketing, and also contains important managerial implications.

The second of the texts proposed in this issue was prepared by Anna Olejniczuk-Merta and is titled *The Influence of Culture on Coffee Consumption. Evolutionary Perspective*. The Author uses an original research approach based on two assumptions. The first elaborates on the assumption that consumption, including coffee consumption, is not a purely economic phenomenon resulting from the production process. Consumption has its roots in culture, which results from the fact that culture, through the values it creates, influences and shapes consumption. The second assumption indicates the two-dimensional nature of consumption: demand and investment. The background to the considerations undertaken by the author is an approximation of evolutionary changes in culture and consumption, occurring over the centuries. The geographical scope of the analysis of coffee consumption includes Poland and other countries of the world, due to the global dimension of coffee consumption.

The next article was prepared by Michaela Jánková and Przemysław Lubarda. The aim of the article is to identify the significance of stereotypes about teas when consumers make purchasing decisions. This is also the title of this manuscript. The considerations presented in the article are based on both secondary and primary sources of information. Research has shown that stereotypes are often the only information that the consumer has about the tea they buy. Only after the purchase, some of the respondents expressed a desire to explore the properties of the tea which they had purchased. The results described in the article and the conclusions presented therein may constitute an incentive to undertake international quantitative research in this area.

The text by Filip Szymczak titled *Influencer Marketing in Building Coffee Communication: a Case Study of GBS Coffee* is our fourth proposal. In his article, the author presents an analysis of key elements of brand strategy, such as product personalisation, influencer selection and the use of non-standard communication platforms, including social media and online platforms. The manuscript fills the gap in knowledge regarding the use of influencer marketing in the Polish coffee market, while providing practical tips for other companies planning similar activities.

In the section devoted to published scientific monographs from the coffee and tea market, we include a review prepared by Jarosław Korpysa. The author recommends the book titled *Quality Determinants in Coffee Production* by Lucas Louzada Pereira and Taís Rizzo Moreira published in 2021 by Springer.

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.

Grzegorz Maciejewski  
Editor in Chief