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# Expectations of Young Consumers Regarding Coffee Shops' Marketing Activities on Social Media

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## ABSTRACT

The purpose of this article is to identify the expectations of the representatives of Polish young adult users regarding coffee shops' marketing activities on social media. The review of literature shows the presence of a cognitive gap and a research gap in this area. These issues have not been studied yet in the context proposed in the article. This fits the concept of H2H marketing. While striving to reduce both of the discovered gaps, empirical studies were prepared and conducted with the use of the survey method to collect original data. The studies covered 340 Polish adult representatives from the 18-30 age group. The collected data were subject to a quantitative analysis. Its results helped to answer four research questions formulated on the basis of the results of analysis of the literature on the subject. The identified issues included, among other issues, the expectations of the respondents regarding the marketing activities undertaken by coffee shops in social media. These expectations were also structured by creating a clear hierarchical order. The results of the research were the basis for drawing important conclusions. They enrich the previous state of knowledge on social media marketing, and may also be implemented for use.

**Keywords:** expectations, young consumer, social media, marketing activities, coffee shops, coffee market

**JEL Classification:** D12, D81 M31

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## Introduction

Communication in the modern consumption market is the foundation for building relations between market entities. It is particularly important in the case of starting and strengthening relations between the offerors and the end buyers. They are the key participants in marketing activities as their creators and

recipients (in the traditional approach) or as their co-creators (in the modern approach - Azzari, Mainardes, Cristo-Andrade, Durans, Vale & Macedo, 2024; Kao, Yang, Wu & Cheng, 2016). Due to the dynamic changes taking place on the market, including technological, social and cultural changes (Shanmugasundaram &

Tamilarasu, 2023; Wróblewski, Mokrysz, Kwilinski, Merritt, 2024), it is clearly necessary to use social media in such activities (Appel, Grewal, Hadi & Stephen, 2020).

The common use of social media, particularly by users representing younger age groups (Mude & Undale, 2023), is, on the one hand, a sign of the above-mentioned changes and, on the other hand, it is actually a social and marketing trend (Dwivedi, et al., 2021) to which the offerors need to adapt, regardless of the specific nature of their market activities. This obviously also applies to entities from the catering industry which includes coffee shops. Such adaptations should be based on the marketing approach starting with the identification of the recipients' expectations and the creation of solutions corresponding to the identified expectations.

Therefore, the considerations presented in this article fit the concept of H2H marketing (Kotler, Pfoertsch, Sponholz, 2020) which is an elaboration on the classic marketing concept taking into account the challenges of the modern market. The results of the analysis of the literature on the subject that are presented in the theoretical section of this study clearly show the presence of a cognitive gap and a research gap with regard to the issues and approach presented in this article. In the studies known to the author, the marketing activities undertaken in social media have not been analysed from the perspective of the recipients' expectations in that regard. Even

more so, no such studies have been conducted in the case of coffee shops.

For this reason this article aims at resolving a research problem formulated with the help of the following question: what are the expectations of Polish young adult users regarding coffee shops' marketing activities on social media? In order to resolve this research problem an attempt was made to achieve the following purpose: to identify the expectations of the representatives of Polish young adult users regarding coffee shops' marketing activities on social media. While striving to achieve this purpose, the author searched for answers to four research questions formulated on the basis of the results of analysis of global literature on the subject.

The structure of the article is governed by the attempts to solve the research problem, achieve the purpose of the article and find answers to the research questions. Therefore, the article includes a theoretical section where the results of a review of literature are presented, and an empirical section which presents the results of original studies conducted in order to empirically verify the theoretical assumptions. Further in the article, the author presents the results of scientific discussion based on the comparison of the results of conducted studies with the results of studies of other authors, and identifies key final conclusions, theoretical and practical implications, limitations to the research conducted and directions for future research.

## Literature review

### *Social media*

The increasing role of social media in marketing is due to the rapid transformations

taking place in the modes of communication, including changes related to engaging in

interactions between the offerors and the buyers (Khan, Geng, Larsari & Sain, 2023). These changes are related, among other things, to the intensive digitalisation of various areas of modern human activity. They create new opportunities to reach individual recipients, but also involve many threats, which require certain safeguard measures (Ibrahim & Aljarah, 2023).

From the perspective of marketing, one of the key characteristics of social media is their interactivity. It allows for a virtually unlimited activity which involves sharing various contents, including knowledge, and consequently for building a community based on cooperation between individual users, as well as between such users and offerors, in various configurations. Individual users in virtual communities that function on social media do not focus only on the search for products that are interesting to them, but they also search (sometimes predominantly) for certain experiences and emotions, striving to create certain experiences (Wibowo, Chen, Wiangin, Ma & Ruangkanjanases, 2021) and share them with other users. One might even say that they transfer a considerable part of their activity to

### ***The concept of H2H marketing***

The concept of 'Human-to-Human Marketing' (H2H Marketing) is based on redefining the assumptions of the classic concept of marketing towards marketing oriented at a human being as the subject of marketing activities. As can be found in Kotler, Pfoertsch and Sponholz (2020), its foundations are:

1. Openness and willingness to ask still new questions.
2. In-depth thinking.
3. Discovery of one's own humanity and its externalisation.

the virtual world. This is particularly evident for those representing relatively younger age groups, including Generation Z (Dąbrowski & Środa-Murawska, 2022).

The relocation of activity from the real world to the virtual world obviously has positive and negative consequences. From the point of view of marketing, the clearly beneficial effects include the occurrence of diverse non-shopping behaviour, particularly communication behaviour, which involves sharing opinions and forwarding suggestions with regard to products, brands, etc. Furthermore, one may speak not only of loyalty to a specific brand, product or offeror, but also to a given virtual community (Yadav & Rahman, 2018). This is the best proof of the extremely major role of the underlining connections and the satisfaction felt from being involved in the functioning of such community (Jamil et al., 2022). To meet the expectations of its participants, it should apply a subject-oriented approach to one another and avoid the dehumanisation of mutual relations (Haslam, 2022) which might be one of the main negative effects of the intensification of activity on social media.

It is based on the theoretical foundations of the service-dominant logic (S-DL) concept (Chou, Huang & Tu, 2023) which is also focused on the human being. It additionally takes into consideration the dynamic digitalisation treating it justly as the opportunity to take up courageous and unconventional marketing activities which correspond to the growing expectations of modern man.

In the strategic dimension, the H2H marketing is based on building and strengthening mutual trust (Kotler, Pfoertsch & Sponholz,

2021), which requires the effective management of this intangible asset, e.g. by reducing the potential risk (Vos, Marinagi, Trivellas, Eberhagen, Skourlas & Gianna, 2014). The importance of trust grows dynamically in relations that are more and more virtual, which stems, among other things, from the lack of direct control of the offeror over a considerable part of marketing activities or from the specific nature of online contacts and related threats (Aïmeur & Sahnoune, 2019). After all, trust is the basis of every interpersonal relation, and its

### ***Social media in the marketing activities of offerors on the food market***

The use of social media in the food consumption market is analysed in the literature from two perspectives: 1/ the recipient's; 2/ the offeror's. In the case of studies reflecting the former perspective, the analysis referred mainly to such aspects as:

1. Intentions of buying food products in general or with reference to a certain group of products. For example, the impact of social media activities on the readiness to buy food per se was studied by Misra, Dinh & Ewe (2024) as well as Russo & Simeone (2017); whereas the correlations between social media activity and the purchase intentions to buy 'green food products' was analysed by Armutcu, Ramadani, Zeqiri & Dana (2023);
2. The perception of certain attributes of food products. For example, the perceived influence of coffee on the users' well-being was studied by Samoggia, Riedel & Ruggeri (2020) by an analysis of the contents of posts shared in social media.

level determines the quality of mutual ties (Park, Gunn & Han, 2012). From the marketing perspective it is practically impossible to achieve the basic market goal of raising the buyer's satisfaction without the buyer trusting the offeror.

Therefore, it is clear that research concerning expectations regarding the use of social media in the marketing activities undertaken by coffee shops fits into the theoretical framework of this theory and fully corresponds to its objective and subjective scope.

In turn, in studies depicting the point of view of the offeror, the analysed issues included, e.g.:

1. Correlations between undertaking marketing activities in social media and the economic effectiveness of the enterprise. For example, with regard to wine offerors, such studies were conducted by Martínez-Falcó, Sánchez-García, Marco-Lajara & Fuentes-Fernández (2024); whereas with regard to the whole food industry, such studies were conducted by Attar, Amidi & Hajli (2022);
2. Conducting market actions, including marketing ones, in social media in crisis situations, e.g. Covid-19 pandemic. For example, the undertaking of actions which aimed to increase the users' involvement during the pandemic was studied by Tajvidi & Tajvidi (2020).

With regard to enterprises from the catering industry, the research which has been carried out so far has been primarily concerned with issues related to the influence of social media marketing activities focussed on the intention to buy or revisit. For example, in the

case of restaurants, such studies were conducted by Ibrahim (2023); whereas in the case of online coffee shops by Ibrahim, Aljarah & Sawaftah (2021). However, these studies referred not only to a different use of social media, but also a different group of offerors than coffee shops. When it comes to coffee shops, the use of social media was studied more from the perspective of coffee shop owners and the managers of such catering places. For example, Aleganad et al. (2024) analysed the correlations between marketing strategies used on social media and the achieved market results to conclude that such correlations did not exist.

It is clear that the above-mentioned studies did not cover the use of social media in the marketing activities of entities such as coffee shops. This is no coincidence since there are actually few studies of this kind. However, they do include studies based on secondary data published by Kurniawan, Kittynanda, Marwan, Wirawan, Anwar & Johan (2021) in which the emphasis is placed on the importance of the use of social media by coffee shops in the process of attracting customers. Of the few studies conducted among the recipients who are social media users, it is worth mentioning the studies conducted by Begum, Yavuz & Kwiatek (2020) in the Middle Eastern countries. One of the aspects analysed was selected customer expectations in relation to the social media

activity of coffee shops. The objective and geographical scope of these studies was quite different, which will be shown later in the article in the section on discussion.

On the basis of the results of the literature analysis, it may be stated that there is a cognitive gap and a research gap within the scope of considerations regarding the expectations related to the use of social media by coffee shops in their marketing activities. Therefore, while striving to reduce both of the discovered gaps, the article attempts to achieve the goal of identifying the expectations of representatives of Polish young adult users regarding social media marketing activities undertaken by coffee shops. In the process of its completion, the author tried to find answers to the following four research questions:

RQ1: What importance do the respondents attach to the social media marketing activities conducted by coffee shops?

RQ2: According to the respondents, what social media marketing activities should be undertaken by coffee shops?

RQ3: What is the hierarchy of social media marketing activities that should be undertaken by coffee shops according to the respondents?

RQ4: How do the respondents evaluate the level of their activity to date in the social media profiles of coffee shops?

## Research methodology

In order to achieve the purpose of this article and to find answers to the formulated research questions, empirical studies were prepared and conducted. The original data were collected with the use of the survey method. The remote

contact method was used. The respondents were sent a link to an online questionnaire prepared specifically for the purposes of the research process. The stage of collecting data was completed in the third quarter of 2024

among a group of 340 adults representing Polish social media users aged 18 - 30. The representatives of this age group were the subject of the studies for two major reasons:

1. Their relatively high activity on social media (Dąbrowski & Środa-Murawska, 2022; Mude & Undale, 2023), and the common use of such media (in many countries the percentage of social media users in this age group exceeds 90% (OECD Society at a Glance, 2024);
2. Their importance for the economic and social development (it is exhibited in many demographic studies [*Social and professional situation of persons aged 18-24 in the last 30 years*]).

The geographical scope of studies covered the whole of Poland. The quota sampling method was applied. Its demographic structure was proportionate to the structure of the overall population as stated by GUS (Central Statistical Office Poland) (*Structure of the population*). 50.8% of the respondents were women.

The studies were fully anonymous and confidential in accordance with the stipulated rules for conducting quantitative studies (Podsakoff, Podsakoff, Williams, Huang & Yang, 2024). While conducting the research process, the following variables were analysed, reflecting the objective scope of the studies: level of

general social media activity to date; opinions on the importance of social media in the marketing activities of coffee shops; expectations regarding the marketing activities that coffee shops should undertake on social media; level of activity on the social media profiles of coffee shops to date.

In order to identify the expectations regarding social media marketing activities, the respondents were presented with 12 such forms of offerers activity. These activities were selected on the basis of the results of unstructured interviews. They were conducted prior to the survey studies during direct research carried out in a group of 20 people belonging to the 18-30 age group. This helped to develop the research instrument in the form of a questionnaire.

In the case of every marketing activity the respondents were to specify their expectations with the Likert scale which is the psychometric tool most often used in social sciences (Joshi, Kale, Chandel & Pal, 2015). The conducted studies made use of the five-level variant ('definitely yes'; 'rather yes'; 'neither yes nor no'; 'rather no'; 'definitely no'). The collected primary data were subjected to quantitative analysis with the use, among other things, of the comparative analysis method and the mean value analysis method.

## Research results

the aim of the first stage of the research process was to identify the specific nature of the respondents' activity on social media. To reflect this, the time spent there by the respondents and the type of such media were adopted. As

shown in table 1, the smallest proportion of the respondents surveyed spent, on average, less than an hour a day on social media, while the largest percentage of persons spent 3 to 4 hours on such activity. In total, as much as 70.0%

of the respondents spent 3 to 6 hours on such activity, that is relatively up to half of the average person's daily activity time (Study on labour: safety, hygiene and ergonomics, 2022).

It may be thus stated that the respondents assigned a very large part of their activity to the virtual world.

**Table 1. Number of hours respondents spent on average per day using social media (in %)**

Number of hours spent on social media	Indications in %	
	Less than 1 hour	3.3
1 - 2 hours	17.5	
3 - 4 hours	39.2	70.0
5 - 6 hours	30.8	
More than 6 hours	9.2	9.2

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

The social media most often used by the respondents were Instagram, Facebook (Meta) and TikTok (table 2). Each of them was listed by more than 10.0% of the respondents, where the absolute leader in this list was Instagram which got nearly half of the indications. Some of the social media were not indicated by any of the respondents. It needs to be emphasised that this was not about using a given medium,

but about indicating the one that was used most often. Therefore, the lack of indications for a given social medium does not mean that it is not used at all. The determination how much time the respondents spend on social media activity and which media are used most often is an important guideline for entrepreneurs who should focus their marketing activities precisely at those media.

**Table 2. Social media most often used by the respondents (in %)**

Social media most often used by the respondents (in %)	Indications in %	No.
Facebook (Meta)	19.2	2
Instagram	47.5	1
Twitter (X)	7.5	4
YouTube	4.2	5
Wykop	0.0	-
Goldenline	0.0	-
LinkedIn	0.0	-
Pinterest	0.8	7
TikTok	18.3	3
Whatsapp	1.7	6
Snapchat	0.8	7

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

This statement is confirmed by the results depicting the importance assigned by the respondents to the undertaking of social media-marketing activities by enterprises (table 3) which were identified in the next stage of the research process. With regard to all the offerors, all respondents thought that the importance of conducting marketing activities in such media was at least high, where more than

60.0% of the people considered it to be very high. The percentage of such indications was relatively lower with reference to coffee shops, but in total, also in this context, more than 92.0% of people assigned a big or very big role to marketing activities in social media. It is worth noting that there were some respondents who believed that the undertaking of such activities was of little importance.

**Table 3. Importance attached by the respondents to conducting social media marketing activities by the offerors (in %)**

Importance attached to conducting social media marketing activities	Indications in %			
	In the case of all offerors		In the case of coffee shops	
Very high	63.3	100.0	50.0	92.5
High	36.7		42.5	
Little	0.0	0.0	7.5	7.5
Very little	0.0		0.0	
None	0.0	0.0	0.0	0.0

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

Furthermore, the undertaking of active marketing activities on social media is of key importance to catering enterprises than for other service enterprises, according to a much greater part of the respondents (table 4). In this

ranking, coffee shops came in second after restaurants. Both of these groups of offerors were listed by nearly three times more people than banks which ranked third.

**Table 4. Opinions of the respondents about the group of service enterprises for which active presence in social media is the most important (in %)**

Group of indicated service enterprises	Indications in %	No.
Banks	10.8	3
Restaurants	30.0	1
Coffee shops	29.2	2
Beauty parlours	6.7	6
Fitness centres	10.0	4
Travel agencies	7.5	5
Insurance offices	0.8	8
Clinics	0.8	8
Educational establishments	4.2	7

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



To apply the marketing approach according to which the starting point for all market decisions should be the identification of the recipients' expectations, in the next stage of the research process it was attempted to discover the respondents' expectations regarding the social media marketing activities that should be

carried out by coffee shops. As shown in table 5, all of the 12 analysed activities scored, on average, more than 4.00. The first place was taken, ex aequo, by two activities related to attracting new customers and strengthening the relations with the existing customers, with the mean score value amounting to 4.80.

**Table 5. Marketing activities that should be undertaken by coffee shops on social media according to respondents (in %)**

Marketing activities listed by respondents	Indications in %					Mean score value	No.
	5	4	3	2	1		
Attracting new customers	83.4	15.0	0.8	0.0	0.8	4.80	1
Strengthening relations with existing customers	83.4	15.0	0.8	0.0	0.8	4.80	1
Promoting the coffee shop	73.3	22.5	1.7	2.5	0.0	4.66	2
Promoting specific items on the menu	57.5	37.5	2.5	2.5	0.0	4.50	4
Promoting interesting events, e.g. a concert in a given place	45.8	36.7	3.3	13.4	0.8	4.13	11
Promoting proper behaviour, e.g. care for animals during heat waves	45.0	41.7	9.1	4.2	0.0	4.28	8
Promoting specific attitudes and trends, e.g. ecology	45.0	35.8	11.7	6.7	0.8	4.18	10
Informion about changes in the mode of operation of the coffee shop	55.8	39.2	4.2	0.0	0.8	4.49	5
Informion about new menu	64.2	32.5	2.5	0.8	0.0	4.60	3
Offering the possibility to order take-out drinks, dishes, etc.	55.0	32.5	11.7	0.8	0.0	4.42	6
Informion about contests, e.g. for the name of a dish	44.2	40.0	11.7	4.1	0.0	4.24	9
Informion about the coffee shop looking for employees	49.1	36.7	10.0	2.5	1.7	4.29	7

where: 5 – 'definitely yes'; 4 – 'rather yes'; 3 – 'neither yes nor no'; 2 – 'rather no' 1 – 'definitely no'

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

In order to structure the analysed activities in a hierarchic order, they were divided into three groups, with consideration given to their mean scores (table 6). Each of these three groups was conventionally marked with the following symbols:

1. 'A' – group including activities that received the mean scores above 4.50 (4 activities);
2. 'B' – group including activities that received the mean scores ranging from 4.25 – 4.50 (5 activities);

3. 'C' – group including activities that received the mean scores ranging from 4.00 – 4.24 (3 activities).

It is worth noting that the last of the created groups is comprised of communication activities, where two activities are not related to the functioning of coffee shops, and one activity refers to the initiation of presumption behaviours among the customers. The identified hierarchy of activities expected by the respondents shows the areas of social media marketing activity on which the coffee shops should focus.

**Table 6. Hierarchy of marketing activities that the coffee shops should undertake on social media according to the respondents**

Marketing activities listed by the respondents	Mean score value
Attracting new customers	4.80
Strengthening relations with existing customers	4.80
Promoting the coffee shop	4.66
Informion about new menu	4.60
Promoting specific items on the menu	4.50
Informion about changes in the mode of operation of the coffee shop	4.49
Offering the possibility to order take-out drinks, dishes, etc.	4.42
Informion about the coffee shop looking for employees	4.29
Promoting proper behaviour, e.g. care for animals during heat waves	4.28
Informion about contests, e.g. for the name of a dish	4.24
Promoting specific attitudes and trends, e.g. ecology	4.18
Promoting interesting events, e.g. a concert in a given place	4.13

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

It is worth noting that when making a self-assessment of their activity on the social media profiles of coffee shops to date, nearly half of the respondents described them as average (table 7). No one assessed their level as very

high. This is another indication for entrepreneurs running coffee shops that the marketing activities should include activities which involve the activation of social media users.

**Table 7. Respondents' self-assessment of the level of activity on social media profiles of coffee shops to date (in %)**

Self-assessment of the level of activity on social media profiles of the coffee shops	Indications in %	
Very high	0.0	13.3
High	13.3	
Average	47.5	47.5
Low	24.2	39.2
Very low	15.0	

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

## Discussion

The results of the conducted studies, particularly those referring to the respondents' expectations of the marketing activities that coffee shops should undertake on social media, may be considered in various contexts, including, among others, in the context of consumer

trends. For example, the promotion of specific behaviour related to the care for animals fits the eco-marketing trend. Trends on the coffee market were studied, e.g. by Maciejewski & Mokrysz (2019). However, in their considerations they focused precisely on trends, and

not on social media marketing activities from the recipients' point of view, which was the main subject of the research presented in this article. They also did not analyse the coffee shops, but the coffee market as such.

With regard to enterprises in the catering industry, the research which has been carried out so far has been primarily concerned with issues related to the influence of social media marketing activities focussed on the intention to buy or revisit. For example, Ibrahim (2023) analysed these issues with regard to restaurants. He conducted his research among students, that is people belonging to the same age group, as the representatives subjected to the research presented for the purposes of this article. This was the only similarity to the studies presented here. The correlations between the use of social media in marketing activities and revisit declarations were, in turn, studied by Ibrahim, Aljarah & Sawaftah (2021). However, these studies focused not only on a different use of social media, but also a different group of offerors, as they dealt with online coffee shops.

One of the few studies concerning the use of social media by coffee shops is the article by Aleganad et al. (2024). However, they conducted their studies from the perspective of coffee shops owners and managers, analysing the correlations between marketing strategies used on social media and the market results. They concluded that such correlations did not exist.

As mentioned before, one of the few studies on the use of social media by coffee shops in their marketing activities that also presents the point of view of the customers is the paper drafted by Begum, Yavuz & Kwiatek (2020). However, their studies covered the customers from Middle Eastern countries. The geogra-

phical scope of studies was thus different. What is more, although one of the analysed aspects was the customers' selected expectations of the coffee shops and their particular social media activities, they studied different expectations with a different approach. They formulated two hypotheses regarding the impact of the customers' expectations of the social media profiles of coffee shops:

1. Behaviour which involves following a profile (quote: "Customers' social media expectations from the coffee house has a positive impact on the customers' behaviour of joining/following coffee house's social media account").
2. Loyalty to the brand of a given coffee shop (quote: "customers' service expectations from the coffee house have a positive impact on the customers' perceived loyalty to the coffee house brand").

As shown in the questionnaire attached to their article, apart from many other aspects, these studies considered the following three expectations: a coffee shop should conduct social media activities; a coffee shop should create interesting contents for its profile in order to attract and maintain customers; a coffee shop should encourage the customers to use its profile with additional offers. As it can be seen, these expectations are more general than most expectations analysed in this article, and there are only three of them, which is much less than 12. When looking for some analogies between these studies and the studies presented in this article, one may say that only the second expectation analysed there corresponds to the two expectations that won the top places in the hierarchy identified herein. Furthermore, in the quoted studies the focus was on the identification of correlations, while the hierarchy of expectations was not examined.

## Conclusions

The conducted studies strive to reduce the identified cognitive gap and research gap, and respond to the postulates made in the literature to undertake studies on social media as such, without focusing on any specific platform

### *Theoretical implications*

The results of the conducted studies and the conclusions drawn on their basis make a significant contribution to theory, particularly the concept of H2H marketing. They help to reduce the cognitive gap which was discovered, and thus enrich contemporary knowledge about social media marketing and the recipients of such activities.

The key issues discovered thanks to these studies include:

1. Identification of the importance attached by the respondents to the social media marketing activities conducted by coffee shops (answer to research question No. Q1).

### *Management implications*

The results of the conducted studies are also highly applicable for use. Knowledge about the aspects identified during the research may help the entrepreneurs and managers of coffee shops to effectively use social media in the process of communication with young adult recipients. The awareness of their point of view as active users of such media may also enable coffee shops to achieve their tactical and strategic marketing goals.

The key recommendations for coffee shop owners and managers include:

(Gaber, Wright & Kooli, 2019). The results of these studies helped to draw important conclusions of great cognitive and application value, thus enriching theory and becoming an inspiration for economic practices.

2. Identification of social media marketing activities that the coffee shops should undertake according to the respondents (answer to research question No. Q2).
3. Hierarchical order of social media marketing activities that the coffee shops should undertake according to the respondents (answer to research question No. Q3).
4. Identification of the respondents' opinions reflecting their self-assessment of the level of social media activities to date in general and on the social media profiles of coffee shops (answer to research question No. Q4).

1. the need to adapt marketing activities to the specific nature of user activity on social media;
2. the need to create a composition of marketing activities which takes into account the expectations of users in that regard;
3. the need to inspire marketing activity of users on social media, including communicative and creative behaviours;
4. the need to thoughtfully stimulate the users' involvement in order to direct it to the achievement of mutual benefits.

### ***Limitations and directions of future studies***

Obviously, the fact that the conducted research has some limitations cannot be overlooked. The author is aware of their presence. However, they result from the adopted research approach. This approach set a specific objective, subjective and geographical scope of the conducted studies. It also resulted in the selection of the research methods used at the stage of collecting and analysing data. Being aware of the limitations associated with this approach, it may be stated that the studies on social media and expectations of young adult users regarding marketing activities undertaken in this environment should be continued

in the future. It would be worth increasing the scope and the level of the detail of the studies by including statistical methods and tests in the analysis stage to check for the existence of correlations between the examined variables. It would also be worth carrying out analogous studies periodically and conducting them with regard to various enterprises, including catering enterprises (other than coffee shops). This would allow comparative analyses to be performed and conclusions to be drawn about potential changes happening over time and differences between individual types of enterprises.

### **Declaration of competing interest**

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