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# 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

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## 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.

## **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

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 20<sup>th</sup> century and the beginning of the the turn of the and 21<sup>st</sup> 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.

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

## 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

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).

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 Chi-

nese 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 produc-

tion 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 impor-

tant 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 consum-

er'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 develop-

ing, 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 argu-

ments. 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 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.

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