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Coffee & Tea Marketing Journal (C&TMJ) is a peer-reviewed, professional scientific journal dedicated to the advancement of best practices and the latest thinking in the coffee and tea market, including the results of basic and applied scientific research by international authors in the English language.

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The international character of the journal is confirmed both by the multinational membership of the Scientific Committee and authors from foreign scientific centers. A high level of content is ensured by the fact that all articles are subject to a double-blind review process by recognized authorities in the given fields of science.

Coffee & Tea Marketing Journal (C&TMJ) follows the standard for Ethics and Publication Malpractice set by the Committee on Publication Ethics (COPE). It is therefore committed to ensuring ethics in publication and quality of articles. Coffee & Tea Market Research Institute as publisher of the C&TMJ takes its duties of guardianship over all stages of publishing extremely seriously and recognizes its ethical and other responsibilities.

The future of C&TMJ depend on our reviewers, who consistently approach their volunteer duties in a wise, generous, respectful, helpful, and inspiring manner. Membership on the Editorial Review Board (ERB) is reviewed annually by the editors. Criteria for selecting ERB members include an individual's reviewing history (timeliness and quality), scholarly expertise, publications, and citations.

COFFEE AND TEA MARKETING JOURNAL

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Editorial

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Dear Readers

Out of passion for coffee and tea, but above all out of passion for learning, we are pleased to present the fourth issue of the **Coffee & Tea Marketing Journal** (C&TMJ). This London-based, English-language journal—created by both scholars and practitioners—aims to become an international platform for the exchange of ideas, knowledge, and experience in the fields of management, marketing, and behavioural economics among researchers, experts, and entrepreneurs asso-ciated with the coffee and tea markets.

We strive to ensure the highest academic standards of all published papers through a rigorous double-blind review process conducted by recognised experts in their respective disciplines. The entire publishing process is overseen by the Scientific Board, composed of distinguished academics from leading research institutions around the world.

In C&TMJ, we publish the results of the latest research, case studies, reviews of existing theories, book reviews and articles referring to important research areas related to the coffee and tea market, as well as other food products available on the consumer goods and services market. The scope of the journal includes interdisciplinary topics falling within such scientific disciplines and sub-disciplines such as:

- **Management and quality sciences** (marketing and marketing management; marketing research and consumer behavior; distribution and sales; innovation mana-gement in production, trade and services; commodity science in quality and product management).
- **Economics and finance** (behavioural economics, behavior of market actors, consumer protection and education, consu-mer 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).

This issue opens with a methodological article by Adam Sagan, entitled IRT reliability of coffee ritual behaviour scale – a new metrics. The study examines the psychometric properties of the Ritual Coffee Consumption Scale using the Rasch model. The findings demonstrate good item and person fit, confirming both unidimensionality and model conformity. However, the Person Separation Index (PSI ≈ 1.0) and an undefined Item Separation Index (ISI) indicate limited differentiation among respondents and items. A newly developed $Quality_{(i)}$ index, integrating reliability and model fit, revealed the highest precision around the midrange of the latent continuum and reduced accuracy at the extremes. These results confirm the scale's validity for assessing moderate ritual engagement and suggest extending the

item difficulty range to enhance measurement coverage and reliability.

The second contribution, by Henryk Mruk, entitled Efficient leadership on the coffee and tea market, explores the factors that determine leadership effectiveness in the context of task formulation, team selection, and employee motivation to achieve organisational goals. Drawing on literature studies, market observa-tions, interviews with business leaders, and the author's own professional experience, the article applies methods of deduction, comparative analysis, and critical reasoning. The conclusions formulated may serve as valuable guidance for managers and leaders operating on the supplier side of the coffee and tea market, especially given the dynamic and unpredictable nature of contemporary business environments.

In order to broaden the thematic scope of C&TMJ, this issue also includes research beyond the coffee and tea sectors. The article by Izabela Kowalik and Maia Maziashvili, Entrepreneurial marketing in the ethnic food niche, investigates the niche strategies adopted by restaurant owners and food producers in the ethnic cuisine market in Poland. Based on a CATI survey conducted among 85 Georgian entrepreneurs, the study applies descriptive statistics, ANOVA, and correlation analysis. The results show that all respondents employed a niche strategy, though the degree of implementation varied. A stronger adaptation of food offerings to the local market was accompanied by more advanced social media marketing capabilities, greater co-production with clients, and a higher focus on opportunity recognition and legitimisation of the offer. These entrepreneurial marketing tools were associated with higher levels of new customer acquisition. The authors identify a hybrid competitive strategy that combines specialisation in ethnic cuisine with adaptation to local tastes—integrating the classical Porterian notions of differentiation and specialisation.

The issue concludes with an article by a team of Spanish researchers — María Dolores Cortina-Ureña, Adela Pereira, David B. López-Lluch, and Irene Arias-Navarro — entitled Preliminary analysis of the profitability of wine tourism by quantifying the use of customer information obtained during a visit to the wineries. The case of Spain. The authors analyse how the effective use of customer data collected during winery visits can enhance the profitability of wine tourism. They argue that true profitability begins when the visitor leaves the winery, as medium-term gains depend on relationship management and customer retention. By integrating visitor data into digital direct-to-consumer strategies, wineries can strengthen brand loyalty and improve financial performance, thus transfor-ming wine tourism into a strategic business unit.

In the section devoted to scholarly monographs on the coffee and tea markets, we present a review by Jerry C. Y. Liu, who provides an insightful analysis and strong recommendation of Global Coffee and Cultural Change in Modern Japan by Helena Grinshpun, published by Routledge in 2021.

We hope that the papers presented in this issue will inspire further academic inquiry and provide practical insights for both scholars and market practitioners. We wish you an engaging and thought-provoking read, and warmly invite you to contribute to future issues of the Coffee & Tea Marketing Journal.

Grzegorz Maciejewski
Editor in Chief