

CONSUMER PREFERENCES AND BEHAVIOUR ON THE COFFEE MARKET IN POLAND

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Abstract. The paper presents consumer preferences and behaviour on the coffee market in Poland based on the results of primary research conducted using a structured interview on a group of 800 consumers of coffee and coffee beverages. The results obtained allowed the definition of 6 segments of coffee consumers in Poland. These segments have become the basis for the development of the marketing strategy for MOKATE SA – a leader on the coffee market in Poland in the “Cappuccino” category.

Key words: behaviour, coffee market, consumer, preferences, segmentation.

Introduction

Coffee is one of the most widely consumed beverages in Poland – over 80% of adult Poles claim to drink it regularly, a significant number of them consumes it at least once a day (according to CBOS – Public Opinion Research Centre, even up to 60%), and as many as 16% have a few cups of coffee every day. In Poland, coffee is one of the most important products placed in the shopping trolley. Coffee ranks fourth in the table of food categories in terms of annual turnover and the value of the coffee market is growing rapidly – at a rate of about 13% per year (also due to price increases). This results in increased competition on the market, as well as an increasingly extensive product offer. This, in turn, means that the consumer is often spoilt for choice when choosing one product from among the many available on the market. The final decision as to the selection is determined by a complex set of factors such as the quality of the product, its brand, convenience and the method of preparation, as well as the price.

In the twenty-first century, the reasons inducing people to make specific purchasing and consumption decisions are still not fully known (Zych 2008: 46; Maciejewski 2010). Consumer expectations relate to, among other things, the functions which coffee or a coffee-based beverage should fulfil, such as the degree to which they satisfy needs, sensory properties, ease of preparation, etc. When selecting among the products which are on offer, consumers are guid-

ed by their subjective evaluation – they rely on their own senses, experience, knowledge, fashion and similar vague criteria that are being constantly monitored by leading manufacturers and distributors of coffee and have become a very important subject of marketing research for them. Therefore, the main objective of the article is an analysis of purchasing behaviours and consumer preferences on the coffee market in Poland. Understanding the behaviours and preferences will make it possible to distinguish customer segments in order to develop a marketing strategy for MOKATE SA. The paper attempts to verify the following hypotheses:

- the most common type of coffee consumed in Poland is instant coffee,
- Poles usually consume instant coffee at home with breakfast,
- Poles usually consume two portions (cups) of instant coffee a day.

This is a theoretical and empirical article and the sources of the considerations presented herein are on the subject literature as well as primary research conducted by the author and conducted by Grupa IQS Sp. z o.o. from Warsaw.

1. Consumers and consumer behaviour – definition and scope of the concepts

When analysing consumer behaviour on the coffee market in Poland, we should clarify the term “consumer” and “consumer behaviour”. The term “consumer” first appeared at the beginning of the sixteenth century, but its meaning is not compatible with today’s understanding of the term (in the sixteenth century, it had strongly negative connotations). Only from the mid-nineteenth century, did the meaning of the word “consumer” become neutralised and evolve towards an economic term, implying the emergence of an abstract entity on an impersonal market. According to the Dictionary of the American Marketing Association, in its traditional meaning, a consumer is the end user i.e. a consumer of goods, services and ideas. However, the term is also used in relation to the buyer and the decision-maker as much as to the end user. For example, a parent buying grain coffee for their child is usually referred to as a consumer, although they might not be its end user.

In twentieth century literature, the term “consumer” meant a purchaser of goods for personal use (Sobol 1995: 589). Adam (1989: 136) pointed out that a consumer is a person who does not resell the purchased goods and services to anyone. According to Kieźel (2004: 17), a consumer is an individual who feels and satisfies consumption needs, through the goods and services purchased on the market, produced in their own farm or received in the context of social benefits. In addition, Janoś-Kresło and Mróz (2006: 14-15) have further expanded the term by adding that the person satisfies their needs through the use of goods and services, and Smyczek and Sowa (2005: 28) that: “a consumer satisfies their consumption needs and does so according to their own preferences, tastes and traditions”.

In Polish literature on marketing, the term “consumer” is often replaced with “customer” or “buyer”. It should be noted that “customer” has a broader concept as it includes the purchasing of goods for both individuals and industrial services to meet production needs, and a “buyer” is a person who performs the act of purchasing a product – without the need to satisfy their own needs (Smyczek, Sowa 2005: 23-29). In this paper, Kramer’s (Altkorn, Kramer 1998: 120) concept has been adopted, namely that a consumer is not only a buyer – it is a natural person who buys and consumes goods and services, makes the choice of goods and services, guided by their own preferences and income, as well as tastes, habits and traditions. The whole tangle of market conditions, including the price and other conditions of sale, influence the final purchase of goods and services by the consumer.

The history of consumer behaviour goes back to the beginnings of man, who has always felt needs and satisfied them. Consumer behaviour research, on the other hand, is a relatively new field. The concept of “consumer behaviour” only began to appear on a large scale in western literature in the mid-1960s, and in Poland in the late 1980s. Kaufman (1995: 39-55) defines consumer behaviour as all human behaviour – at home, at work, in the shop or even on the street, wherever people think about shopping, where they purchase or use the purchased products. The American Marketing Association defines consumer behaviour as a “dynamic interaction of affections (feelings), cognition, behaviour, and environmental variables by which people make changes in different areas and aspects of their life. It is the action, behaviour of the consumer and the decision-maker in the market environment for products and services, which is usually described as an interdisciplinary field of research trying to understand and describe such behaviour” (Łodziana-Grabowska 2015 b: 76).

In the twenty-first century, consumer behaviour (including the coffee market) is the subject of marketing research, which provides information about the needs, preferences, conditions of the behaviour and attitudes of consumers towards the brand, product offer and the organisation. These studies provide valuable knowledge about the methods of making purchases, motives for the market choices made, loyalty, price sensitivity, sensitivity to marketing or the perception of consumer decisions and, consequently, the acceptance of the company’s offer. The central position of consumers in the activities of a modern organisation, an astute and dynamic analysis of their conduct, research, anticipating demand, creating consumer needs and preferences, subordinating the businesses objectives and strategies to the demand for a particular consumer segment, the application of full quality marketing – these are the conditions for providing satisfaction to the consumers (Wróblewski 2016 a). Researchers studying consumer behaviour, who are representatives of various scientific fields, deal with various elements of these behaviours – from the decision-mak-

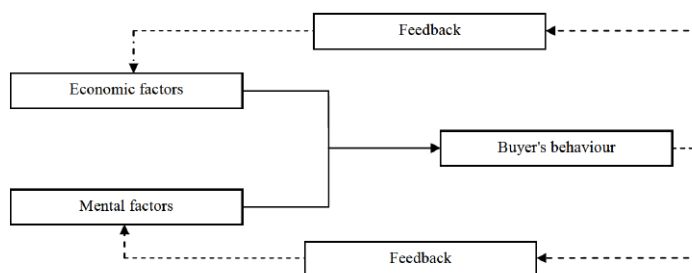
ing process, through the influence of various factors on purchasing, consumer reactions to the product as an individual and as a family member or member of another group, or finally consumer feelings. Thus, consumer behaviour is not only a category, but also significant knowledge in the decisions of the organisation.

2. Model of consumer decision-making process of purchasing coffee

The complex nature of the behaviour of consumers in the coffee market and a huge variety of factors affecting their conduct has contributed to the fact that attempts have been made to comprehensively describe the internal and external conditions of their purchase decisions. These attempts are reflected in ever new models of consumer decision-making processes of purchase. These processes are usually described in a sequential manner, beginning with the internal, relatively stable conditions, which are the basis for becoming aware of the need, followed by the preparation for the purchase and then the decision regarding whether or not to make the purchase and the reaction to the decision which has been made. Katona (1964), one of the originators of the theory of consumer behavior took into account rational consumer behaviour, at the same time pointing out that the conscious choice is still dominated by reckless habits or impulsive behaviour. He assumed that, in most cases, the consumer operates with limited rationality and the ability to maximize satisfaction, which resulted primarily from an insufficient amount of relevant data at the stage preceding the decision and the lack of ability to process the data available. According to him, the consumer's decision-making process, which can also be seen on the coffee market, is influenced mainly by economic and mental factors (Figure 1). Based on research conducted in November 2014 on a sample of 410 respondents, Maciejewski (2016) also points out that, despite the fact that a significant proportion of the respondents declared earlier openness to the possible purchase of a product, the actual purchasing decision was made by only 1/3 of respondents. This state of affairs highlights even more the complexity of the purchasing decisions made by consumers.

It can be assumed that Katona's theory (1964) was the starting point for the current models of decision-making by consumers acting with limited rationality (Kaczmarczyk 2007). Decisions made by consumers whose needs and preferences are subject to changes are often impulsive and out of habit.

Figure 1. Model of the behaviour of buyers of consumer goods according to Katona



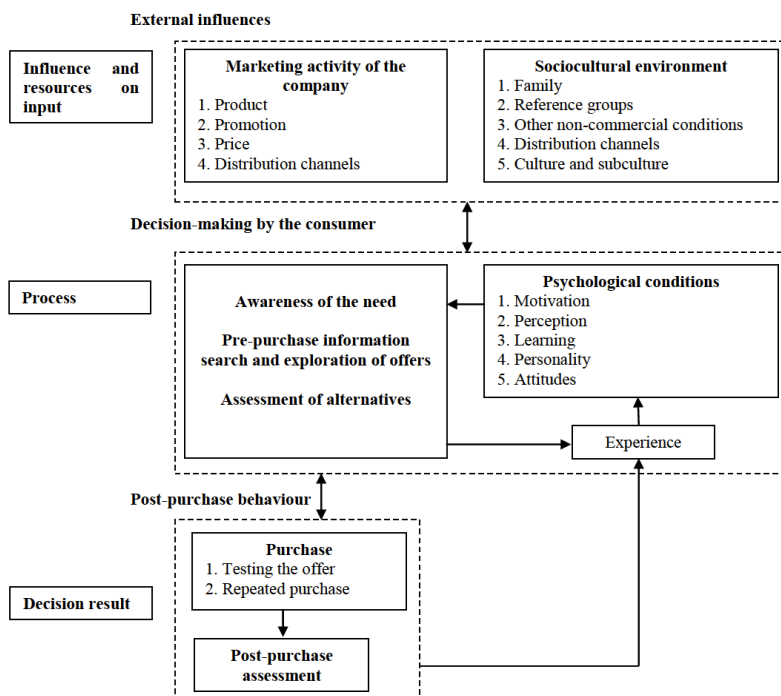
Source: Kaczmarczyk 2007: 52.

Consumer behaviour on the coffee market in Poland is influenced by many factors. These include not only the characteristics of the products offered and the degree of their adaptation to consumer expectations. The sociocultural environment or marketing activities undertaken by the company, among other things, have an impact on purchasing decisions (Wróblewski 2016 b: 73-88). The basic model of consumer decision-making proposes a simple and transparent system of steps that must be carried out and that the consumer should undertake to make a purchase (Kaufman-Scarborough 2001: 304).

They are: problem identification, information search, evaluation of alternatives, the choice or decision and post-purchase behavior (Engel et al. 1993). In addition, most models of consumer behaviour assume the existence of an independent consumer, capable of making purchases on their own account, who businesses and advertisers can reach through all the senses (Kaufman 1995: 39-54). According to Łodziana-Grabowska (2015 a: 19-21), the consumer decision-making process during a purchase can be seen through the prism of three phases: input phase, process phase and output phase. Figure 2 presents a model of the consumer decision-making process, which can also be applied to the coffee market in Poland.

The input phase consists of marketing activities which have been undertaken by the company and the sociocultural environment. For example, next to the attributes associated with the product itself (coffee taste, its form), the packaging is very important in the coffee market (the material from which it is made, the size, colour scheme, etc.), as well as price promotions (e.g. free powdered cream along with the purchase of instant coffee) or the place of the offer (discount stores, supermarkets or specialty stores). No less important are the coffee consumption habits in the family (e.g. the daily drinking of coffee by spouses after breakfast or lunch), the behaviour of friends, acquaintances, co-workers (drinking a certain type of coffee at the same time of the day at work) and the opinions of neighbours, which can, for example, lead to the replacement of sweet instant coffee with milk in favour of bitter ground coffee without the addition of milk.

Figure 2. Model of the consumer decision-making process



Source: Łodziana-Grabowska 2015a: 20.

Psychological factors are related to the process phase – the specific characteristics of a given consumer: temperament, intelligence, character, motivation, perception, learning, personality and attitude. Some coffee consumers may not be susceptible to advertising and price promotions, do not succumb to fashion trends or peer pressure, solely following their own convictions and knowledge.

The output phase consists of behaviour during the purchase and the post-purchase assessment and experience. For example, as a result of an experience related to the consumption of a particular type or a particular brand of coffee at home, a coffee consumer may stop purchasing one brand in favour of another one, or also become convinced that the choice made under the influence of a substantial price reduction was right and make repeated purchases (thus climbing up the ladder of loyalty).

By analysing these phases which decide on the purchase of a particular product (internal and external influences), we should be aware of the fact that they are all an inseparable whole. No action can be considered without taking into account individual and sociocultural impacts on the individual. This is because both in the group of internal and external factors, there is a simultaneous penetration and mutual conditioning between these groups.

3. Research methodology

In order to carry out a customer segmentation in the coffee market (for the development of the marketing strategy of MOKATE SA, a leading coffee manufacturer in Poland in the cappuccino category), research was designed and conducted which was aimed at discovering the preferences and behaviour of coffee consumers in Poland. The multifaceted research was aimed, among others, at determining the behaviour of consumers towards the consumption of coffee and coffee beverages, including the preferences, frequency and location of its consumption. This paper has been limited to the presentation of selected research results. The following issues were subjected to a detailed diagnosis in the paper:

- types of coffee consumed most often according to demographic characteristics;
- times and places of coffee consumption;
- frequency of buying coffee by the respondents;
- the number of consumed coffee portions in relation to specific types of coffee;
- the frequency and place of coffee consumption outside the home and workplace;
- types of coffee consumed outside the home and workplace.

The study was conducted in December 2012 on a group of 800 respondents from various parts of Poland. The population of responders was diverse in terms of gender and age (Table 1).

Table 1. Selected characteristics of the respondents (in %)

Specification		Sample (N=800)	
Sex	Women	50.1	
	Men	49.9	
Age	from 18 to 24 years	18.8	Women – 9.5 Men – 9.3
	from 25 to 40 years	42.6	Women – 22.0 Men – 20.6
	from 41 to 55 years	38.6	Women – 18.6 Men – 20.0

The group of respondents was composed of coffee-consuming adults aged 18 to 55. The sample was selected in a targeted manner among people who reported at least occasional consumption of coffee or coffee beverages. Direct interviews were conducted at the respondents' home at a convenient time for them. Using a laptop, the interviewer relayed the survey questions, entering all the responses as they were given into a spreadsheet document. Thanks to this method, it was possible to obtain complete responses from all 800 of the respondents. Basic information about the research conducted is presented in Table 2.

Table 2. Basic information on the research

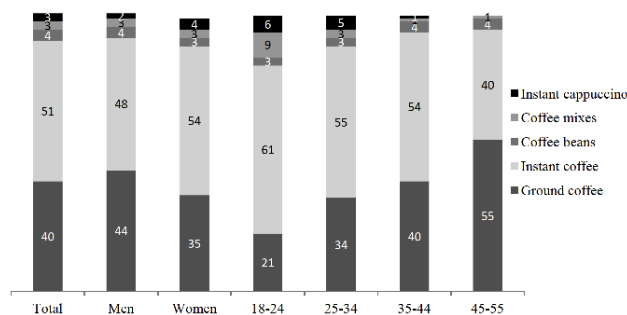
Specification	Research
Research method	Standardized structured interview
Technique	Face-to-face, CAPI (Computer Assisted Personal Interview)
Research tool	IQS platform: http://researchsolutions.grupaiqs.pl/
Definition of the sample	Nationwide sample of consumers of coffee and coffee beverages, people aged 18-55
Sample size	N=800
Spatial extent of research	Territory of Poland
Duration of research	December 2012

Moving on to the main part of the analysis, after the description of the studied population, it should be noted that the data obtained on the basis of the research provides us with knowledge about the views of the respondents regarding the consumption of coffee and coffee beverages in Poland, and not the actual status in this regard. However, we should take into account the large size of the research sample, as well as the integrity and good will of the respondents.

4. Research and discussion of results

In Poland, coffee is mostly available for purchase in the form of coffee beans, ground coffee, instant coffee, so-called coffee mixes and cappuccino, and therefore the respondents were asked about the most common type of coffee which they consumed (Figure 3).

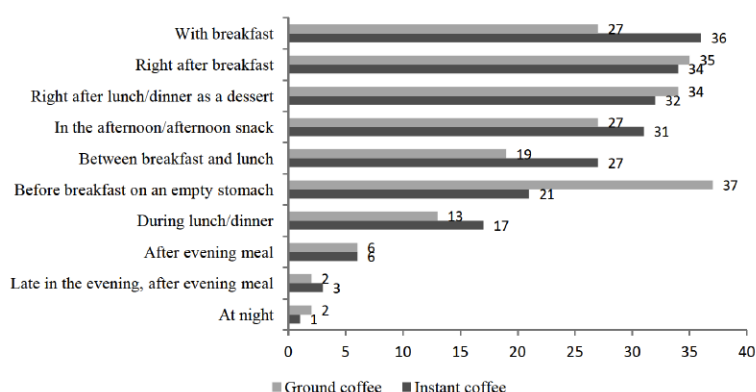
Figure 3. Types of coffee most frequently consumed by respondents according to their demographic characteristics (N=800 in %)



It turns out that in Poland, instant coffee and ground coffee are the two most predominant types of coffee consumed. The types of coffee consumed are also highly correlated with the age and sex of the consumer. The consumption of instant coffee was declared by more than half of the respondents (51%) – and

by 61% in the 18-24 age group. Women reach for instant coffee more often than men (54% vs. 48%). Ground coffee is consumed by 40% of the respondents – most often by people aged 45 to 55 (55%). Unlike instant coffee, ground coffee is consumed more often by men (44%) than women (35%). Significantly lower scores were achieved by other types of coffee – coffee beans (4%), coffee mixes (3%) and cappuccino (3%). Such a state of affairs can be expected, however, because the coffee market in Poland is dominated by two segments: ground coffee and instant coffee, representing approximately 90% of the total coffee market. Poles spend around 50% of expenditures (in the coffee category) on ground coffee, and 35% on instant coffee. The respondents consume ground coffee most frequently before breakfast on an empty stomach (37%), after breakfast (35%) or right after lunch or dinner as a dessert (34%). Instant coffee is most often consumed by the respondents with breakfast (36%) or right after breakfast (34%), as well as right after lunch or dinner as a dessert (32%), or with an afternoon snack (31%). The results are presented in Figure 4 and Table 3.

Figure 4. Times of day for the consumption of instant coffee and ground coffee (N=800, in %)



* Respondents could choose more than one answer.

Table 3. Times of day for coffee consumption by consumers surveyed according to coffee type (N=800, in %)

	Ground coffee	Instant coffee	Coffee beans	Coffee mixes	Instant cappuccino
Before breakfast on an empty stomach	37	21	17	7	3
With breakfast	27	36	11	5	5
Right after breakfast	35	34	28	20	14
Between breakfast and lunch	19	27	28	27	16
During lunch/dinner	13	17	14	8	4
Right after lunch/dinner as a dessert	34	32	31	30	35

In the afternoon/ afternoon snack	27	31	37	36	37
After evening meal	6	6	11	5	12
Late in the evening, after evening meal	3	3	4	5	6
At night	2	1	3	5	3

* Respondents could choose more than one answer.

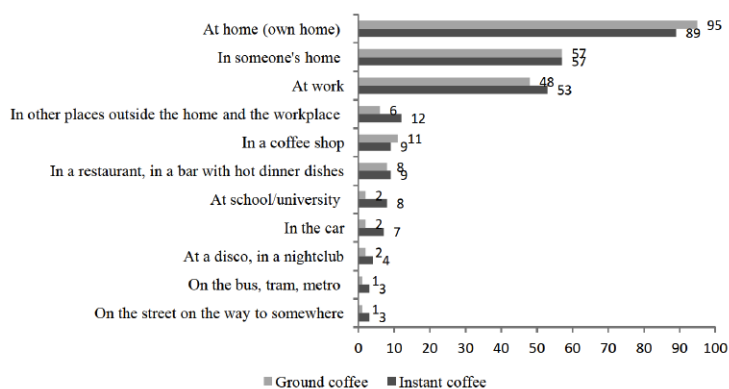
The respondents most frequently consume coffee in their own homes (ground coffee 95%, instant coffee 89%), in someone's home (each 57%) and at work (48%, 53%) (Table 4 and Figure 5).

Table 4. Place of consumption of coffee according to its type (N=800, in %)

	Ground coffee	Instant coffee	Coffee beans	Coffee mixes	Instant cappuccino
At home (own home)	95	89	58	55	78
In someone's home	57	57	27	34	44
At work	48	53	37	31	13
In a coffee shop	11	9	39	9	9
In a restaurant, in a bar with hot/dinner dishes	8	9	15	9	4
In other places outside the home and the workplace	6	12	10	8	5
At school/university	2	8	4	18	9
In the car	2	7	8	4	3
At a disco, in a nightclub	2	4	4	1	0
On the street on the way to somewhere	1	3	7	8	3
On the bus, tram, metro	1	3	1	3	2

* Respondents could choose more than one answer.

Figure 5. Place of consumption of instant coffee and ground coffee (N=800, in %)



* Respondents could choose more than one answer.

Another issue which was tackled in the study was the question of the frequency of purchases of various types of coffee (Figure 6). Over 40% of the respondents declared that they purchase coffee (regardless of its type) once a month, 30% once every two weeks, 13% once a week and 3% several times a week. Coffee mixes are purchased the most frequently – several times a week – by the respondents (13%), and among all of the coffee categories, coffee beans are purchased the least frequently by the people taking part in the research – once every three months or less.

Another issue raised in the study concerned the number of cups (servings) of coffee consumed. Research shows that the average daily consumption of coffee is about 2 mugs/cups a day. More servings of ground coffee and instant coffee are consumed per day than cappuccino or coffee mixes. Coffee consumption during the week is relatively higher than at the weekend – it is probably related to the fact that a significant number of the respondents consume an additional serving of coffee at work. The results are presented in Figure 7.

Figure 6. Frequency of coffee purchases by respondents (N=800, in %)

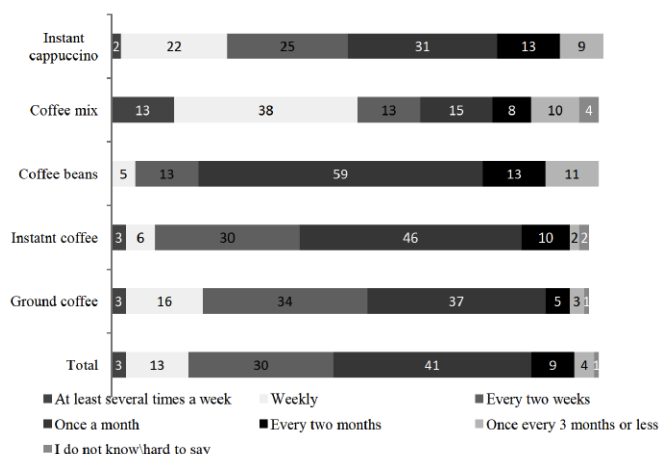
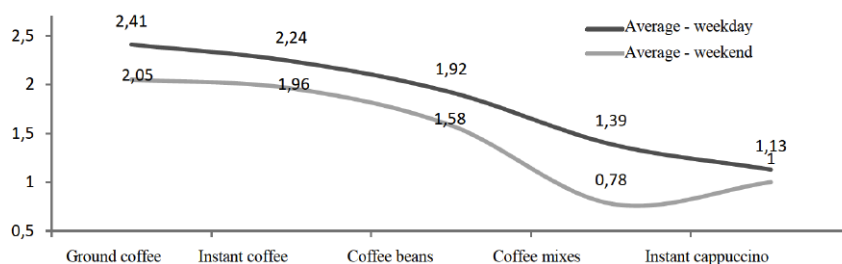
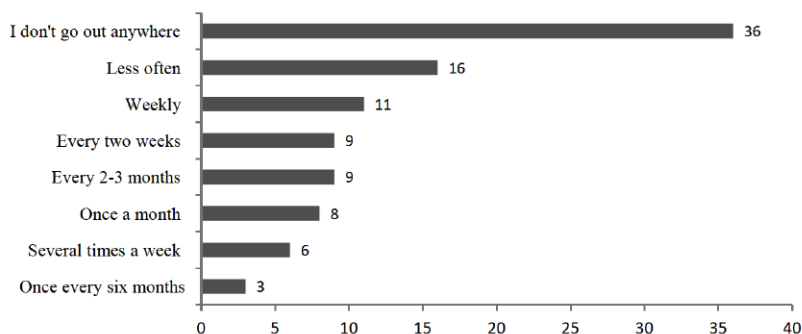


Figure 7. Average number of mugs/cups of coffee consumed – declarations of the respondents (N=800)



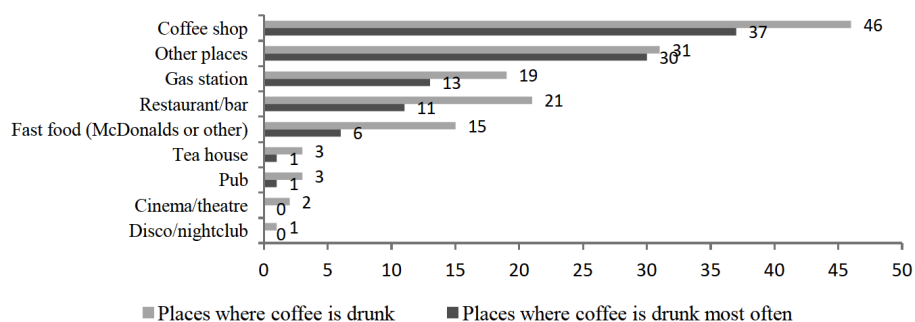
The respondents were also asked about how often coffee was consumed outside the home and the workplace. The results obtained show that the vast majority of respondents rarely consume coffee outside the home or the workplace. As many as 36% of those taking part in the research answered that they do not drink coffee outside the home or the workplace. Another 16% said that, outside the home\workplace, they consume coffee less than once every six months. In total, 19% of the respondents (11% once a week, 6% several times a week, 2% daily) consume coffee outside the home or the workplace at least once a week. This state of affairs is probably caused by sociocultural factors (coffee in Poland, along with tea, is considered a family drink, consumed in company, served to adults both on normal days and on holidays, on the occasion of important family events). The economic factor is also probably not without significance. Research results are presented in Figure 8.

Figure 8. Frequency of coffee consumption outside the home and workplace (N=800, in %)



Apart from at home and at work, Poles consume coffee most frequently in coffee shops (37%). They also quite often purchase coffee at gas stations (13%) and in restaurants\bars (11%). Outside the home and workplace, the respondents most often reach for instant coffee (46%), as well as espresso (26%) and coffee latte macchiato (22%). The respondents indicated the following the least frequently: americano (2%), long espresso (3%), iced coffee and mocha (each 5%). The results are shown in Figures 9 and 10.

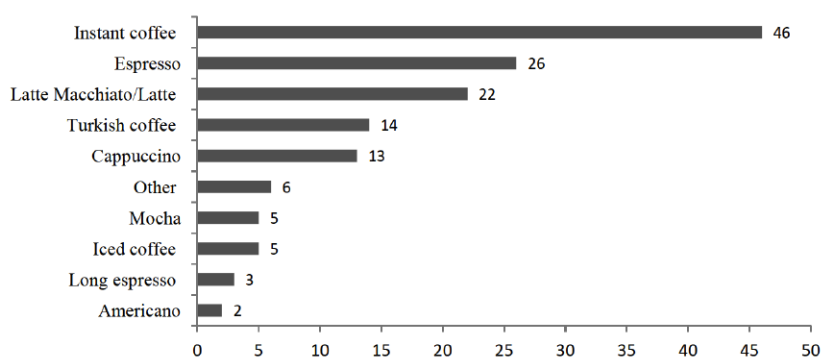
Figure 9. Location of coffee consumption outside the home and workplace (N=800, in %)



* Respondents could choose more than one answer.

The research results presented in Figures 9 and 10 were also confirmed by the studies conducted by the owner of MK Cafe. They show that the home, coffee shop and the workplace are where Polish consumers usually consume coffee. According to research conducted by MK Cafe, more and more people drink coffee at gas stations, in coffee shop concepts created by oil companies (National Research on Coffee Preferences of Poles conducted by MK Cafe in 2012).

Figure 10. Types of coffee consumed outside the home and workplace (N=800, in %)



* Respondents could choose more than one answer.

The dynamic structural changes which constantly take place on the market have a significant impact on changes in consumer preferences and behaviour, both on the market and in other spheres of social life (Mazurek-Łopacińska 2003: 15). Sojkin (2003: 31) points out that the market success of products – including coffee – has its source in understanding the needs and expectations of market participants. Listening to the voice of consumers, the use of com-

ments, suggestions, wishes or guidance should be an impetus to take action in order to maximise their satisfaction. Therefore, following the results which have been obtained, six segments of coffee consumers have been distinguished in Poland. In order to measure the lifestyle (necessary in the process of segmentation), a block of psychographic questions was added to the questionnaire, which facilitated the emergence of three categories of coffee consumers for Polish women, and three for men. The choice of target market for MOKATE will be made based on the segmentation which has been carried out. This is one of the most important stages of formulating a marketing strategy, and appropriate marketing activities will be then developed. Table 5 presents the separate customer segments based on the research, and their descriptions.

Table 5. Customer segmentation on the coffee market in Poland

Segment type	General characteristics of the segment	Consumption and purchase of coffee	Lifestyle
Women aged 18 to 24	The most open to new coffee products. The best coffee is in coffee shops – they have a great desire to be able to prepare similar coffees at home. They are able to pay more for good coffee. They prefer flavoured coffee. Coffee as an important element of lifestyle, for stimulation they often reach for an energy drink.	Instant coffee is mainly consumed, and ground coffee is drunk the least often in relation to other groups. The share of coffee mixes and instant cappuccino is the greatest in this group. Women in this age often drink coffee in coffee shops.	Being fashionable, searching for one's own style, distinguishing oneself from others, being in the spotlight are very important. Leisure activities include the computer, listening to music, movies, concerts, meetings with friends in pubs, restaurants, shopping and shopping malls, as well as school. Most of them are students.
Men aged 18 to 24	They are loosely associated with the coffee category. They are not coffee lovers, the brand of coffee consumed does not matter to them and they are not attached to their favourite coffee. They often consume what is at hand – they are not especially picky. Preparing coffee is not a pleasant activity for them. Coffee is often replaced by energy drinks.	They have the lowest frequency of daily coffee consumption. Instant coffee dominates this group, ground coffee less so. The group has a relatively large share of coffee mixes. Poor decision making: up to 1/3 does not make the decision to purchase a particular type of coffee. They drink coffee in pubs more often than others.	They spend a lot of time away from home. Their own style, distinguishing oneself from others is what's important to them. Leisure activities include: Internet, computer, listening to music, sports, meeting friends in pubs, restaurants, as well as school. They are less likely to spend their free time watching TV with the family. Most of them are students.

Women aged 25 to 40	A great desire to be able to prepare the same coffee at home as in coffee shops. They do not drink what is at hand, they are picky. They pay attention to the composition of the product. They prefer flavoured coffee. They do not usually substitute coffee with energy drinks.	They drink the most coffee among all groups (on average 10% more than the others). Instant coffee dominates this group, often along with ground coffee. The significance of coffee mixes and cappuccino is smaller in this group, but it is still important. In most cases, they decide on the choice of a particular coffee themselves. They often drink coffee in coffee shops.	They are responsible, organised, family-oriented, but also have a sense of the possibility of success and enthusiasm. External appearance, taking care of one's figure and being fashionable are important. Leisure activities: first of all the family and child care, but also reading, cooking, shopping, walks, hairdresser, beautician. The vast majority of them is employed.
Men aged 25 to 40	Coffee should be without additives – they not like the taste of flavoured coffee. Coffee is sometimes replaced by energy drinks.	Instant coffee is consumed first and foremost, but the share of ground coffee is not much smaller. Coffee mixes and instant cappuccino are consumed rarely. They quite often drink coffee at gas stations.	They have a strong sense of the possibility of success. Leisure activities: TV, Internet, computer, family, child care, car, bike. Almost all members of this group are employed.
Women aged 41 to 55	They are the most loyal to the category and their favourite coffee. The appearance of coffee and the vessel in which it is drunk are very important. Most often, they consume coffee with milk. They pay attention to the composition of the product. They do not substitute coffee with energy drinks.	There is a slight predominance of instant coffee over ground coffee. Coffee mixes almost do not exist in this group. But the share of instant cappuccino is greater. In 2/3 of the cases, they decide themselves about the choice of a particular coffee - the highest level of decision-making among all groups. They rarely consume coffee outside the home or the workplace.	They are disciplined stay-at-home types who value order. Leisure activities: first of all with the family (e.g. watching TV), but also reading, cooking, gardening, caring for animals, needlework. The vast majority still works, but 1/3 is already retired, or unemployed. A third of them does not use the Internet at all.
Men aged 41 to 55	They are very loyal to coffee - nothing can replace it. They do not expect to drink coffee like that served in coffee shops. Coffee should be without additives – they not like the taste of flavoured coffee. They prefer black coffee. They do not usually substitute coffee with energy drinks.	This is the only group dominated by ground coffee – many drink it exclusively. Instant coffee is consumed less often, but it is also very important. The consumption of coffee mixes and instant cappuccino is very small in this group. Poor decision-making: only one in five makes an independent decision. They are least likely to consume coffee outside the home or the workplace.	They are a little withdrawn – they believe less in success in life, they are less enthusiastic and energetic. Leisure activities: mainly TV and relaxing with the family, often fishing. Most of them is employed. A third of them does not use the Internet at all.

The results which have been presented and the coffee consumer segments indicate that the vast majority of purchasing decisions on the coffee market are made by the consumer in an individual way. Consumers in each segment specified in Table 5 are often focused on other attributes of the product and their behavior is shaped by the influence of other stimuli. However, these decisions cannot be

reduced to a single act of purchase, detached from other activities, but are a multifaceted process that goes through several stages and is conditioned by many economic, social and psychological factors, which ultimately model the choice made.

Conclusions

An analysis of the literature and the results of the research which was conducted indicate that among the majority of adult Poles, pro-consumption behaviour continues to dominate the coffee market. This is characterised by large commitment to the traditional types of coffee - especially ground coffee and instant coffee, usually consumed at home. Therefore, the adopted hypotheses claiming that the most common type of coffee consumed in Poland is instant coffee, and that Poles usually consume instant coffee with breakfast at home, have been confirmed. Two portions (cups) of instant coffee a day are usually consumed. In addition, it was possible to determine how often coffee was purchased by the respondents and the frequency, location and types of coffee consumed outside the home and workplace. At the same time, it turned out that there is a growing number of consumers who want to prepare a cup of coffee in their own home which is not worse than that served in coffee shops – the importance of product innovations is increasing (Maciejewski 2015, 2016). At the source of the new consumption we can find, on the one hand, new, previously unknown needs (new types, flavours and ways of serving coffee), on the other - new, until recently also unknown objects which are used to satisfy these needs. MOKATE SA, by continuously monitoring the preferences and behaviours in the defined segments of coffee consumers, strives to stay ahead of the expectations of its customers. This is confirmed by its leading position in the “cappuccino” category. The company, through regular market research, also consolidates its position in the other coffee categories by introducing new products or testing modern, highly advanced equipment for making coffee and preparing coffee beverages of the highest quality in the customers’ homes.

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