CONSUMER PREFERENCES FOR COFFEE TYPES AND COFFEE BEAN BRANDS AVAILABLE ON THE POLISH MARKET

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ABSTRACT
The article addresses the issue of consumer preferences for types of coffee in Poland (coffee beans, ground coffee, instant coffee, instant coffee mixes and instant cappuccino), and then the issue of consumer preferences for coffee bean brands. The main source of the study is the results of primary research conducted using a structured interview (CAPI - Computer Assisted Personal Interview) on a nationwide sample of 800 coffee consumers. The research was conducted by Grupa IQS Sp. z o.o. from Warsaw in January 2016. The main purpose of the article is to present the identified coffee consumer preferences in Poland with regard to various kinds of coffee, and to selected brands of coffee beans.

Key words: consumer preferences, brand, coffee beans, research results

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**Introduction**

In the 21st century, coffee has become the second most important product of international trade - after oil and, according to H.R. Neumann of Neumann Kaffe Group, the world demand for coffee will increase from 144 million bags in 2015 to 200 million bags by 2030 [Haraburda, access date: 05.02.2017]. This results in increased competition on the market, as well as an increasingly extensive product offer. A rich product offer causes, in turn, that the consumer is often spoilt for choice when choosing a product among many other products available on the market. The final decision regarding the selection of coffee is determined by a complex set of factors such as the quality of the product, convenience and the method of preparation, as well as the price. Another very important factor which is taken into account by the coffee consumer in the decision-making process is the type and brand of coffee. Therefore, the main aim of the paper is to discover the preferences of coffee consumers in Poland regarding different types of coffee (ground coffee, instant coffee, coffee beans and instant cappuccino) and also selected coffee bean brands. A systematic increase in the number of opportunities available to consumers in terms of the availability and meeting the needs of the coffee market in Poland means that consumer preferences for coffee are increasingly changing, and therefore require constant monitoring. This is a research article - it presents the results of direct research, which was carried out for MOKATE SA by Grupa IQS z o.o. from Warsaw in January 2016.

**Definition and scope of the concept of consumer behaviour**

Research on consumer behaviour is a relatively new field. The concept of "consumer behaviour" began to appear in Western literature on a large scale in the mid 1960s, and in Poland in the late 1980s. C.F. Kaufman [1995, pp. 39-55] defines consumer behaviour as all human behaviour - at home, at work, in the store 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 of products and services, which is usually described as an interdisciplinary field of research trying to understand and describe such behaviour."

Consumer behaviour is a coherent set of reactions associated with making choices in the process of satisfying individual needs, under certain economic, social and cultural conditions. These are activities related to the search for, purchase, use
and evaluation of goods and services that have the capacity to meet our needs [Rosa, Perenc, 2011, p. 9]. According to L. Rudnicki [2000, p. 16], consumer behaviour includes the purchase, possession and use of the means of satisfying needs. An analysis of consumer behaviour in the market focuses on the analysis of decisions taken by the person that are related to the dedication of resources (money, time, effort) towards obtaining the means of consumption [Łodzianna-Grabowska, 2015, p. 15].

For a market-oriented company, knowledge of consumers and their behaviour is a strategic resource. However, we have to remember that consumer behaviour changes over time and therefore requires constant monitoring. The most important causes of these changes include [Kędzior, Maciejewski, 2008, pp. 26-27]:

- Changes in the level of consumer income;
- Changes in the employment structure;
- Changes in the system of values and social norms;
- Changes in the role of women in society;
- Changes in consumer knowledge;
- Development of information technology.

In the twenty-first century, consumer behaviour (including on the coffee market) are 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 concerning 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 insightful 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 are the conditions for providing satisfaction to consumers. Researchers studying consumer behaviour, who are representatives of various scientific fields, deal with various elements of these behaviours - from the decision-making process, through consumer feelings, the influence of various factors on purchasing, or consumer reactions to the product as an individual and as a family member or member of another group.

The research methodology for consumer behaviour on the market focuses on obtaining primary and secondary information, necessary to identify the complex phenomena and processes involved in making market choices, purchasing decisions, along with the procedure of preparing to make

those decisions, and their effects [Smyczek, Sowa, 2005, p. 16]. This also applies to the coffee market in Poland. The most frequently studied types of consumer behaviour include [Solomon, 2006, pp. 263-265]:
- Study of consumer needs and preferences,
- Study of consumer perception,
- Study of consumer behaviour (individual stages) and their determinants,
- Study of opinions and attitudes,
- Study of motifs of behaviour,
- Study of life styles and psychographics,
- Study of purchase intentions.

This article focuses on the study of consumer preferences in the coffee market. For this purpose, an induction method was applied in order to obtain reliable results concerning the preferences of coffee consumers in Poland in relation to coffee types and coffee bean brands. More precisely, the method of incomplete numerical induction was used. It is an inductive inference, the premises of which do not exhaust the whole universe of objects referred to by general rules expressed in the conclusion of reasoning. The premises here are specific views, the conclusion is a general view, and each of the premises is logically based on the conclusion. This is a method in which a general rule is derived from a limited number of details.

Research methodology

Primary studies for this article were conducted using a structured interview CAPI (Computer Assisted Personal Interview). The purpose of the study was to identify coffee types and brands preferred by consumers, in particular to identify purchasing behaviour and the opinion of consumers regarding coffee brands and categories in Poland. Due to the very large amount of information collected during the course of the study, this paper is limited to presenting only selected research results for only one coffee category – coffee beans. The following issues have been subjected to a detailed diagnosis in the article:
- Preferences for the type of coffee drank;
- Change in consumption of coffee according to its type;
- History of coffee drinking by type;
- Frequency of coffee drinking by type;
- Knowledge and use of coffee bean brands in Poland;
- Preferences for individual brands of coffee bean in Poland.

The study was conducted in January 2016 on a group of 800 respondents from various parts of Poland. The population of respondents was diverse in terms of gender, age and education (Table 1
The group of respondents was composed of coffee-consumers aged 16 to 55. The sample was selected in a targeted manner among persons who reported at least occasional consumption of coffee or coffee beverages. Basic information about the research conducted is presented in Table 2.

Moving on to the main part of the analysis, after the characterisation 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 preferred types of coffee and coffee bean brands, 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.

### Consumer preferences for the type of coffee

In the 21st century, more than 80% of Poles declare that they drink coffee on a regular basis. Coffee has become one of the most commonly consumed beverages. A significant proportion of coffee consumers drinks it at least once a day (according to CBOS data, up to 60%), and as many as 16% drink a few cups of coffee each day [Mokrysz, 2016, p. 91]. In Poland, coffee is fourth in the ranking 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).

In Poland, coffee is mostly available for purchase in the form of ground coffee, instant coffee, coffee beans, so-called coffee mixes and instant cappuccino, and therefore at the very beginning of the study the respondents were also asked about the type of coffee they most often consumed. In addition, the results from

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**Tab. 1. Characteristics of the test sample (N=800)**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Percentage of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>53</td>
</tr>
<tr>
<td>Male</td>
<td>47</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>16-24 years</td>
<td>13</td>
</tr>
<tr>
<td>25-34 years</td>
<td>26</td>
</tr>
<tr>
<td>35-44 years</td>
<td>30</td>
</tr>
<tr>
<td>45-55 years</td>
<td>31</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Primary/vocational</td>
<td>33</td>
</tr>
<tr>
<td>Secondary</td>
<td>40</td>
</tr>
<tr>
<td>Higher</td>
<td>27</td>
</tr>
<tr>
<td>Net household income</td>
<td></td>
</tr>
<tr>
<td>Less than PLN 3000</td>
<td>14</td>
</tr>
<tr>
<td>PLN 3001 – PLN 5000</td>
<td>25</td>
</tr>
<tr>
<td>PLN 5001 – PLN 7000</td>
<td>14</td>
</tr>
<tr>
<td>Above PLN 7000</td>
<td>3</td>
</tr>
<tr>
<td>I don't know/refusal</td>
<td>44</td>
</tr>
<tr>
<td>Place of residence</td>
<td></td>
</tr>
<tr>
<td>Rural areas</td>
<td>39</td>
</tr>
<tr>
<td>Town up to 49,000 residents</td>
<td>17</td>
</tr>
<tr>
<td>Town from 50,000 to 199,000 residents</td>
<td>22</td>
</tr>
<tr>
<td>Town above 200,000 residents</td>
<td>22</td>
</tr>
</tbody>
</table>

Source: own study based on research.

**Tab. 2. Basic information on the research**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research method</td>
<td>Standardised structured interview</td>
</tr>
<tr>
<td>Technique</td>
<td>Face-to-face, CAPI (Computer Assisted Personal Interview)</td>
</tr>
<tr>
<td>Average time of interview</td>
<td>50 minutes</td>
</tr>
<tr>
<td>Research tool</td>
<td>IQS platform: <a href="http://researchsolutions.grupaiqs.pl/">http://researchsolutions.grupaiqs.pl/</a></td>
</tr>
<tr>
<td>Definition of the sample</td>
<td>Nationwide sample of consumers of coffee and coffee beverages, people aged 18-55</td>
</tr>
<tr>
<td>Sample size</td>
<td>N=800</td>
</tr>
<tr>
<td>Spatial extent of research</td>
<td>Territory of Poland</td>
</tr>
<tr>
<td>Duration of research</td>
<td>January 2016</td>
</tr>
</tbody>
</table>

Source: own work.
this research were combined with the results obtained in December 2012, when the same study using the same method on a sample of 800 coffee consumers was conducted (Figure 1).

**Tab. 3. Change in coffee consumption in Poland by coffee type (%)**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Ground coffee</th>
<th>Instant coffee</th>
<th>Coffee beans</th>
<th>Instant coffee mix</th>
<th>Instant cappuccino</th>
</tr>
</thead>
<tbody>
<tr>
<td>N=467</td>
<td>N=421</td>
<td>N=62</td>
<td>N=111</td>
<td>N=123</td>
<td></td>
</tr>
<tr>
<td>Increased</td>
<td>14.0</td>
<td>25.0</td>
<td>42.0</td>
<td>22.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Stayed the same</td>
<td>78.0</td>
<td>69.0</td>
<td>53.0</td>
<td>72.0</td>
<td>80.0</td>
</tr>
<tr>
<td>Decreased</td>
<td>6.0</td>
<td>4.0</td>
<td>3.0</td>
<td>3.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Hard to say</td>
<td>1.0</td>
<td>2.0</td>
<td>2.0</td>
<td>4.0</td>
<td>4.0</td>
</tr>
</tbody>
</table>

Source: own study based on research.

The data presented in Table 4 show that, in the opinion of consumers, the consumption of coffee has not fallen in the last few years, but on the contrary - increased. The biggest increase was observed for coffee beans. Consumers of ground coffee, instant coffee and coffee beans have been drinking their preferred type of coffee for many years (more than five years), instant coffee mixes and instant cappuccinos have a much shorter history (Table 4).

The study also found that the frequency of drinking ground coffee is the highest - 10% of respondents drink it three times a day and 36% once or twice a day (Table 5).

**Tab. 4. History of coffee drinking by type (%)**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Ground coffee</th>
<th>Instant coffee</th>
<th>Coffee beans</th>
<th>Instant coffee mix</th>
<th>Instant cappuccino</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a year</td>
<td>1.0</td>
<td>4.0</td>
<td>2.0</td>
<td>5.0</td>
<td>6.0</td>
</tr>
<tr>
<td>From 1 to 2 years</td>
<td>3.0</td>
<td>8.0</td>
<td>8.0</td>
<td>18.0</td>
<td>20.0</td>
</tr>
<tr>
<td>For several years, more than 2, but less than 5</td>
<td>7.0</td>
<td>13.0</td>
<td>21.0</td>
<td>32.0</td>
<td>27.0</td>
</tr>
<tr>
<td>More than 5 years</td>
<td>83.0</td>
<td>66.0</td>
<td>63.0</td>
<td>30.0</td>
<td>38.0</td>
</tr>
<tr>
<td>I don't remember</td>
<td>6.0</td>
<td>10.0</td>
<td>6.0</td>
<td>16.0</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Source: own study based on research.

**Tab. 5. Frequency of drinking coffee according to type (%)**

<table>
<thead>
<tr>
<th>Specification</th>
<th>Ground coffee</th>
<th>Instant coffee</th>
<th>Coffee beans</th>
<th>Instant coffee mix</th>
<th>Instant cappuccino</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times a day and more</td>
<td>10.0</td>
<td>7.0</td>
<td>2.0</td>
<td>-</td>
<td>1.0</td>
</tr>
<tr>
<td>1-2 times a day</td>
<td>36.0</td>
<td>27.0</td>
<td>5.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Once, several times a week</td>
<td>9.0</td>
<td>14.0</td>
<td>3.0</td>
<td>3.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Less often</td>
<td>10.0</td>
<td>11.0</td>
<td>9.0</td>
<td>12.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Never</td>
<td>35.0</td>
<td>42.0</td>
<td>81.0</td>
<td>84.0</td>
<td>80.0</td>
</tr>
</tbody>
</table>

Source: own study based on research.
Consumer preferences for brands of coffee beans

Roasted coffee beans, after grinding, release an intense flavour and aroma. The main types of coffee grown around the world are Arabica, Robusta and Liberica. Arabica is considered the noblest variety of coffee, requiring better soil and better sunlight than Robusta. The beans of these coffees give a mild and slightly acidic flavour. They represent almost 70% of the world's coffee. Robusta has an intense, strongly palatable taste. Some varieties can even have a spicy flavour. Robusta has more caffeine than Arabica and for most coffee drinkers is simply too flavourful. Despite this, Robusta dominates the Polish coffee market. Liberica is the least aromatic coffee of all, but it produces more yield and is more resistant to pests.

The answers given by the respondents allowed the knowledge about brands of coffee beans available in Poland to be determined. In the first place, the respondents were asked to specify the brands of coffee beans they were aware of (spontaneous knowledge), and then they were asked to mark the brands of coffee beans they were aware of on a list (assisted knowledge). The responses obtained are presented in Table 6.

According to the research, Jacobs Kronung is the most recognizable brand of coffee beans in Poland (the brand was mentioned first by 21% of respondents, assisted knowledge - 53%). In the course of further research, however, it turned out that in Poland Jacobs Kronung is behind Lavazza in terms of consumption. In the respondents' opinion, this coffee brand is most commonly consumed by them, while Jacobs Kronung is in second place (Table 7). Another research issue which was raised concerned the consumers' preferences towards the brands of coffee beans in Poland. The respondents were asked to choose statements from a list that best described how willingly they would buy a given brand of coffee beans. The results are presented in Table 8.

The data presented in Table 5 show that the most preferred brands of coffee beans in Poland are: Dallmayr, Lavazza, Prima and Jacobs Kronung - 19% of respondents said that Dallmayr is the only brand of coffee beans they would consider buying. The next brand - Lavazza - received 18% of responses, Prima - 14% and Jacobs Kronung - 13%. As many as 36% of the respondents stated that they prefer to buy the Lavazza brand over other brands of coffee beans, but it is not the only brand they buy. It is also surprising that 46% of the respondents buy Sagafredo coffee beans, despite the fact that it is not their favourite brand - perhaps its price is the decisive factor in choosing this coffee. A significant proportion (38%) of the respondents thought that although they do not purchase Woseba coffee beans, in certain circumstances they would be willing to do so. At the same time, respondents stated that they would never buy Mk Cafe coffee beans (12% of responders).
Table 6. Knowledge about brands of coffee beans in Poland (%)

<table>
<thead>
<tr>
<th>Brand of coffee beans</th>
<th>Spontaneous knowledge</th>
<th>Assisted knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First indicated</td>
<td>All indicated</td>
</tr>
<tr>
<td>Jacobs Kronung</td>
<td>21.0</td>
<td>34.0</td>
</tr>
<tr>
<td>Tchibo Exclusive</td>
<td>7.0</td>
<td>23.0</td>
</tr>
<tr>
<td>Lavazza</td>
<td>12.0</td>
<td>21.0</td>
</tr>
<tr>
<td>Prima</td>
<td>7.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Woseba</td>
<td>3.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Mk Cafe</td>
<td>4.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Astra</td>
<td>3.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Dallmayr</td>
<td>1.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Segafredo</td>
<td>1.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Douwe Egbert’s</td>
<td>2.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Marila Cafe Crema</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Pellini</td>
<td>-</td>
<td>1.0</td>
</tr>
<tr>
<td>Crema Delicado – Marila</td>
<td>0.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Crema Intensa – Marila</td>
<td>0.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Mokate Caffetteria Coffee</td>
<td>0.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Selected</td>
<td>0.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>None</td>
<td>37.0</td>
<td>37.0</td>
</tr>
</tbody>
</table>

Source: own study based on research.

Table 7. Brands of coffee beans used in Poland (%)

<table>
<thead>
<tr>
<th>Brand of coffee beans</th>
<th>Used ever</th>
<th>Used in the last 12 months</th>
<th>Used in the last 3 months</th>
<th>Used most often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lavazza</td>
<td>15.0</td>
<td>7.0</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Jacobs Kronung</td>
<td>20.0</td>
<td>7.0</td>
<td>5.0</td>
<td>4.0</td>
</tr>
<tr>
<td>Tchibo Exclusive</td>
<td>12.0</td>
<td>3.0</td>
<td>3.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Prima</td>
<td>9.0</td>
<td>3.0</td>
<td>3.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Mk Cafe</td>
<td>6.0</td>
<td>3.0</td>
<td>2.0</td>
<td>2.0</td>
</tr>
<tr>
<td>Woseba</td>
<td>5.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Segafredo</td>
<td>4.0</td>
<td>2.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Dallmayr</td>
<td>3.0</td>
<td>1.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Astra</td>
<td>3.0</td>
<td>1.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Pellini</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Marila Cafe Crema</td>
<td>1.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Douwe Egbert’s</td>
<td>2.0</td>
<td>0.0</td>
<td>0.0</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: own study based on research.

Table 8. Preferences for brands of coffee beans in Poland (in %)

<table>
<thead>
<tr>
<th>Brand of coffee beans</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>N=</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lavazza</td>
<td>18.0</td>
<td>36.0</td>
<td>26.0</td>
<td>13.0</td>
<td>6.0</td>
<td>119</td>
</tr>
<tr>
<td>Dallmayr</td>
<td>19.0</td>
<td>35.0</td>
<td>19.0</td>
<td>27.0</td>
<td>0.0</td>
<td>26</td>
</tr>
<tr>
<td>Jacobs Kronung</td>
<td>13.0</td>
<td>26.0</td>
<td>22.0</td>
<td>29.0</td>
<td>10.0</td>
<td>159</td>
</tr>
<tr>
<td>Mk Cafe</td>
<td>12.0</td>
<td>20.0</td>
<td>32.0</td>
<td>24.0</td>
<td>12.0</td>
<td>50</td>
</tr>
<tr>
<td>Astra</td>
<td>12.0</td>
<td>20.0</td>
<td>32.0</td>
<td>32.0</td>
<td>4.0</td>
<td>25</td>
</tr>
<tr>
<td>Tchibo Exclusive</td>
<td>7.0</td>
<td>24.0</td>
<td>29.0</td>
<td>33.0</td>
<td>6.0</td>
<td>94</td>
</tr>
<tr>
<td>Prima</td>
<td>14.0</td>
<td>15.0</td>
<td>25.0</td>
<td>35.0</td>
<td>10.0</td>
<td>71</td>
</tr>
<tr>
<td>Segafredo</td>
<td>11.0</td>
<td>18.0</td>
<td>46.0</td>
<td>25.0</td>
<td>0.0</td>
<td>28</td>
</tr>
<tr>
<td>Woseba</td>
<td>8.0</td>
<td>13.0</td>
<td>31.0</td>
<td>38.0</td>
<td>10.0</td>
<td>39</td>
</tr>
</tbody>
</table>

1. This is the only brand I would take into account.
2. I prefer it from the others, but it is not the only brand I buy.
3. This is one of the brands I buy, but not my favourite.
4. This is not the brand I normally buy, but I could buy it under certain circumstances.
5. I would never buy this brand.
Summary

In Poland, the coffee market is stable in terms of both sales volume and value. The situation inside the market is a lot more dynamic, as demonstrated by the research results presented in the article. The biggest segment is definitely ground coffee, in terms of both sales volume and value. The second place is held by instant coffee, followed by coffee beans. It is important, however, that the data which has been presented does not obscure the emerging trends and preferences of customers who are increasingly aware of their choices. A changing lifestyle and observed consumer trends [Mróz, 2013, pp. 109-114, Maciejewski 2010, 2016, Cranfield et al. 2010, Hung 2013, Lee 2015] affect consumer purchasing behaviour and preferences. One of the phenomena that can be observed in Poland is the growing sales of coffee beans. This trend may be due to the growing popularity of drinking coffee in cafés, the slow food movement and also the interest in healthy eating and low-processed products. Among the aspects with a big impact on the change of consumer preferences regarding coffee type is in particular the growing product awareness of the consumers, which is the result of ever-increasing internet access.

In conclusion, this research shows that Polish consumers drink mostly ground and instant coffee (both types of coffee are currently drunk by about half of the coffee consumers surveyed). Consumption of coffee has increased in the last few years - with the largest increase in the case of coffee beans. The frequency of instant coffee consumption has decreased in favour of ground coffee and coffee beans. Consumers of ground coffee, instant coffee and coffee beans have for the most part been drinking their preferred type of coffee for many years, instant coffee mixes and cappuccinos have been consumed by the responders for a much shorter period. Among coffee beans, Lavazza (5.0%) and Jacobs Kronung (4.0%) have been leaders in consumption for many years, proving that the coffee market in Poland is quite conservative. Customers are attached to their favourite flavour and approach new products with caution. They are ready to try new flavours provided that the new coffee comes from a tried and tested, well-known brand.

Bibliography


