

The main objective of the project is to analyze the determinants of coffee and tobacco consumption in Poland and Czechoslovakia between 1918 and 1938. The research is to address the consumption pattern of the people of these countries, taking into account regional perspectives, and the marketing strategies used by private coffee distribution companies, as well as state-owned and tobacco companies (both countries had State Tobacco Monopolies at the time). The similarities and interdependencies between the two countries are significant, at their core stemming from historical geography. Both the Second Republic of Poland and the First Czechoslovak Republic were states that emerged at the same time, influenced by similar geopolitical conditions. Between 1918 and 1938, both countries faced the difficulties of integrating culturally, economically and for a long time unrelated regions. Their internal differentiation had a significant impact on the national, social, economic and cultural situation, and thus on the consumption of the indicated stimulants. The level of coffee and tobacco consumption, as well as the form of consumption and the model of marketing strategies, can be taken as one of the determinants of the level of modernization of social life in the regions of the countries studied. "Modernity" in economic terms in the 1920s and 1930s commonly meant mass production and consumption of various types of goods. The issue of stimulant consumption in Central and Eastern Europe is well described with regard to alcohol consumption, but there is still a lack of work on the consumption of other stimulants in a transnational and comparative context. Although, even at the national research level, there is a lack of works on coffee and tobacco consumption in the 20th century in both countries. The work will contribute to the still-needed embedding of the history of the interwar period of Poland and Czechoslovakia in the context of the history of Central and Eastern Europe, particularly the impact of consumption patterns resulting from the regional situation and the past of both countries.

The main questions I would like to answer during the research are:

- In what areas do you find similarities and differences in the consumption patterns of these two stimulants in the compared countries?
- In what regions were coffee drinking and cigarette smoking most prevalent? Where should one place the centres and peripheries of consumption of these stimulants? What were the similarities and differences between the listed countries in these areas?
- How did Czechoslovakia's Austro-Hungarian past and Poland's Austrian, Russian and German past affect consumption patterns? What was the endemic consumer behaviour in selected western and eastern regions of Poland, as well as in the Czech Republic and Slovakia. What impact did living in minority countries have on consumption?
- What differences and similarities can be observed in marketing strategies (brand names, print ads, the visual layer of product labels, the organization of points of sale and their websites)?
- What impact has the role of gender had on stimulant consumption patterns and consumer perceptions?
- How did the global cultural transfer of the 1920s and 1930s, the medicalization of tobacco and the Great Depression affect sales and consumption patterns?
- How do the similarities and differences weighed during the research fit into overall consumption patterns in Central and Eastern Europe during this period?
- What were the similarities and differences in the supply of coffee and tobacco (countries of origin and other aspects of importation)?