

## Table of contents

<b>Editor's note</b> . . . . .	353
<b>Katarzyna Kolasińska-Morawska</b> Determinants of purchasing behaviour of the e-consumer in a multidimensional reality . . . . .	355
<b>Magdalena Murzyn, Joanna Nogiec</b> Demarketing in the tobacco business . . . . .	363
<b>Magdalena Murzyn, Joanna Nogiec</b> Declared values in the opinion of different generations . . . . .	373
<b>Dariusz Fatuła, Adam Sagan</b> Altruism and rivalization as decision-making styles of households and their role in the purchasing process . . . . .	381
<b>Mateusz Rak</b> The brand and corporate mission for the perspective of corporate social responsibility . . . . .	389
<b>Aleksandra Perchla-Włosik, Joanna Wardzała</b> Young members of households as consumers of mass media in the light of qualitative research . . . . .	397
<b>Robert Wolny</b> Internet as a source of information for e-consumers about commercial offers and services . . . . .	407
<b>Magdalena Olejniczak</b> Consumer risk in the functional food purchase process . . . . .	417
<b>Magdalena Walczak</b> The perception of the value of professional education in the light of research . . . . .	425
<b>Wanda Patrzalek</b> Creating a living space in the household in the background of new trends in consumption . . . . .	433
<b>Barbara Mróz-Gorgoń</b> Polish fashion brands in minds of young consumers . . . . .	441
<b>Jarosław Ziętarski</b> Economic aspects of the creditworthiness of households in the years 2003-2012 . . . . .	451
<b>Agnieszka Dejnaka</b> The internet and communication technologies in view of various typologies of generations . . . . .	461
<b>Grzegorz Klimek</b> Freedom and openness as a socio-centric example of innovation . . . . .	467