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Małgorzata Bartosik-Purgat (Ed.), 2017. *Consumer behaviour. Globalization, new technologies, current trends, socio-cultural environment*, WN PWN SA, Warszawa, pp. 282: ISBN 978-8301194604

The monograph published under the editorship of Małgorzata Bartosik-Purgat is a result of collaboration between research workers and practitioners from various scientific centres in Poland. The publication combines the newest results of scientific studies from such fields as behavioural economics, sociology and psychology, with personal observations, experiences and practical knowledge of the authors. The monograph consists of an introduction, ten integrally coherent chapters and original conclusive remarks which suggest the areas and directions of further studies on consumer behaviour in the global world dominated by new technologies.

The first chapter introduces in a synthetic way all the problems considered in the subsequent parts of the monograph. It is an attempt to identify the essence of the market behaviour of the consumer in the 21st century and compares it with the Engel-Kollat-Blackwell stochastic model. The model contains the suggestion to use the term current or new consumer to describe an individual who makes purchasing decisions in the environment dominated by new technologies and Internet tools.

Chapter Two identifies the behaviour of the consumer as a unit using the Internet (and its tools) to search for information about goods and services. Moreover it analyzes the behaviours of consumers who remain outside the net, i.e. those who are emotionally tired of excessive information about the market offer. The contrast between consumer attitudes, presented in an interesting way, is permeated by a common philosophy,

i.e. the philosophy of making clever purchases. The essence of this philosophy is discussed from the aspect of rational and emotional behaviours.

The phenomena of consumer ethnocentrism and the Country of Origin Effect discussed in Chapter Three reveal the consumer's confusion and lack of orientation as regards the market. The authors present a set of procedures used by companies in order to reduce the ethnocentric awareness of their customers. They give examples of the foreign language names of the brands owned by Polish companies and vice versa – Polish sounding brand names belonging to foreign entities. Moreover the authors share their knowledge as regards the applications which could help the consumer to identify the products manufactured by domestic companies. As a result they allow the reader to draw the conclusion that the consumer of the 21st century lives in such complicated times that in order to be ethnocentric, it is impossible to function outside the net, lead a *slow life* and to buy wisely he/she should be aware of the stimuli coming from various directions (by means of the new tools) exerting an influence on making not very rational decisions.

Chapter Four of the monograph reveals the fact that the emotional sphere has a significant, or even crucial, influence on the market behaviour of consumers. The aim of scientific narration is to show that the awareness of coopearence (simultaneous cooperation and competition) between emotionality and rationality has and should have its place in the studies on shaping the satisfaction with the con-

sumption taking place in groups (households, professional groups, communities).

E-commerce, as a source of cognitive, sensory, social and emotional experiences, is the subject of deliberations in Chapter Five. The analysis of the development of e-commerce conducted by means of its new aspects, shows generational differences in formulating customer expectations concerning the channel of access to the offer of goods and services, forms of communication and payment, the preferred mode of delivery, the receipt of goods and after-sales service. The difference presented and variability of consumer aspirations are contrasted with the adaptation processes of entrepreneurs and the increasing significance of informal communication used, among others, to maintain and strengthen social relationships.

According to the message conveyed in Chapter Six the basis for communication in the 21st century – the age of globalization – is to be found in the virtual environment, with a particular emphasis on social media. When analyzing the behaviours of social media users, the authors emphasize an increasing significance of behavioural segmentation.

The subsequent chapters of the book deal with consumer behaviours considered through from the point of view of the impact of the economic crisis (Chapter Seven), the problem of the ageing society and an increasing pressure to live alone, not in relationships (Chapter Eight) all of which are characteristic of modern society. These are interesting considerations conducted on both theoretical and empirical grounds. The authors point out that in periods of increased uncertainty and threat cautious behaviours and a set of behaviours typical of seniors and singles appear among Polish households.

The market for tourist and cultural services is in the centre of attention in

Chapter Nine. Using the example of those services the authors show how consumer behaviour is influenced by the development of information technologies, indicating the significance of portable devices with wireless access to the Internet and on social media tools.

The final chapter of the monograph provides the reader with some knowledge about the essence of market segmentation which uses the criterion of value. The drawbacks of the traditional criteria and segmentation methods presented are emphasized by a variety of consumer behaviours. These are inspiring, current remarks which underline the significance of values in the process of making purchasing decisions and justify the necessity to take them into account in the study.

The considerations are finished with concluding remarks which skillfully fill the gap in the material presented in the monograph. The reader receives a set of inspiring suggestions concerning the areas and directions of studies on consumer behaviour.

The monograph undoubtedly goes beyond recapitulation of the opinions concerning consumer behaviour. Here we have views and proposals worked out by the authors. The unquestionable value of the monograph is the synergy of the studies conducted by various teams and a lot of detailed information and statistical material illustrating the current behaviour of consumers. The authors take into account the processing of information, present characteristics of the processes occurring in the human memory and consider the negative and positive consequences of purchasing decisions. However, they do not show one overall universal model of consumer behaviour on the market or present a strategy for feeling at ease in an era dominated by technological progress, globalization and internalization process-

es and demographic changes. The authors suggest some issues which could become the subject of profound discussion. The exchange of opinions can, for instance, be focused on the phenomenon of collaborative consumption called *sharing* or simply *mesh* and its connection with, e.g., the *danshari* concept. The discussions may touch on the phenomena of homogenization and heterogenization of consumption (so important in the globalized 21st century) or they may turn towards intergenerational consumption transfers. Perhaps, the theme will be the development of technology and services which would be discussed in the context of a widely spread minimalism of human life.

In conclusion the authors show the reader that the market activity of the con-

sumer is a collage of emotional and rational premises of his/her behaviour. They go beyond the existing state of knowledge and inspire more profound studies, making the reader reflect as to what extent the consumer is an independent thinker, aware of his/her capabilities and needs in the global reality dominated by new technologies. If the course of scientific narration is followed wcarefully, the primary aim of the authors becomes clear. It is a passage through the plethora of consumer behaviours during which the reader obtains the knowledge providing the grounds to challenge the common opinions and to decide how they could be replaced.

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Aims and Scope

Economics and Business Review is the successor to the Poznań University of Economics Review which was published by the Poznań University of Economics and Business Press in 2001–2014. The Economics and Business Review is a quarterly journal focusing on theoretical and applied research work in the fields of economics, management and finance. The Review welcomes the submission of articles for publication dealing with micro, mezzo and macro issues. All texts are double-blind assessed by independent reviewers prior to acceptance.

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