

Abstract

GLOBALIZATION OF THE CONSUMPTION – DETERMINANTS AND EFFECTS

Janusz Zmija*

Renata Matysik-Pejas**

Monika Szafranska***

GLOBALIZATION of the consumption is a sum of processes finding their reflection in all aspects of consumer's functioning on the market. It is possible to identify three fundamental areas, in which globalization take place. The first plain of global consumption formation is market environment of consumer and conditions determining fulfilling their needs. The second dimensions of the global processes influence on the consumption are purchasing habits and consumer behavior of individual consumers. The last sphere is globalization of the consumption is a structure and a hierarchy of purchasers needs, their system of values, attitudes and lifestyles. Globalization is causing also new phenomena and trends in the consumption. It is not possible to judge globalization of the consumption explicitly – bad or good. Globalization of the consumption is carrying both positive and negative effects with it. Scope of its influence is depending on a “base” to which is coming across in given country or region.

* Department of Management and Marketing in Agribusiness, University of Agriculture, Krakow, Poland.

** Department of Management and Marketing in Agribusiness, University of Agriculture, Krakow, Poland.

***Assistant Professor, Department of Management and Marketing in Agribusiness, University of Agriculture, Krakow, Poland.