

TABLE OF CONTENTS

GRZEGORZ SUWAŁA, JUSTYNA BĄCZEK

The Role of Product Innovation in Influencing Consumer Purchasing Decisions: The Case of Convenience Foods.....	5
---	---

MAŁGORZATA MIŚNIAKIEWICZ, BARTŁOMIEJ PARA

The Role of Emotions in the Perception of Product Quality Based on Its Label	24
--	----

DOMINIKA ZAWADZKA

Knowledge about Nature and Acceptance of Hunting: A Social Analysis of Attitudes	37
--	----

ANNA KAMIŃSKA, PRZEMYSŁAW DMOWSKI

Preferences of the Selected Group of Consumers Towards Non-Alcoholic Beers	51
--	----

KATARZYNA WYBIERAŁSKA, DANUTA KASEJA

Analysis of the New Care Offer and Preferences of Beauty Salons Customers	67
---	----

MATEUSZ ZAWADZKI, ANETA OCIECZEK

Willingness to Pay for 'Green Delivery' and Attitudes Toward Electromobility – Preliminary Research	89
---	----

ŁUKASZ DŁUGOŃSKI, MAGDALENA SKOTNICKA

The Impact of Parental Involvement on Children's Dietary Habits: An Analysis of the Relationship between Sources of Nutrition Knowledge and the Frequency of Unhealthy Product Consumption Among Children	113
---	-----

**BEATA PASZCZYK, IWONA CHWASTOWSKA-SIWIECKA,
MILLENA RUSZKOWSKA**

Nutritional Value and Health Benefits of Conventional Cheeses from
Different Production Seasons 135

**IWONA CHWASTOWSKA-SIWIECKA, KAROL BARTOSZEWICZ,
BEATA PASZCZYK, TOMASZ URBAŃSKI**

Quality Assessment of Frozen Shark Meat..... 145

AGNIESZKA PALKA, MARTA SZULGA

Consumer Attitudes and Behaviors Towards High-Protein Bars 159