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DEMAND FACTORS OF DEVELOPMENT OF THE ORGANIC FOOD MARKET – A REVIEW OF POLISH RESEARCH

Key words: demand, consumers, market, organic food, research

ABSTRACT. The purpose of this paper is to identify the progress made in research on demand factors of development of the Polish organic food market in 2004–2018, to present the strengths and weaknesses of relevant research and identify cognitive gaps in this respect. The review is restricted to Polish literature because of the particularities of the domestic organic food market which reflect its immaturity. The analysis focused on the last fifteen years (2004–2018). The papers were retrieved from the Web of Science Core Collection, Scopus, Google Scholar and BazEkon, basing on four keywords: demand for organic food; purchasing behavior of organic food consumers; availability of organic food; and organic food prices. The article presents a review of research from 107 publications. The review of research findings suggests that progress has been made in the identification of key demand factors of development of the organic food market. Some development barriers (high prices, limited availability of the product range) were not removed in the study period. The weakness of the relevant research is the insufficient use of complex statistical methods.

INTRODUCTION

The Polish organic food market has become an important research topic only quite recently. It grew in popularity as the organic food market developed, resulting in the emergence of numerous papers and over ten monographs which provide a basis for relevant research to this day. Poland's accession to the European Union was a major breakthrough contributing to the acceleration of the development of that market and an increase in interest in issues related to its demand and supply factors. Despite the launch of tools designed to stimulate development processes (in the form of financial support for organic farming), the share of that market in the food market is not in excess of 1%. This is a very small proportion, considering the potential for development of such a market in Poland [Tyburski, Żakowska-Biemans 2007]. The above evidences the growing importance of a healthy lifestyle, the growing number of people with a tertiary education and an improvement in the population's income situation. In many countries, these are the drivers of demand for organic food. Therefore, it is important to answer the question concerning which demand barriers of the development of the organic food market have been identified by Polish researchers, and whether (and to what extent) they have been overcome in the last 15 years.

MATERIAL AND METHODS

The purpose of this paper is to identify the progress in empirical research on demand factors of development of the Polish organic food market in 2004-2018, to present the strengths and weaknesses of relevant research and identify cognitive gaps in this respect. The review is restricted to Polish literature because of the particularities of this market, which reflect its immaturity. Comparing the progress in research with countries where the organic market has the characteristics of a mature market is the subject of a separate literature review.

The literature review was carried out from May 1 to July 15, 2019. These timeframes have an effect on the list of papers covered by the analysis and on the number of quotations used in this paper. Initially, the search for papers was limited to the Web of Science Core Collection and Scopus, which are popular databases. However, they were found to contain a very small number of Polish publications. The list generated by the Web of Science included papers of 3 authors, whereas Scopus provided an empty list. Therefore, the list was extended with publications retrieved from Google Scholar, and was additionally supplemented with papers published in BazEkon. The analysis focused on the last fifteen years (2004-2018). Four keywords were used in the search for publications in databases: demand for organic food; purchasing behavior of organic food consumers; availability of organic food; and organic food prices. The initial list included 107 publications. Review and descriptive papers as well as papers presenting the findings of research carried out with a very small sample of 20 respondents were removed from it. Once verified, the final list contained 107 papers, of which most articles were published in *Roczniki Naukowe SERiA* (19), *Journal of Research and Applications in Agricultural Engineering* (9) oraz *Handel Wewnętrzny* (8). The review also included 4 reports from research financed by the Ministry of Agriculture and Rural Development.

RESULTS

Consumer behavior in the organic food market was the issue addressed in the largest number of publications. These studies primarily relied on a structured survey questionnaire and were conducted as a Computer Assisted Web Interview (CAWI), which allows respondents to submit replies online, or as a Paper and Pencil Interview (PAPI), which uses a hardcopy questionnaire. The number of respondents in quantitative studies varied greatly: from 50–100 [Golinowska 2009, Piotrowska 2014, Olech, Kuboń 2015] to 3,436 [Wojciechowska-Solis, Soroka 2016]. However, relatively small groups of respondents were the most numerous; this had an effect on the accuracy of results. Qualitative surveys based on focus group interviews were carried out with very small samples (including one with 20 persons) [Zrałek 2010]. The research procedures used for sampling purposes contributed to differences in the accuracy of results. Some surveys were carried out with a random sample of over 1000 people aged above 15, representative of the general population in terms of age, gender, education and population of the town they came from [Żakowska-Biemans 2005a, 2011b, Bryła 2016, Wojciechowska-Solis, Soroka 2016, 2017b, Żakowska-Biemans et al. 2017]. Most surveys were regional or local, were

carried out with a smaller sample and relied on different sampling methods, making it impossible to compare their findings [Witek 2014, p. 211]. A greater methodological correctness was found in research carried out with a purposefully selected sample composed exclusively of organic food consumers [Piotrowska 2014, Kułyk, Michałowska 2018, Matysik-Pejas, Cieślik 2016, Dziekan, Konieczny 2017]. Research carried out with a small random sample of 100 to 150 respondents gave rise to some methodological doubts [Miśniakiewicz, Suwała 2006, Śmiechowska, Śmiejowska 2006, Gierłatowska et al. 2007, Szeląg-Sikora, Rorat 2015, Cichocka, Krupa 2016]. Several publications focused solely on young consumers [Gierłatowska et al. 2007, Kowalczyk-Vasilev et al. 2011, Grzelak, Maciejczak 2013, Bryła 2014, Chudzian, Chatys 2014, Escher, Petrykowska 2014, Angowski, Domańska 2015, Zmarlicki 2010], while one publication focused on the older population [Grzybowska-Brzezińska 2012]. The territorial scope differed between the surveys, some of which covered the entire country while others were restricted to selected cities (Bydgoszcz, Gdańsk, Kraków, Krosno, Olsztyn, Poznań, Rzeszów, Trójmiasto, Warszawa), voivodeships (Dolnośląskie, Kujawsko-Pomorskie, Lubelskie, Lubuskie, Mazowieckie, Podkarpackie, Pomorskie, Śląskie, Warmińsko-Mazurskie, Wielkopolskie, Zachodnio-Pomorskie) or regions. Data analysis was mostly based on simple methods of descriptive statistics. Linear regression, structural equation modeling and other multi-dimensional methods were used rarely [Żakowska-Biemans 2011b, Grzelak, Maciejczak 2013, Bryła 2018b, Wojciechowska-Solis, Soroka 2017a]

Publications on consumer behavior examined the components of purchasing decisions such as: knowledge and perception of organic food; motives for choosing it; frequency of purchasing; place of purchase; assessment of product range availability; price level; and price relationships. The review of research on demand factors of development of the Polish organic food market suggests that the authors gained relatively deep insight into the general perception of organic food by Polish consumers and the motives for purchasing it. The last 15 years gave witness to an improvement in the positive perception of organic food and an increasing share of consumers who appreciate its attributes. Respondents usually associated organic food with characteristics that provide individual (rather than social or environmental) benefits. Most consumers believe organic food to be healthy, safe and of a high quality [Gutkowska, Żakowska-Biemans 2004, Białoskurski 2009, Matysik-Pejas, Żmuda 2011, Bryła 2017b, Bear-Nawrocka, Szalaty 2017, Grębowiec 2018]. Taste qualities and environmental concerns were also important, though less so [Newerli-Guz, Śmiechowska 2003, Matysik-Pejas, Żmuda 2011]. Focus was placed on the issue of insufficient knowledge of organic food and its labels, and on factors that make it more recognizable [Gutkowska, Żakowska-Biemans 2004, Miśniakiewicz, Suwała 2006, Kucińska 2009, Rybowska 2010, Samolińska, Kiczorowska 2013, Kawa, Cyran 2015, Pilarczyk, Nestorowicz, 2014, Bryła 2018c, Nestorowicz 2018]. In addition to having an effect on its perception in a broader environmental and social context, a better knowledge of organic food could also drive an increase in its consumption. An issue poorly addressed in the studies is the perception of organic food in the context of promoting the protection of the environment as a public good, especially including climate protection, preserving biodiversity and ensuring animal welfare. The above is also confirmed by the motives for purchasing organic food.

The motives, as examined by many authors, largely correspond to the consumers' vision of the characteristics of organic food. The consumers were motivated by several aspects, among which health concerns predominated. Other top-ranked aspects included safety, taste, high quality and the absence of harmful substances [Gutkowska, Żakowska-Biemans 2004, Fleszar, Stasiak 2006, Śmiechowska, Śmiejowska 2006, Zrałek 2010, Białoskurski 2009, Zabrocki, Liedtke 2010, Kowalczyk-Vasiliev et al. 2011, Łuczka-Bakuła 2011, Grzybowska-Brzezińska 2013, Olech, Kuboń 2015, Bryła 2016, Wojciechowska-Solis, Soroka 2016, Wojciechowska-Solis, Soroka 2017b]. Concern for the natural environment was initially among the bottom-ranked motives but moved up gradually in the next years. In a 2004 survey [Woźniak, Dziedzic 2005, p. 321], only 1.5% of respondents cited that motive; in 2010 and 2013 that proportion grew to 33% and 46%, respectively [Grzybowska-Brzezińska, Grzywińska-Rapca 2018, p. 171]. In the most recent study by Sylwia Żakowska-Biemans et al. [2017, p. 118], over 3/4 of respondents found the concern for the natural environment to be an important or highly important motive for purchasing organic food. Not much is known about the relationship between consumer motives and the frequency of purchasing organic food (especially differences in that respect between regular and occasional buyers). That knowledge could be used to build marketing communication targeted at occasional buyers whose demand potential has not yet been fully tapped into [Pilarczyk 2008, Pilarczyk Nestorowicz 2010, Pukas 2014, Bryła 2013, Bryła 2015].

Research on purchasing behavior included several attempts to identify the socio-demographic characteristics of organic food consumers. Consumer profiles were established mainly with the use of qualitative methods, including focused interviews and discussions. In turn, little use was made of statistical methods which allow to determine the strength of relationships between organic food consumption, socio-demographic characteristics and lifestyle. A typical organic food consumer is a middle-aged female urban resident with family and children and with a secondary or tertiary education. Tertiary or secondary education was demonstrated to be a statistically important characteristic of organic food consumers as it positively affects the awareness of organic product qualities [Dziekan, Konieczny 2017, Wojciechowska-Solis, Soroka 2017a]. Organic food consumers include a larger share of young and middle-aged people (up to 44 years old) [Sojkin, Witczak 2009, Rybowska 2010]. In turn, nothing proves that income level is a distinctive characteristic of organic food consumers [Suszek-Namroży, Platta 2015], although this was suggested in earlier studies [Grzybowska 2005, p. 126, Łuczka-Bakuła 2007, Krelowska-Kułas 2007, p. 41]. Most organic food consumers believe their current income situation to be good or average [Suszek-Namroży, Platta 2015].

Major research problems faced in the organic food market include the frequency of purchasing and the changes in the share of regular and occasional buyers. In 2004–2018, 11 papers were published presenting the findings from research on the frequency of purchasing organic food (Table 1). The results were strongly heterogeneous, especially in the case of regular consumers whose share varied in the range of 7.8% to over 80%. A high share of regular consumers was found in research by Piotr Kułyk, Mariola Michałowska [2016] and Mariola Grzybowska-Brzezińska, Małgorzata Grzywińska-Rapca [2018] (80.8% and 56.5%, respectively). These figures give rise to doubts because they are considerably

higher than those recorded in countries with a more developed market for organic food. In an Australian study, the share of regular consumers was 11% [Pearson et al. 2010, p. 56]. Generally, the figures recorded in Poland can be reasonably expected to represent the declared intent to purchase rather than actual purchases [Witek 2018b, p. 216]. However, these studies confirmed the general trend observed in the organic food market, which is evidenced by an increase in the share of regular consumers and a decrease in the number

Table 1. Frequency of organic food purchases: research findings

Author	Frequency of organic food purchases [% of replies]							
	once a week	several times a week	once a month	several times a month	once a year	several times a year	less than once a year	never
Żakowska-Biemans (2006) N = 1,000		60	9*	32				
Śmiechowska, Śmiejowska (2006) N = 192	17.3**		25*	57.7				
Pilarczyk, Nestorowicz (2010) N = 130	53.8	25.4	18.5 1.5*					
Rybowska (2010) N = 210	5		27			27	26	
Grzybowska-Brzezińska, Grzywińska-Rapca (2018)**** N = 971 N = 1,205	41,6 56.5		34.8 38.4			23.6 5.1		
Nestorowicz, Pilarczyk (2014) N = 239	12		23.4			27.2		37.2
Kułyk, Michałowska (2016) N = 302	55	25.8	14.9	4.3				
Nestorowicz et al. (2016) N = 577	7.8		15.3		11.8	18.4	11.6	35.2
Baer-Nawrocka, Szalaty (2017) N = 146		47.6		42.3		10.1		
Żakowska-Biemans et al. (2017) N = 1,424	19.4		31.3		9	19.8	10.3	10.1
Jarczok-Guzy (2018) N = 1,159	30		38		4	25***	3	

* less than several times a month, ** more often than once a week, *** once every 3 months and once every 6 months, **** the research results conducted in 2010 (N = 971) and 2013 (N = 1,205) are presented in the paper

Source: own study based on literature

of non-buyers. According to Sylwia Żakowska-Biemans et al. [2017], the share of regular consumers rose from 11% in 2005 to 19.4% in 2017, whereas the share of non-buyers went down from 48% to 10.1%.

The development of the organic food market is hampered by many barriers, as identified in numerous empirical studies whose findings were published in 13 papers (Table 2). Throughout the study period, the most frequently cited barriers were high prices and poor availability of organic food. Although many years have passed, these barriers have not been removed. Thus, measures taken to reduce their importance have proved to be ineffective.

Table 2. Barriers to organic food purchases: research findings

Author /sample size	Key barriers to the development of the organic food market*
Żakowska-Biemans (2005c) N = 1000	- my store does not offer organic food (28%) - I do not know where to find organic food shops (23%) - it is too expensive (22%)
Pilarczyk, Nestorowicz (2010) N = 130	- expensive (29.7 %) - I did not consider it (13.7%) - I did not find it in stores (13.2%)
Matysik-Pyjas, Żmuda (2011) N = 219	- excessive price (82.65%) - poor availability (52.97%) - lack of knowledge (36.07%)
Żakowska-Biemans (2011a) N = 1,010	- knowledge of labelling (19.8%) - price of organic food (14.2%) - information about the sale channel (14.1%)
Escher, Petrykowska (2014) N = 343	- excessive price (86.8%) - my store offers a narrow range of organic foods (59.6%) - not enough shops where organic food can be purchased (53.8%)
Brągiel et al.(2015) N = 224	- high price (43%) - not offered in my store (24.8%) - poor availability (11.6%)
Bryła (2016) N = 1,000	- price (63.1%) - knowledge (35.3%) - availability (33.2%)
Konieczny, Dziekan (2016) N = 305	- high price of organic food (66,2%) - lack of an adequate range of products in the place of purchase (17,6%) - difficulty in distinguishing organic food from conventional food (16,2%)
Nowogródzka (2016) N = 200	- high prices (40%) - poorly advertised (18%) - consumers prefer conventional food (18%)

Table 2. Cont.

Author /sample size	Key barriers to the development of the organic food market*
Żakowska-Biemans et al. (2017) N = 1,424	- excessive price (45%) - my store does not offer organic food (12.9%) - I cannot tell the difference between organic and non-organic food (11.8%)
Hermaniuk (2018) N=373	(on a Likert scale) - excessive price (3.69%) - poor availability (3.0%) - I cannot tell the difference between organic and traditional food (2.37%)
Kułyk, Michałowska (2018) N = 302	- high price (31.1%) - a habit for eating conventional food (17.8%) - poor availability (15.2%)
Grzybowska-Brzezińska, Grzywińska-Rapca (2018) N = 1,205	- lack of confidence in the technologies for delivering products (70%) - limited availability in retail stores (62%) - excessive price (60%) - excessively narrow product range (60%)

* The table also presents the findings from research on reasons for not buying organic food

Source: own study based on literature

Excessive price” was usually indicated as the most important barrier to purchasing organic food in publications presenting the results of relevant research. So far, little research has been done on the level of organic food prices and the willingness to pay a higher price for organic food [Łuczka-Bakuła, Sikorska-Smoluk 2008, Koreleska 2009, Łuczka-Bakuła, Sikorska-Smoluk 2010, Koperska 2009, Zmarlicki, Brzozowski 2013, Zmarlicki, Brzozowski 2014, Dykiel et al. 2016, Kaczorowska et al. 2018, Bryła 2018b, Witek 2018a]. The first Polish research on organic food was carried out in 2005–2006 [Łuczka-Bakuła, 2007], and was repeated in 2016. Studies carried out in 2016 suggest that organic food prices were high, similarly to what was established in the first study. The average difference in prices between organic and conventional food varied in the range of ca. 50% to 335%. In 10 out of 26 products with recorded prices, the price premium was above 200%. Similar findings were observed in the study on dairy products prices [Koperska 2014, p. 97].

Organic food prices exceed consumer willingness to pay more. According to the most recent studies, a vast majority of consumers (89.6%) do not accept organic food prices if higher by over 40% than those of conventional food [Hermaniuk 2018, p. 197]. In this research the largest group (53.2%) was willing to pay up to 20% more. In recent years, the acceptance for higher prices was greater than in previous studies where most consumers declared to be willing to pay up to 10% more [Golinowska 2009, p. 81, Witczak, Sojkin 2009, Witek 2011, Lemanowicz 2014, Grzybowska,-Brzezińska, Rudzewicz 2015]. The

reasons for high price premiums in the Polish market for organic food are not only production and distribution costs but also high trading margins reaching up to 30% [Łuczka 2016]. Setting high trading margins is a common practice in an unbalanced market. Therefore, as a way of reducing the level of organic food prices, mechanisms need to be put in place which increase competitiveness, including developing the organic food offering in super- and hypermarkets. Because of economies of scale, these stores can reduce distribution costs and adopt a lower margin policy. Indeed, introducing organic food to Lidl, Tesco and Carrefour retail chains contributes to reducing its prices throughout the market. This makes organic food more affordable to occasional consumers; in the long term, this is likely to accelerate the development of the Polish organic food market.

The second barrier to demand for organic food most often referred to in Polish studies is poor availability of the product range and points of sale. The underdevelopment of distribution channels is a problem addressed in the first publications on the organic food market. The authors focused on poorly developed distribution channels which are a characteristic and determinant of immaturity of the Polish market for organic food [Nestorowicz 2006, Żakowska-Biemans 2006, Łuczka-Bakuła 2007]. That market was primarily affected by low levels of supply, resulting in high prices and the inability to ensure regular, continuous product deliveries to large retail networks. Organic food distribution was dominated by two channels: direct sales and specialized stores [Grzybowska-Brzezińska 2007]. In 2004, the share of direct sales and specialized stores in the organic food market was 66% and 27%, respectively [Żakowska-Biemans 2006, p. 13]. At the same time, the role of direct sales in countries with a developed organic food market was smaller, and varied in the range of 13% to 17%. In 2004, there were 150 small specialized stores in Poland (with an area of up to 20 m²), located in the biggest cities. According to a study by S. Żakowska-Biemans [2006, p. 25], more than half of respondents believe specialized stores to be the preferred place for buying organic food; street markets and retail chains were selected by every fourth and fifth respondent, respectively. Therefore, there was an urgent need to develop diverse distribution channels as a basic condition for increasing the market share of organic food. This would allow to reduce the distribution costs and trading margins and reach occasional consumers [Nestorowicz 2006, Niedzielski 2008]. Later on, distribution channels developed in line with slow growth in domestic supply and imports from EU countries [Żakowska-Biemans 2008]. The growth trend in demand for organic food encouraged super- and hypermarkets to sell it. This contributed to a greater availability of organic food and provided a better opportunity to engage with occasional consumers [Kociszewski, Śliczna 2010, Śliczna 2011, Kazimierzczak, Zgiep 2013, Newerli-Guz 2014, Smoluk-Sikorska, Łuczka 2014]. The subject of a few studies were online sales as a new and perspective distribution channel for organic food [Samolińska, Kiczorowska 2013, Bryła 2018a].

Some researchers made an attempt to assess the availability of organic food in selected distribution channels, using product range, diversity and country of origin as a criterion [Żakowska-Biemans 2006, Krelowska-Kułas 2007, Koreleska, Chwal 2016, Matysik, Cieślík 2016, Pawlak et al 2016]. In a research by Ewa Koreleska and Katarzyna Chwal [2016], more than half of respondents (56%) found the availability of organic food to be at least sufficient; nearly one in two respondents (18%) found it to be poorly available.

Similar findings were reported by Romuald Zabrocki and Izabela Liedtke [2010]. In their research, most respondents (54%) believed the attractiveness of the organic product offering to be sufficient; 26% considered it to be good. The market was found to be in shortage of many organic products, especially meat and meat products, fresh fruits and vegetables and products processed from them, alcoholic drinks, mead, sugar and confectionery [Żakowska-Biemans 2012, Konieczny, Dziekan 2016]. The organic food offering is dominated by processed products, whereas consumers prefer fresh and minimally processed foods [Smoluk-Sikorska, Łuczka 2014, Grzybek, Szopiński 2016]. The most frequently purchased products are vegetables and fruit, followed by eggs, bakery, products processed from fruit and vegetables, milk and milk products, and meat and smoked meat products [Cichocka 2004, Grzybowska-Brzezińska 2004, Łuczka-Bakuła 2011, Żakowska-Biemans 2012, Wojciechowska-Solis, Soroka 2017a]. In a survey by M. Grzybowska-Brzezińska and M. Grzywińska-Rapca [2018] on the most popular organic products, meat and meat products were ranked first in 2010 and second in 2013. These findings give rise to some doubts because they are inconsistent with conclusions from other domestic and international research, all the more so since the production of organic meat and meat products is of negligible importance (due to the structural characteristic of organic farming, rigorous requirements for livestock production and the underdevelopment of dedicated processing facilities) [Grzybowska-Brzezińska 2004, Łuczka 2016].

The second particularity of the organic food offering, as emphasized by researchers, is the large share of imported products [Górski et al. 2014, Misztal et al. 2018]. Some specialized stores only offer imported products such as butter, oils and milk. Meanwhile, a number of studies suggest that organic food consumers are interested in buying Polish organic food and prove to be increasingly ethnocentric [Śmiechowska 2011, Nestorowicz et al. 2016a, Nestorowicz et al. 2016b, Bryła 2017a]. For a long time, the shortage of Polish organic food products in the organic market was caused by an unsound policy for the support of Polish organic farming which was decoupled from the production and sale of organic food. Therefore, a rapid increase in the number of organic farms and in the area of land under organic crops did not translate into tremendous growth in production or supply volumes.

CONCLUSIONS

The review of research findings suggests that over the last fifteen years, progress has been made in the identification of the main demand factors of development of the organic food market. Organic food consumers form a specific and an increasingly distinguished market segment from the perspective of organic food perception and motives for and frequency of buying. Certain barriers to the development of the organic food market identified in the studies (high prices, limited availability of the product range) were not removed in the last 15 years. This evidences the ineffectiveness of tools designed to overcome these barriers.

As regards Polish research into demand factors of the organic food market, there is a dearth of comparative studies focusing on people (different consumer groups, rural and urban population) and products (different types of organic food) at various levels. Also, there is a cognitive gap in research into price levels and reasons for persistently high price premiums.

The literature review allowed to gain a deeper insight into the methodology of studies. Although it has been enhanced since 2004, the inconsistencies between some research findings suggest there is a need to refine the research procedure. Also, empirical data must be verified more thoroughly, and diverse methods must be used to provide a broader research perspective. Today, knowledge resources based on a single research procedure are not enough to gain an in-depth insight into consumer behavior in such a complex market as the organic food market. The weakness of relevant research is that little use is made of complex statistical methods, multidimensional analyses and purchasing behavior modeling tools.

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UWARUNKOWANIA POPYTOWE ROZWOJU RYNKU ŻYWNOSTCI EKOLOGICZNEJ – PRZEGLĄD POLSKICH BADAŃ

Słowa kluczowe: popyt, konsumenci, rynek, żywność ekologiczna, badania

ABSTRAKT

Celem artykułu jest określenie stanu badań nad popytowymi czynnikami rozwoju rynku żywności ekologicznej w Polsce w latach 2004-2018, ukazanie słabych i mocnych stron tych badań oraz identyfikacja luk poznawczych w tym obszarze. Ograniczenie przeglądu literatury do Polski podyktowane było specyficznymi cechami rynku żywności ekologicznej w kraju, które świadczą o początkowej fazie jego rozwoju. Zakres czasowy analizy obejmował ostatnich piętnaście lat – od 2004 do 2018 roku. Artykuły były wyszukiwane w bazie Web of Science Core Collection, Scopus, Google Scholar oraz w BazEkon. Wyszukiwanie publikacji w bazach odbywało się według pięć słów kluczowych: popyt na żywność ekologiczną, zachowania zakupowe konsumentów żywności ekologicznej, dystrybucja żywności ekologicznej, dostępność i ceny żywności ekologicznej. Z przeglądu badań wynika, że dokonał się postęp w identyfikacji najważniejszych popytowych czynników rozwoju rynku żywności ekologicznej. Niektóre bariery jego rozwoju (wysokie ceny, ograniczona dostępność asortymentu) nie zostały w badanym okresie usunięte. Słabą stroną prowadzonych badań jest niedostateczny stopień zastosowania złożonych metod statystycznych.

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