AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

received: 05.08.2019
acceptance: 21.08.2019
published: 20.09.2019

Annals PAAAE • 2019 • Vol. XXI • No. (3)

JEL codes: D01, D12, Q14

DOI: 10.5604/01.3001.0013.3686

WŁADYSŁAWA ŁUCZKA

Poznań University of Life Sciences, Poland

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%)
Brańiel 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, Kazimierczak, 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.

BIBLIOGRAPHY

- Angowski Marek, Katarzyna Domańska. 2015. Postawy konsumentów względem produktów ekologicznych a ich zachowania nabywcze na rynku produktów mleczarskich (Consumer attitudes towards organic products vs. purchasing behavior in the market for milk products). *Roczniki Naukowe SERiA XVIII* (1): 17-22.
- Baer-Nawrocka Agnieszka, Norbert Szalaty. 2017. Produkty ekologiczne w opinii producentów i konsumentów (Organic products as seen by producers and consumers). *Zagadnienia Ekonomiki Rolnej* 4 (353): 138-153.
- Białoskurski Sebastian. 2009. Motywy podejmowania decyzji zakupowych na rynku żywności ekologicznej (Motives behind purchasing decisions in the organic food market). *Roczniki Naukowe SERiA XI* (3): 30-34.
- Brańpiel Elżbieta, Marta Pisarek, Małgorzata Źródło-Loda. 2015. Uwarunkowania zakupu spożywczych produktów ekologicznych przez mieszkańców miasta Krosno (Conditions for purchasing organic food products by residents of the city of Krosno). *Studia Ekonomiczne i Regionalne* 8 (3): 79-88.
- Bryła Paweł. 2013. Marketing ekologicznych produktów żywnościowych – wyniki badań wśród polskich przetwórców (Marketing of organic food products: findings from research among Polish processors). *Roczniki Ochrona Środowiska* 15: 2899-2910.
- Bryła Paweł. 2014. Postrzeganie autentyczności jako determinanta zachowań konsumentów na rynku regionalnych i ekologicznych produktów żywnościowych (Perception of authenticity as a determinant of consumer behavior in the market for regional and organic food products). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 35: 231-239.
- Bryła Paweł. 2015. *Marketing regionalnych i ekologicznych produktów żywnościowych – perspektywa sprzedawcy i konsumenta* (Marketing of regional and organic food products: the perspective of a seller and a consumer). Łódź: Wydawnictwo Uniwersytetu Łódzkiego.
- Bryła Paweł. 2016. Organic food consumption in Poland: Motives and barriers. *Appetite* 105: 737-746.
- Bryła Paweł. 2017a. Consumer ethnocentrism on the organic food market in Poland. *Marketing i Zarządzanie* 2 (48): 11-20.
- Bryła Paweł. 2017b. The perception of UE quality sings for origin and organic food products among Polish consumers. *Quality Assurance and Safety of Crops & Foods* 9 (3): 345-355.

- Bryła Paweł. 2018a. Organic food online shopping in Poland. *British Food Journal* 120 (5): 1015-1027.
- Bryła Paweł. 2018b. Uwarunkowania skłonności do płacenia wyższej ceny za żywność ekologiczną w porównaniu z produktami konwencjonalnymi (The conditions of the willingness to pay a higher price for organic food compared to conventional products). *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu* 526: 203-213.
- Bryła Paweł. 2018c. Uwarunkowania znajomości unijnego logo rolnictwa ekologicznego wśród polskich konsumentów (Conditions of knowledge on the Union organic farming indication among the Polish consumers). *Handel Wewnętrzny* 4 (375): 42-52.
- Chudzian Joanna, Małgorzata Chatys. 2014. Znajomość znaków ekologicznych wśród młodych konsumentów (Awareness of eco-labeling among young consumers). *Roczniki Naukowe SERiA* XVI (6): 82-87.
- Cichocka Izabela, Jan Krupa. 2016. Znajomość żywności ekologicznej wśród mieszkańców województwa podkarpackiego Organic food awareness among residents of Podkarpackie voivodship). *Handel Wewnętrzny* 6 (365): 32-46.
- Cichocka Izabela. 2004. Ryzyko żywnościowe i żywność ekologiczna w opinii mieszkańców regionu rzeszowskiego (Food risk and organic food as seen by residents of the Rzeszów region). *Ekologia i Technika* 2: 55-63.
- Dykiel Magdalena, Zofia Sokołowicz, Bogusław Ślusarczyk, Marta Gardała-Polar, Marta Pisarek. 2016. Asortyment i ceny żywności ekologicznej na lokalnym rynku. [W] *Żywność dla świadomego konsumenta* (Product range and prices of organic food in the local market. [In] *Food for an informed consumer*), ed. Krzysztof Mielski, Dorota Walkowiak-Tomczak. 85-93. Poznań: Uniwersytet Przyrodniczy w Poznaniu.
- Dziekan Ryszard, Magdalena Konieczny. 2017. Wykształcenie konsumentów żywności ekologicznej z województwa podkarpackiego a czynniki wpływające na jej zakup (The education level of organic food consumers from Podkarpackie voivodship versus factors impacting its purchase). *Progress in Economic Sciences* 4: 37-48.
- Escher Iwona, Joanna Petrykowska. 2014. Zachowania młodych polskich konsumentów na rynku żywności ekologicznej (Behavior of young Polish consumers in the organic food market). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 36: 23-37.
- Fleszar Józef, Jarosław Stasiak. 2006. Czynniki i motywacje zakupu żywności ekologicznej konsumentów rynku koszalińskiego (Factors and motivations guiding the consumers from the Koszalin market when purchasing organic food). *Journal of Research and Applications in Agricultural Engineering* 51 (2): 36-40.
- Gierłatowska Urszula, Małgorzata Sobczak, Sylwia Chudy. 2007. Produkty rolnictwa ekologicznego i ich konsumenci (Organic farming products and their consumers). *Towaroznawcze Problemy Jakości* 4: 35-43.
- Golinowska Maria. 2009. Żywność ekologiczna w opinii konsumentów. [W] *Wybrane zagadnienia ekologiczne we współczesnym rolnictwie* (Organic food as seen by consumers. [In] *Selected ecological problems of today's agriculture*, ed. Zbigniew Zbytek, 77-84. Poznań: Przemysłowy Instytut Maszyn Rolniczych.
- Górski Jan, Patrycja Staniszek, Renata Kazimierczak, Ewa Rembiałkowska. 2014. The evaluation of the range of organic food from polish and foreign producers In the selected retail stores In Piaseczno and its vicinity, *Journal of Research and Applications in Agricultural Engineering* 59 (3): 70-75.
- Grębowiec Mariusz. 2018. Zachowania nabywców na rynku produktów ekologicznych (Buyers' behavior on the market of organic products). *Roczniki Naukowe SERiA* XX (2): 59-63.
- Grzelak Paweł, Mariusz Maciejczak. 2013. Comparison between the United States and Poland of consumers' perceptions of organic products. *Studies in Agricultural Economics* 115: 47-56.

- Grzybek Maria, Wiesław. 2016. Preferencje konsumentów z województwa podkarpackiego podczas zakupu spożywczych Szopiński produktów ekologicznych (Purchasing preferences of consumers from the Podkarpackie voivodeship for organic food products). *Zeszyty Naukowe Szkoły Głównej Gospodarstwa Wiejskiego. Problemy Rolnictwa Światowego* 16 (2): 94-106.
- Grzybowska-Brzezińska Mariola. 2004. Szanse rozwoju rynku produktów ekologicznych pochodzenia zwierzęcego (Opportunities for the development of markets for organic food products of animal origin). *Zeszyty Naukowe Akademii Rolniczej w Krakowie* 415 (30): 61-70.
- Grzybowska-Brzezińska Mariola. 2005. Szanse rozwoju rynku żywności ekologicznej (Development opportunities for the organic food market). *Zeszyty Ostrołęckiego Towarzystwa Naukowego* 19: 95-118.
- Grzybowska-Brzezińska Mariola. 2007. The preferences of ecological food consumers. *Polish Journal of Natural Sciences Supplement* 4: 161-167.
- Grzybowska-Brzezińska Mariola. 2012. Zachowania młodych konsumentów i seniorów na rynku żywności ekologicznej (Behavior of young and elderly consumers in the organic food market). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 711: 211-222.
- Grzybowska-Brzezińska Mariola. 2013. Wpływ instrumentów marketingu ekologicznego na zachowania konsumentów na rynku produktów spożywczych (Impact of organic marketing instruments on consumer behavior in the organic food market). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 30: 47-58.
- Grzybowska-Brzezińska Mariola, Adam Rudzewicz. 2015. Environmental management systems in food processing and production as a source of product value for the customer on the organic food market. *International Journal of Business Performance Management* 16 (2/3): 314.
- Grzybowska-Brzezińska Mariola, Małgorzata Grzywińska-Rapca. 2016. Atrybuty żywności ekologicznej determinujące wybory konsumentów (Organic food attributes that determine consumer choices). *Zeszyty Naukowe Szkoły Głównej Gospodarstwa Wiejskiego. Ekonomia i Organizacja Gospodarki Żywnościowej* 114: 57-68.
- Grzybowska-Brzezińska Mariola, Małgorzata Grzywińska-Rapca. 2018. Rynek żywności ekologicznej w aspekcie rozwoju zjawiska świadomej konsumpcji (Organic food market in the context of an increasingly smarter consumption). *Handel Wewnętrzny* 2 (373): 168-177.
- Gutkowska Krystyna, Sylwia Żakowska-Biemans. 2004. Uwarunkowania postrzegania żywności ekologicznej wśród mieszkańców woj. świętokrzyskiego (Conditions for the perception of organic food by residents of the Świętokrzyskie voivodeship). *Roczniki Naukowe SERiA VI* (2): 83-87.
- Hermaniuk Tomasz. 2018. Postawy i zachowania konsumentów na rynku ekologicznych produktów żywnościowych (Consumer attitudes and behaviors in the market for organic food products). *Handel Wewnętrzny* 2 (373): 189-199.
- Jarczok-Guzy Magdalena. 2018. Obstacles to the development of the organic food market in Poland and the possible directions of growth. *Food Science Nutrition* 6:1462-1472: 10.1002/fsn3.704.
- Kaczorowska Joanna, Krystyna Rejman, Ewa Halicka. 2018. Wpływ certyfikatu rolnictwa ekologicznego na gotowość konsumentów do zapłaty wyższej ceny za owoce (Impact of the organic agriculture's certificate on consumers' willingness to buy a higher price for fruit). *Handel Wewnętrzny* 3 (374): 197-207.
- Kawa Marta, Kazimierz Cyran. 2015. Wiedza konsumentów jako determinanta decyzji zakupowych na rynku żywności ekologicznej (Consumer knowledge as a determinant of purchasing decisions in the organic food market). *Zeszyty Naukowe Szkoły Głównej Gospodarstwa Wiejskiego. Ekonomia i Organizacja Gospodarki Żywnościowej* 112: 63-74.
- Kazimierzczak Renata, Urszula Zgiep. 2013. Kanały dystrybucji eko-produktów na przykładzie owoców z sadów ekologicznych (Organic product distribution channels as illustrated by the example of fruits from organic orchards). *Journal of Research and Applications in Agricultural Engineering* 58 (3): 248-254.

- Kociszewski Karol, Małgorzata Śliczna. 2010. Uwarunkowania rozwoju systemu dystrybucji żywności ekologicznej w Polsce na tle sytuacji w Unii Europejskiej (Conditions for the development of the organic food distribution system in Poland against the background of the European Union). *Roczniki Naukowe SERiA* 12 (4): 183-189.
- Konieczny Magdalena, Ryszard Dziekan. 2016. Determinants of choice of ecological food according to consumers from the Podkarpackie voivodeship. *Journal of Agribusiness and Rural Development* 2 (40): 325-333.
- Koperska Natalia. 2014. Rynek i marketing ekologicznych produktów mlecznych w Polsce a stopień zaspokojenia oczekiwań konsumenta (Market for and marketing of organic dairy products in Poland vs. extent to which consumer expectations are met). *Polityki Europejskie, Finanse i Marketing* 11 (60): 90-103.
- Koreleska Ewa, Katarzyna Chwał. 2016. Ocena dostępności żywności ekologicznej w wybranych punktach sprzedaży w Bydgoszczy (Assessing the availability of organic food in selected points of sale in Bydgoszcz). *Roczniki Naukowe SERiA XVIII* (5): 87-91.
- Koreleska Ewa. 2009. Ceny produktów rolnictwa ekologicznego w opinii rolników i przetwórców ekologicznych oraz konsumentów (Prices of organic farming products as seen by organic farmers and processors and consumers). *Journal of Research and Applications in Agricultural Engineering* 54 (3): 141-146.
- Kowalczyk-Vasilev Edyta, Renata Klebaniuk, Katarzyna Gronowicz. 2011. Żywność ekologiczna w opinii studentów różnych lat studiów uczelni lubelskich (Organic food in opinion of students of different years of Lublin universities). *Problemy Higieny i Epidemiologii* 92 (4): 960-964.
- Krelowska-Kulas Maria. 2007. Preferencje konsumentów związane ze spożywaniem żywności ekologicznej (Consumer preferences for organic food). *Zeszyty Naukowe Akademii Ekonomicznej w Krakowie* 743: 39-45.
- Kucińska Katarzyna. 2009. Poziom wiedzy o żywności ekologicznej wśród mieszkańców Warszawy (Level of knowledge of organic food among Warsaw residents). *Journal of Research and Applications in Agricultural Engineering* 54 (3): 164-172.
- Kułyk Piotr, Michałowska Mariola. 2018. Zachowania konsumentów na rynku żywności ekologicznej w świetle wyników badań empirycznych w województwie lubuskim (Consumer behavior in the organic food market in the light of results of empirical research in Lubuskie voivodeship). *Handel Wewnętrzny* 29 (373): 270-282.
- Łuczka-Bakuła Władysława. 2007. Rynek żywności ekologicznej. Wyznaczniki i uwarunkowania rozwoju (Market of organic food. Determinants and conditions for development). Warszawa: PWE.
- Łuczka Władysława. 2016. Mocne i słabe strony przetwórstwa ekologicznego (Strengths and weaknesses of organic food processing). *Roczniki Naukowe SERiA XVIII* (5): 143-148.
- Łuczka Władysława. 2016. Zmiany na rynku żywności ekologicznej (Changes in the organic food market). *Journal of Agribusiness and Rural Development* 4 (42): 597-605.
- Łuczka-Bakuła Władysława, Joanna Smoluk-Sikorska. 2008. Porównanie cen warzyw ekologicznych i konwencjonalnych (Comparing the prices of organic and conventional vegetables). *Journal of Research and Applications in Agricultural Engineering* 53 (4): 6-8.
- Łuczka-Bakuła Władysława, Joanna Smoluk-Sikorska. 2010. Poziom cen ekologicznych owoców i warzyw a rozwój rynku żywności ekologicznej (Price level of organic fruits and vegetables vs. the development of the organic food market). *Journal of Research and Applications in Agricultural Engineering* 55 (4): 12-14.
- Łuczka-Bakuła Władysława. 2011. Decyzje zakupu na rynku żywności a świadomość i zachowania proekologiczne konsumentów (Purchasing decisions in the food market vs. consumer awareness and environment-conscious behavior). *Handel Wewnętrzny* 3: 52-59.
- Matysik-Pejas Renata, Jerzy Cieślík. 2016. Konsumentcka ocena rynku żywności ekologicznej (A consumer assessment of the organic food market). *Roczniki Naukowe SERiA XVIII* (5): 164-170.
- Matysik-Pejas Renata, Joanna Żmuda. 2011. Wybrane uwarunkowania percepcji żywności ekologicznej przez konsumentów (Selected conditions for the perception of organic food by consumers). *Roczniki Naukowe SERiA XIII* (4): 124-128.

- Misztal Karolina, Paulina Janczura, Renata Kazimierczak, Średnicka-Tober Hallmann, Ewa Rembiałkowska. 2018. Analysis of the organic food assortment from Polish and foreign producers in selected Warsaw stationary and online shops. *Journal of Research and Applications in Agricultural Engineering* 63 (2): 159-165.
- Misłakiewicz Małgorzata, Suwała Grzegorz. 2006. Żywność ekologiczna w świadomości Polaków (Organic food in the minds of the Polish population). *Zeszyty Naukowe Uniwersytetu Ekonomicznego w Krakowie* 705: 57-75.
- Nestorowicz Renata. 2006. Dystrybucja na rynku żywności ekologicznej (Distribution in the organic food market). *Przemysł Spożywczy* 12.
- Nestorowicz Renata. 2018. Asymetria wiedzy a rozwój rynku żywności ekologicznej w Polsce (Knowledge asymmetry and development of the organic food market in Poland). *Handel Wewnętrzny* 5 (376): 212-224.
- Nestorowicz Renata, Bogna Pilarczyk. 2014. Wyzwania wobec komunikacji marketingowej na rynku żywności ekologicznej w Polsce – w świetle badań konsumentów (Challenges towards communication on organic food market in Poland – in lights of consumer studies) *Marketing i Rynek* 8 (CD): 583-589.
- Nestorowicz Renata, Bogna Pilarczyk, Ewa Jerzyk, Anna Rogala, Aneta Disterheft. 2016a. *Postawy etnocentryczne konsumentów (w ujęciu lokalnym) a szanse i bariery rozwoju rynku żywności ekologicznej* (Ethnocentric consumer attitudes (in a local context) vs. opportunities for and barriers to the development of the organic food market). Research report. <https://www.google.com/search?client=firefox-b-d&q=postawy-etnocentryczne-konsumentow-a-szanse-i-bariery-rozwoju-rynku-zywnosci-ekologicznej%2520%281%29.pdf>.
- Nestorowicz Renata, Anna Rogala, Ewa Jerzyk, Bogna Pilarczyk. 2016b. Etnocentryzm konsumenci w ujęciu lokalnym jako czynnik rozwoju rynku żywności ekologicznej w Polsce (Consumer ethnocentrism in a local context as a development factor for the Polish organic food market). *Roczniki Naukowe SERiA XVIII* (6): 144-151.
- Newerli-Guz Joanna, Śmiechowska Maria. 2004. Walory żywności ekologicznej w opinii konsumentów (Qualities of organic food as seen by consumers). *Bromatologia i Chemia Toksykologiczna. Supplement* 137.
- Newerli-Guz Joanna. 2014. Zmiany zachowania konsumentów na rynku żywności ekologicznej (Changes in consumer behavior on the organic food market) *Marketing i Rynek* 14 (6) CD: 532-542.
- Niedzielski Eugeniusz. 2008. Uwarunkowania rozwoju rynku żywności ekologicznej – wyniki badań empirycznych (Conditions for the development of the organic food market: findings from empirical research). *Roczniki Naukowe SERiA X*(4): 279-283.
- Nowogródzka Teresa. 2016. The consumer in the Polish organic food market. A Siedlce example. *Zeszyty Naukowe Uniwersytetu Przyrodniczo-Humanistycznego w Siedlcach. Seria Administracja i Zarządzanie* 111: 89-101.
- Olech Elżbieta, Maciej Kuboń. 2015. Motywy wyboru produktów ekologicznych przez konsumentów segmentu demograficznego z terenu Małopolski (Motives selection of organic products by consumers of the demographic segment from Małopolska). *Roczniki Naukowe SERiA XVII* (1): 164-169.
- Pawlak Joanna, Dariusz Paszko, Wioletta Wróblewska. 2016. Perspektywy sprzedaży ekologicznych owoców i warzyw w Lublinie w świetle opinii detalistów (Marketing outlooks for organic fruits and vegetables sold in Lublin in the light of feedback from retailers). *Roczniki Naukowe SERiA* 18 (2): 202-206.
- Person David, Joanna Henryks, Parves Sultan, Tatiana Anisimova. 2013. Organic food consumers: exploring purchase frequency to explain the attitude-behaviour gap. *Journal of Organic Systems* 8 (2): 50-63.
- Pilarczyk Bogna, Renata Nestorowicz. 2010. *Marketing ekologicznych produktów żywnościowych* (Marketing of organic food products). Warszawa: Oficyna Wolters Kluwer business.
- Pilarczyk Bogna. 2008. Marketing żywności ekologicznej (Organic food marketing). *Przemysł Spożywczy* 62 (12): 43-46.

- Piotrowska Agnieszka. 2014. Wybrane aspekty zachowań konsumentów na rynku żywności ekologicznej (Selected aspects of consumer behavior in the organic food market). *Roczniki Naukowe SERiA* XXVI (6): 393-396.
- Pukas Anetta. 2014. Produkty ekologiczne i społecznie odpowiedzialne – nowe trendy w konsumpcji i ich marketingowe konsekwencje (Organic and socially responsible products: new consumption trends and their consequences for marketing). *Marketing i Rynek* 8: 1229-1235.
- Rybowska Agnieszka. 2010. Zachowania zakupowe konsumentów żywności ekologicznej (Purchasing behavior of organic food consumers). *Prace i Materiały Wydziału Zarządzania Uniwersytetu Gdańskiego* 2: 319-337.
- Samolińska Wioletta, Bożena Kiczorowska. 2013. Żywność ekologiczna w opinii internautów – doniesienia wstępne (Organic food as seen by Internet users: a preliminary report). *Problemy Higieny i Epidemiologii* 94 (3): 630-634.
- Smoluk-Sikorska Joanna, Łuczka Władysława. 2014. *Uwarunkowania handlu detalicznego żywnością ekologiczną* (Conditions for retail trade in organic food). Warszawa: Difin.
- Sojkin Bogdan, Joanna Witeczak. 2009. Konsument na rynku żywności ekologicznej (Consumer in the organic food market). *Handel Wewnętrzny* 4-5: 79-86.
- Suszek-Namroży Anna, Platta Anna. 2015. Assessment of knowledge of Gdynia citizens on the possible usage of organic foods in the prevention of health. *Zeszyty Naukowe Akademii Morskiej w Gdańsku* 89: 35-45.
- Szeląg-Sikora Anna, Joanna Rorat. 2015. Rola marketingu w zwiększeniu rozpoznawalności produktów ekologicznych (Role of marketing in increasing the recognition of organic food). *Roczniki Naukowe SERiA* XVII (6): 77-281.
- Śliczna Małgorzata. 2011. Rozwój systemu dystrybucji ekologicznych produktów żywnościowych jako czynnik równoważenia konsumpcji (Development of the distribution system for organic food products as a factor in balancing consumption). *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu* 229: 161-169.
- Śmiechowska Maria. 2007. Żywność ekologiczna w opinii polskich konsumentów na tle europejskich tendencji (Organic food as seen by Polish consumers against the background of European trends). *Towaroznawcze Problemy Jakości* 4 (13): 44-46.
- Śmiechowska Maria. 2011. Konsumpcja produktów ekologicznych – snobizm czy świadomy wybór (Consumption of organic products: snobbism or informed choice). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 22: 477-488.
- Śmiechowska Maria, Izabela Śmiejkowska. 2006. **Postawy i zachowania mieszkańców województwa pomorskiego wobec żywności ekologicznej** (Attitudes and behaviors of the residents of the Pomorskie voivodeship towards organic food). *Journal of Research and Applications in Agricultural Engineering* 51 (2): 190-198.
- Tyburski Józef, Sylwia Żakowska-Biemans. 2007. *Wprowadzenie do rolnictwa ekologicznego* (An introduction to organic farming). Warszawa: Wydawnictwo SGGW.
- Witeczak Joanna, Bogdan Sojkin. 2009. Konsument na rynku żywności ekologicznej w dużym mieście. [W] *Badanie rozwoju rynków produktów rolnictwa ekologicznego i żywności ekologicznej w Polsce* (Big city consumers in the organic food market. [In] *A research into the development of the markets for organic farming products and organic food in Poland*), ed. Andrzej Graczyk, Krystyna Mazurek-Łopacińska, 156-168. Wrocław: Uniwersytet Ekonomiczny we Wrocławiu.
- Witek Lucyna. 2011. Bariery zachowań nabywczych na rynku produktów ekologicznych (Barriers to purchasing behaviors in the market for organic products). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu*, 19: 143-151.
- Witek Lucyna. 2014. Metodyczne aspekty badania postaw konsumentów (na przykładzie rynku produktów ekologicznych). *Prace Naukowe Uniwersytetu Ekonomicznego we Wrocławiu* 336: 205-214.
- Witek Lucyna. 2018a. Ceny produktów ekologicznych a zachowania konsumentów (Prices of green products and consumer behavior). *Handel Wewnętrzny* 3 (374): 406-414.

- Witek Lucyna. 2018b. *Postrzegana wartość produktu ekologicznego a rzeczywiste zachowania konsumentów* (Perceived value of an organic product vs. actual consumer behavior). *Prace Naukowe Uniwersytetu Ekonomicznego w Poznaniu* 526: 214-222.
- Wojciechowska-Solis Julia, Andrzej Soroka. 2016. Kryteria zakupu żywności ekologicznej przez polskich konsumentów w odniesieniu do konsumpcji światowej (Criteria for purchasing organic food by Polish consumers compared to worldwide consumption). *Zeszyty Naukowe Szkoły Głównej Gospodarstwa Wiejskiego, Problem Rolnictwa Światowego* 12: 353-362.
- Wojciechowska-Solis Julia, Andrzej Soroka. 2017a. Criteria for buying organic food by consumers from different regions of Poland. *Studia i Prace Wydziału Nauk Ekonomicznych i Zarządzania Uniwersytetu Szczecińskiego* 47 (3): 445-456.
- Wojciechowska-Solis Julia, Andrzej Soroka. 2017b. Motives and barriers of organic food demand among Polish consumers. A profile of the purchasers. *British Food Journal* 119 (9): 2040-2048.
- Woźniak Leszek, Sylwia Dziedzic. 2005. Motywy zakupu produktów rolnictwa ekologicznego w teorii i praktyce. [W] *Wybrane zagadnienia ekologiczne we współczesnym rolnictwie* (Motives for ecological agriculture products purchase in the theory and in practice. [In] Selected ecological problems of today's agriculture), ed. Zbyszek Zbytek, 319-327. Poznań: Przemysłowy Instytut Maszyn Rolniczych.
- Zabrocki Romuald, Izabela Liedtke. 2010. Postawy i zachowania młodych konsumentów polskich i niemieckich na rynku żywności ekologicznej (Attitudes and behaviours of young Polish and German consumers on organic food market). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 16: 203-212.
- Zmarlicki Krzysztof, Piotr Brzozowski. 2013. Porównanie cen hurtowych owoców z produkcji konwencjonalnej i ekologicznej (Comparison of wholesale prices of fruits from organic and conventional production). *Roczniki Naukowe SERiA XV* (2): 386-390.
- Zmarlicki Krzysztof, Piotr Brzozowski. 2014. Produkcja i ceny owoców ekologicznych (Production and prices of organic fruits). *Zeszyty Naukowe Szkoły Głównej Gospodarstwa w Warszawie. Problemy Rolnictwa Światowego* 14 (3): 237-243.
- Zmarlicki Krzysztof. 2010. Preferencje studentów w zakresie zakupów owoców z produkcji ekologicznej (Students' preferences for purchasing organically grown fruits). *Roczniki Naukowe SERiA XII*(4): 407-410.
- Zrałek Jolanta. 2010. Czynniki motywujące konsumentów do zakupu ekologicznej żywności – wyniki badań bezpośrednich (Factors encouraging the consumers to purchase organic food: findings from a direct survey). *Zeszyty Naukowe Uniwersytetu Szczecińskiego. Problemy Zarządzania, Finansów i Marketingu* 16: 391-400.
- Żakowska-Biemans Sylwia. 2005a. Atrybuty żywności ekologicznej w opinii polskich konsumentów (Attributes associated with organic food in the opinion of Polish consumers). *Bromatologia i Chemia Toksykologiczna. Supplement*: 551-554.
- Żakowska-Biemans Sylwia. 2005b. Bariery zakupu żywności ekologicznej w opinii konsumentów (Barriers to purchasing organic food as seen by consumers). *Roczniki Naukowe SERiA VII* (3): 203-207.
- Żakowska-Biemans Sylwia. 2005c. Czynniki warunkujące rozwój popytu na żywność ekologiczną w opinii polskich konsumentów. [W] *Wybrane zagadnienia ekologiczne we współczesnym rolnictwie* (Drivers of demand for organic food as seen by Polish consumers. [In] Selected ecological problems of today's agriculture), ed. Zbyszek Zbytek, 328-334. Poznań: Przemysłowy Instytut Maszyn Rolniczych.
- Żakowska-Biemans Sylwia. 2006. *Rynek żywności ekologicznej w Polsce — szanse i możliwości rozwoju* (Organic food market in Poland: opportunities and potential for development). Radom: Centrum Doradztwa Rolniczego w Brwinowie. Oddział w Radomiu.
- Żakowska-Biemans Sylwia. 2008. Preferencje polskich konsumentów w odniesieniu do miejsc sprzedaży żywności ekologicznej (Polish consumers' preferences for the points of sale of organic food). *Handel Wewnętrzny* 4/5: 88-95.

- Żakowska-Biemans Sylwia. 2011a. Bariery zakupu żywności ekologicznej w kontekście rozwoju rynku żywności ekologicznej (Barriers to purchasing organic food in the context of the development of the organic food market). *Journal of Research and Applications in Agricultural Engineering* 56 (1): 261-288.
- Żakowska-Biemans Sylwia. 2011b. Polish consumer food choices and beliefs about organic food. *British Food Journal* 113 (1): 122-137.
- Żakowska-Biemans Sylwia, Hanna Górską-Warsewicz, Monika Świątkowska, Karol Krajewski, Dagmara Stangierska, Julia Szlachciuk, Julita Bobola, Ewa Świstak, Zuzanna Pieniak, Marzena Czmoń, Maksymilian Czacotko. 2017. *Marketing, promocja oraz analiza rynku, analiza rynku produkcji ekologicznej w Polsce, w tym określenie szans i barier dla rozwoju tego sektora produkcji* (Marketing, promotion and analysis of the organic production market in Poland, including the identification of opportunities for and barriers to development of that sector), http://wnzck.sggw.pl/wp-content/uploads/2015/08/Raport_MINROL_15_11_2017_upowsz.pdf.
- Żakowska-Biemans Sylwia, Aleksandra Orzeszko-Rywka, Paweł Jankowski, Emilia Lipińska. 2012. Czynniki warunkujące popyt na żywność ekologiczną w kontekście przeobrażeń na rynku żywności ekologicznej w Polsce i innych krajach Europy. [W] *Wyniki badań z zakresu rolnictwa ekologicznego w 2011 roku* (Drivers of demand for organic food in the context of the transformation in the organic food market in Poland and other European countries. [In] Findings from 2011 research on organic farming), 295-306. Warszawa: Ministerstwo Rolnictwa i Rozwoju Wsi.

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.

AUTHOR

WŁADYSŁAWA ŁUCZKA, PROF. DR HAB.
ORCID: 0000-0002-1997-8119
Poznań University of Life Sciences
Faculty of Economics and Social Sciences
Department of Economics
28 Wojska Polskiego St., 60-637 Poznań, Poland