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## **DETERMINANTS OF CONSUMER BEHAVIOR ON THE ORGANIC FOOD MARKET - RESEARCH CONCLUSIONS**

### **Abstract:**

The issue of consumer behavior and key factors influencing the purchase of products is gaining importance in the face of increasing competition in the market. The aim of the article is to recognize the essence and regularity of consumer behavior on the organic food market as well as identify the key determinants influencing purchasing decisions, taking into account economic and social, individual, and situational variables affecting the purchase. Factors were identified using factor analysis. The empirical study was carried out using the survey method among Polish consumers. The period covered by the analysis covered the years 2012-2022. The results of the study revealed that the financial situation differentiates the purchasing decisions of Polish consumers to a greater extent. In addition, gender identifies the nature of purchase decisions and the course of the decision-making process. The results of the research obtained indicate the existence of a statistically significant relationship between gender and the frequency of making purchases and their degree of involvement in the purchase process. The study provided an answer to the question of the socio-demographic profile of consumers, and the obtained results made it possible to identify the main factors influencing the purchasing decisions of buyers on the organic food market.

### **Keywords:**

consumer behavior, determinants of consumer behavior, consumption, purchasing process, factor analysis, organic food market

**JEL Classification:** D11, D12