

Consumer Risk in the Purchasing Process on the Organic Food Market

MARIOLA MICHAŁOWSKA

Mariola Michałowska, Ph.D. Institute of Economics and Finance University of Zielona Góra

PIOTR KUŁYK

Prof. Piotr Kułyk Institute of Economics and Finance University of Zielona Góra

LEONARD PIETROW

Leonard Pietrow, M. Sc. Gurman Sp. z o.o., Słubice, Poland

Abstract:

Risk is inherent in consumption behavior and is often difficult to clearly identify and measure. Risk has accompanied man since the dawn of time, not only in the process of meeting needs, but also in other aspects of everyday life. The main objective of this article is to identify and assess factors influencing the level of risk in consumers' purchasing decisions in the organic products market. In addition, indication of the desired directions of actions taken by producers and suppliers of organic food to reduce the risk associated with the purchasing process perceived by consumers. In the research procedure, the authors took into account the literature analysis and survey research conducted among consumers from the Lubuskie Voivodeship. Research shows that risk determines consumer purchasing behavior, which is even greater when they purchase a product for the first time. Risk perception is also influenced by information about the product. Consumers who want to reduce risk use their experiences or positive opinions about the product. Lack of knowledge and experience causes them to limit their purchases.

Keywords:

risk, determinants, ecological products, Lubusz Voivodeship.