

CONSUMER BEHAVIOUR OF SLOVAK HOUSEHOLDS IN THE SPHERE OF ORGANIC FOOD IN THE CONTEXT OF SUSTAINABLE CONSUMPTION

Kita, P., Žambochová, M., Strelinger, J., Kitová Mazalánová, V.

Pavol Kita / University of Economics in Bratislava, Faculty of Trade, Department of Marketing, Dolnozemská cesta 1, 852 35 Bratislava, Slovakia. E-mail: pavol.kita@euba.sk

Marta Žambochová / J. E. Purkyne University in Usti nad Labem, Faculty of Social and Economic Studies, Department of Mathematics and Management, Pasteurova 1, 400 96 Ústí nad Labem, Czech Republic. E-mail: Marta.Zambochova@ujep.cz

Ján Strelinger / University of Economics in Bratislava, Faculty of Applied Languages, Department of English Language, Dolnozemská cesta 1, 852 35 Bratislava, Slovakia. E-mail: jan.strelinger@euba.sk

Veronika Kitová Mazalánová / Comenius University in Bratislava, Faculty of Arts, Department of Pedagogy and Andragogy, Gondova 2, 811 02 Bratislava, Slovakia. E-mail: veronika.mazalanova@uniba.sk

Abstract

Consumption styles in most modern societies are characterised by internal diversity. This situation reflects the paradox of the postmodern world in which two different trends — consumerism and greening consumption, compete for the hearts, minds and portfolios of buyers. The popularity of one of the above trends depends on society's standards and the level of awareness of its citizens. The article aims to present Slovak consumers' behaviour in terms of sustainable consumption in the field of organic products. Concerning the multifaceted nature of organic food consumption, empirical research has taken into account various aspects of the potential of individual respondents and the general characteristics of their households. The survey conducted from January to May 2019 involved 1,373 individuals who live in Slovakia. The respondents' selection criteria did not consider whether or not they had food allergies or intolerances, whether they were vegetarian or vegan, or whether they liked most foods. The paper used the clustering of objects method, especially the Two-Step method. The research questionnaire concerns consumers who have a positive attitude about organic foods considering the importance of their health.

Implications for the Central European audience: The development of organic food markets is stimulated by accepting the Agenda 2030 for sustainable development. The purpose of this article is to propose elements of reflection for economic entities facing the challenges of sustainable consumption. The increased interest of Slovak consumers in organic food is linked with their interest in living a healthier life. The theoretical framework of the article focuses on the significance of consumer behaviour and the consumption of bioproducts. The practical support of consumption in-home organic food is one of the main tasks of the Programme for the Development of the Country until the year 2020 and the Action Plan of the Development of Agriculture for the years 2014–2020.