

## **Abstract**

The present bachelor's thesis is concerned with a research on beliefs about organic food of five income groups of consumers. It aims to discover the motivational factors and barriers to organic food purchase in the individual income groups, to measure the average frequency of organic food purchase in the groups and to identify potential links between the researched phenomena. The literature review presented in the first part of the thesis provides the theoretical background, discussing organic food consumption trends in the Czech republic and the current research on demographic and psychological determinants of organic food consumption. The research is based on the theory of planned behaviour, which categorizes the determinants of behaviour and introduces the term „informational foundations,“ which are the main object of this study. The research employs quantitative method and works with two hypotheses, while trying to answer the researched problem by including exploratory elements as well. The study seeks to explain the current trends in organic food consumption by searching for links between personal income, the frequency of organic food purchase and the intensity of beliefs about organic food. The findings of the present research can be employed in marketing and communication strategies. They provide insight on demands and needs of consumers in particular income groups, which are needed to be addressed in order to promote organic food consumption.