

## **Abstract**

Production, processing, transport and consumption of food form a significant part of the environmental burden. Organic farming and organic food production represent for many experts, policymakers and for a part of lay public a way to reduce the environmental burden. The volume of organic food production hinges on, among others, the willingness of consumers to prefer organic food to conventional food and also to change consumer behaviour. Although organic food consumer and purchase behaviour is sometimes found to be environmentally motivated, health motives are prevailing in many developed countries. Recently, organic food consumption has grown significantly in developed countries.

The diploma thesis is for these reasons aimed at analysis of motivational factors and barriers that affect consumer's purchase decision-making related to organic food. First, the overview of scientific literature concerning organic food consumption behaviour is presented. Factors that explain it can be divided into four major types: attitudinal variables, contextual forces, personal capabilities and habits. In the diploma thesis, we focus on risk perception, which can be classified as the attitudinal variable. Considering the perception of health and environmental risks, it is important to point out that manufactured chemicals and genetically modified organisms are not used by organic farmers.

Using data that were collected in an original sociological quantitative survey conducted in 2008 on a representative sample of Prague's and Znojmo region's inhabitants, we identify factors that explain consumer's purchases of organic food, that is preferences for organic food. There is lower probability that inhabitants of Znojmo region will purchase organic food in comparison with inhabitants of Prague. The highest odds of purchasing organic food have secondary and university educated respondents. The socioeconomic and sociodemographic variables, particularly the household income category to which belong the respondent and the respondent's gender, influence organic food purchase. Organic food has been purchased more likely by women than by men. Attitudinal variables, particularly attitudes to organic food and subjective norms, have the positive effect on organic food purchase.