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# **Agric. Econ. – Czech**

**Zámková M., Blašková  
V.:**

## **The differences in the marketability of organic products in Greece and the Czech Republic**

Agric. Econ. – Czech, 59 (2013): 219-  
226

The paper is concerned with the marketability of organic products in Greece and the Czech Republic. We use marketing research in the form of a

questionnaire survey to get an understanding of the organic-product shopping patterns in both countries. The data collected are then analysed by statistical methods and the differences presented between the marketability of organic products in Greece and the Czech Republic. In comparing the results, a chi-square test is used to test for their independence, further using a simple as well as multiple-sample testing of relative frequencies. Based on the results, there are then presented recommendations to producers and traders of organic products to support the popularity of this group of products and thereby to increase the marketability especially among the younger generation of consumers.

**Keywords:**

bio products (organic products), ecological agriculture, organic farming, shopping patterns, statistical data processing

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