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Agric. Econ. – Czech

**Horská E., Ůrgeová J.,
Prokeinová R.:**

**Consumers' food
choice and quality
perception:
Comparative analysis
of selected Central
European countries**

Agric. Econ. – Czech, 57 (2011): 493-
499

Food quality and safety belong to the
most important factors of building the

image of the product, brand, or country of origin at the local, regional or global markets. The main aim of the paper is to compare the food products quality perception in the selected countries of Central Europe: Poland, the Slovak Republic and the Czech Republic. Different aspects of the food products quality perception were considered during our research as food hygiene, product safety, taste, brand, quality mark and safety processes in food manufacturing. The methodical approaches of the paper are based on the questionnaire survey, and, consequently, the cluster analysis defining the consumer's perception typology. The computations were processed by using the statistical program SAS. The research results point