

FRI-ONLINE-1-EM1-15

---

**CLUSTER RESEARCH ON THE INFLUENCE OF SOCIAL CLASSES TO  
THE BULGARIAN ORGANIC FOOD MARKET<sup>35 36</sup>**

---

**Assoc. Prof. Svilena Ruskova, PhD**

Department of Management and Business Development

Faculty “Business and Management”

University of Ruse, Bulgaria

E-mail: sruskova@uni-ruse.bg

**Chief Assist. Prof. Bozhana Stoycheva, PhD**

Department of Management and Business Development

Faculty “Business and Management”

University of Ruse, Bulgaria

E-mail: bstoycheva@uni-ruse.bg

***Abstract:** This report demonstrates the results of an empirical study conducted on territory of Ruse and the surrounding area. The research concerns the influence of the social class belonging of the Bulgarian customers on bio food purchases. Based on the conducted analysis of the primary data, different customer group profiles are outlined. These profiles are differentiated by the social classes of the groups. Based on this we have give, recommendations on how organisations, operating in the spheres of production and retail of bio foods, can improve their work..*

***Keywords:** consumer behavior; social class; organic food market.*

***JEL codes:** D11, D74, M10, M31*

---

<sup>35</sup> Докладът е пренасочен за публикуване в научно списание „Journal of Entrepreneurship & Innovation“ бр. 12, 2020 г., <http://jei.uni-ruse.bg/>

<sup>36</sup> Докладът е част от резултатите в изпълнение на проект 2020-ФБМ-01, финансиран от Фонд „Научни изследвания“ на Русенски университет „Ангел Кънчев“.