

### Abstract:

The links (relationships) between participants of agribusiness sectors play a significant role in the functioning of the food supply chain as a whole, the quality of final products and the consumer satisfaction level. Surveys conducted among fruit producers, processors, distributors and consumers indicate that the main factors leading to hold-up problems that influence the conduct and performance of the Polish fruit market include: significant fragmentation of production, weak position of farmers in setting transaction terms and low level of horizontal and vertical integration. Such issues as delayed payments, price instability and changing quality requirements characterize the producer-buyer relationships. The lack of efficient and reliable institutions (“rules of the game”), which facilitate the organization of transactions in modern market economies, results in a high level of losses, contract risks and opportunistic behaviour of “stronger” chain participants. The identification of hold-up problems in the fruit chain is also an important stage of market analysis aimed at adjusting supply to demand and at increasing the consumption level. According to FAO data fruit consumption in Poland is among the lowest in Europe and reached only 46 kg/person/year in 2000 compared to 116 kg/person/year in 15 EU countries. In order to identify the main determinants of consumer behaviour on the fresh and frozen fruit market surveys were distributed among circa 500 urban households. Research results showed that the main determinants of consumer behaviour regarding fruit are quality-related factors – freshness and taste and also price