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In recent years the awareness of Polish consumers regarding healthy eating has increased significantly. As declared by the consumers, quality, taste and health have become the most important factors influencing purchase decisions. According to current trends, in which consumers pay more attention to the impact of diet on health, functional foods due to its pro-health properties may be a well-received innovation on the market. The appearance of a new category of food creates an opportunity to verify the degree of its acceptance by Polish consumers.

The main objective of the dissertation is to conduct exploratory research (including in-depth literature studies) striving to understand the essence of people's attitude and its structure, and proposing a model solution for forming attitudes towards functional foods, including the behavioural intentions.

The dissertation has a theoretical and empirical character. The theoretical part (the first three chapters) was developed on the basis of in-depth literature studies, taking into account Polish and foreign literature, mainly in the field of the theory of consumer attitudes and behaviours, cognitive processes and functional foods. The empirical part discusses the methodological assumptions of own research (chapter four) and presents the obtained results and their analysis (chapters: fifth and six). Triangulation approach was applied in the field of research methods and data analysis. The methods of analysis were selected due to the specificity of the data. Qualitative data was subject to content analysis. While in the case of quantitative data, the following methods were used: frequency tables, crosstabulation tables, multiple responses/dichotomies tables, correlation matrix, factor analysis models (principal component analysis, hierarchical factor analysis, confirmatory factor analysis), k-means cluster analysis and logistic regression models.

The conducted research and theoretical considerations based on the analysis of the literature allowed to achieve the work objective and to positively verify the main hypothesis. The attitudes of consumers towards functional food were examined using the original measuring scale (complied by the author), which includes all three components of the attitude: cognitive, emotional and behavioural. The result of the research is a proposal for modelling attitudes towards functional foods, and determining the contribution of particular attitudes components in the logistic regression models of intention to purchase foods from this category.