

SELECTED DETERMINANTS OF FAIR TRADE PRODUCTS PURCHASE

(PARTIAL FINDINGS FROM PROJECT CZ.2.01.2011.221.001 "ATTITUDES OF THE CZECH POPULATION TO FAIR TRADE")

ABOUT THE INSTITUTE

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The core activities of INESAN are evaluations and social analyses.

The topics that INESAN focuses on include ethical behaviour, managerial studies, ICT, environment and social topics.

Thanks to its background in the methodology of applied social research, INESAN also processes surveys and methodological analyses. INESAN also provides expert services in creating methodological tools for evaluation, undertakes evaluations, participates in the preparation of tender documents and provides peer reviews of the individual documents related to evaluation and social research methodology.

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ABOUT THE PROJECT

The objective of PROJECT CZ.2.01.2011.221.001 "ATTITUDES OF THE CZECH POPULATION TO FAIR TRADE" is the evaluation of the influence of selected social conditions on the development of fair trade in the Czech Republic and determining the principal factors that influence the interest of the general public in fair trade products.

The sub-goals of the project include determining the rate of the general public's awareness and scope of knowledge about fair trade; Segmentation of citizens based on interest in fair trade and on attitudes towards fair trade products; Explanation of how selected factors influence the likelihood of purchasing fair trade products; Analysis of the relationships between the awareness of fair trade products and shopping behaviour and the characterisation of the individual forms of shopping behaviour in relation to fair trade products.

The purpose of this partial output is to provide insights into selected purchasing patterns related to fair trade products.

SUMMARY OF RESULTS

Approximately one-fourth of the respondents buy fair trade products (regularly or from time to time). The respondents buy fair trade products in particular because they believe they are of good quality and healthy, they want to help people in less developed countries and try something new.

The reason why people do not buy fair trade products is mostly because they do not know about their existence.

People mostly buy fair trade products in specialised shops carrying such products and in super-/hypermarkets, most often choosing fair trade tea, coffee, chocolate and cocoa.

On average, respondents buy fair trade products 2.2 times per month; they spend on average CZK 405 on them.

METHODOLOGY

The information contained in this overview comes from the research conducted by the independent Institute of Evaluations and Social Analyses (INESAN) under Project No. CZ.2.01.2011.221.001.

Data was collected in the Czech Republic at the turn of 2011 and 2012. Respondents were selected using the quota technique. The sample included the representatives of the general Czech adult population aged 18 to 64. The selection was designed using current data from the Czech Statistical Office. A total of 1,188 interviews were undertaken as part of the research.

SOCIO-DEMOGRAPHIC PROFILE

Gender:

50 % of the pool are women, 50 % are men

Age:

24 % of the respondents are younger than 30 years,
45 % of the respondents are aged 30–49
and 31 % of the respondents are aged 50 or over

Education:

9 % of the respondents have primary education,
34 % have secondary education without graduation ('maturita'),
44 % of the respondents have secondary education with graduation and 14 % of the respondents have tertiary education

Structure by region:

12 % of the respondents are from Prague,
49 % of the respondents are from Bohemia
and 39 % of the respondents are from Moravia

Net monthly household income:

17% of households have income lower than CZK 18,000, 55% of households have income ranging from CZK 18,000 to CZK 34,999 and 28% of households have a monthly income in excess of CZK 35,000

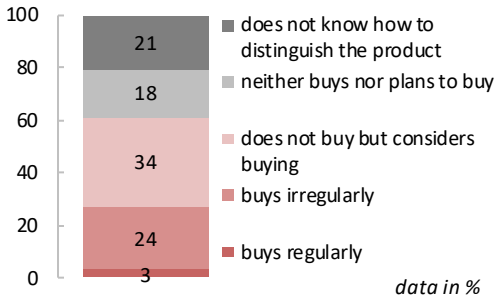
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PARTIAL RESEARCH RESULTS

i 27% of the respondents buy fair trade products; 3% buy the products regularly and 24% buy them from time to time.

One-third of the respondents voiced an interest in buying fair trade products. The other respondents (39%) do not buy fair trade products, do not plan to buy them or do not know how to distinguish the products - how they can be identified.

Graph 1: Purchasing fair trade products



The respondents' spontaneous replies describing the reasons for purchasing fair trade products show that the most frequent motivation for buying such products is the conviction regarding the quality of fair trade products and the conviction that the products are healthy. Another motivation factor is the conviction about helping developing countries, feeling good about the purchase, their good taste and a contribution to a good cause. Some respondents buy fair trade products e.g. just because they want to try them.

Diagram 1: Spontaneously cited reasons for buying fair trade products

| SPONTANEOUS ANSWERS | |
|----------------------------------|-----|
| • high quality | 28% |
| • they are healthy | 16% |
| • helping developing countries | 11% |
| • feeling good about buying them | 11% |
| • they taste good/better | 10% |
| • I wanted to try them | 10% |
| • helping a good cause | 10% |

Note: The figures apply only to the respondents who give specific reasons for buying fair trade products (51%)

In addition to spontaneously mentioned reasons for buying fair trade products, specific selected reasons for buying the products were examined as well. Of such selected reasons, the top ranking ones are helping people in less developed countries (27%) and trying something new (26%).

The reasons that stimulate approximately one-fifth of the respondents to buy fair trade products include:

- An easy way to help a good cause,
- Helping farmers,
- Feeling good about it,
- The products are healthier,
- It helps people in developing countries,
- Higher quality.

i The respondents who do not buy or plan to buy fair trade products act this way primarily because they do not know such products exist (62% of the respondents). One third of those respondents claim that they are used to buying other products and that they do not know where to buy such products.

Almost one half of the respondents buy fair trade products in specialised shops, 44% of the respondents buy them in hyper-/supermarkets and more than one-fifth of them order them online through e-shops. Promotions and standard over-the-counter shops are cited as the least frequently used shopping options.

Diagram :2 Places of fair trade products purchase

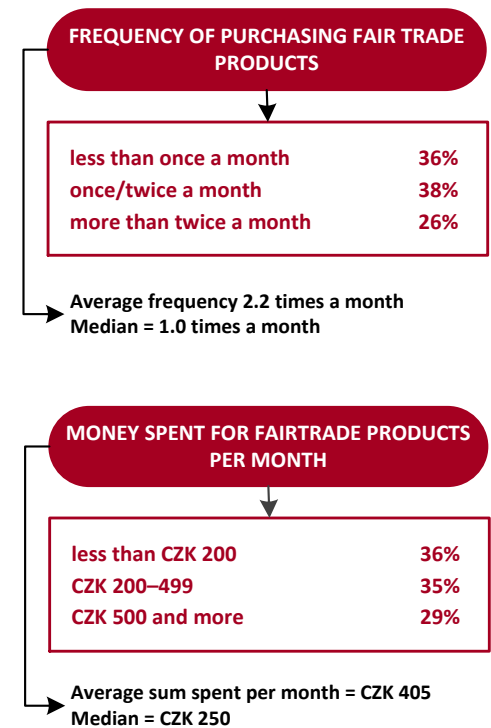
| SPONTANEOUS ANSWERS | |
|--|-----|
| • specialised shops selling fairtrade products | 46% |
| • hyper/supermarkets | 44% |
| • e-shops | 22% |
| • promotions | 14% |
| • standard over-the-counter shops | 7% |

Note: The figures apply only to the respondents who buy fair trade products (27%)

i Of the various types of fair trade products, most respondents buy (or have bought just once to date) tea (28% of the respondents), coffee (27% of the respondents), chocolate (20% of the respondents) and cocoa (16% of the respondents).

For other aspects of buying fair trade products, the research focused on the frequency of buying them and the monthly spending on such products. The replies of the respondents who buy fair trade products indicate that they buy such products on average 2.2 times per month (median = 1.0) and the monthly spend per person for fair trade products amounts to CZK 405 (median = CZK 250).

Diagram 3: Selected parameters of purchasing fair trade products



Note: The figures apply only to the respondents who buy fair trade products (27%)