

DISTINGUISHABILITY OF FAIR TRADE PRODUCTS

(PARTIAL FINDINGS FROM PROJECT CZ.2.01.2017.221.030 "PURCHASE PREFERENCES OF CZECH CUSTOMERS AND FAIR TRADE")

ABOUT THE PROJECT

The main objective of Project CZ.2.01.2017.221.030 "PURCHASE PREFERENCES OF CZECH CUSTOMERS AND FAIR TRADE" is research into consumer values in relation to shopping behaviour regarding fair trade products.

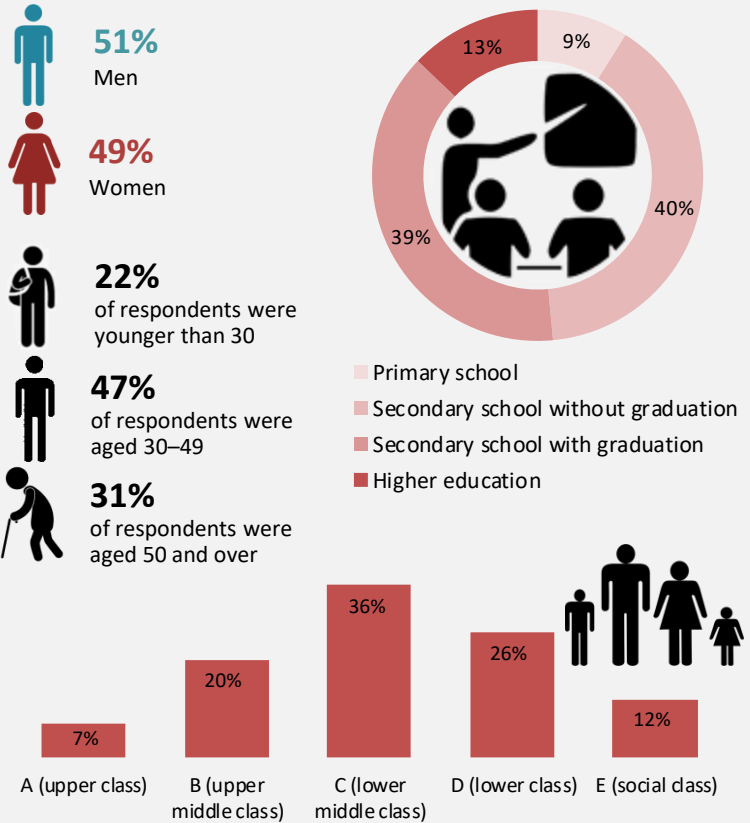
The partial objectives of the project include explaining how selected factors influence the likelihood of purchasing fair trade products, analysing the relationships between the awareness of fair trade products and shopping behaviour, analysing respondents and compiling their typology based on attitudes to domestic and international products, and analysing the trust in certification and certification processes.

METHODOLOGY

The Institute for Evaluations and Social Analyses (INESAN) collected the data from a sample of the general population of the Czech Republic in April 2017. Respondents were selected using the quota technique. The sample included people aged 18 to 64. The selection was designed using current data from the Czech Statistical Office. The sample represents the basic population in terms of gender, age, size of the place of residence, and region. Research data was obtained through in-person interviews between trained interviewers and respondents.

- 2,891** People approached
- 1,258** Respondents (sample size)
- 44%** Response rate (ratio of respondents to the number addressed)
- 45 min.** Average duration of the interview

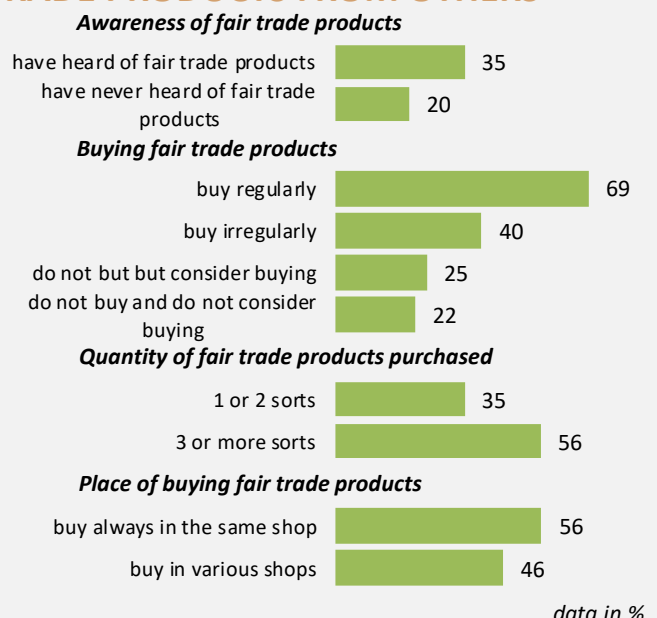
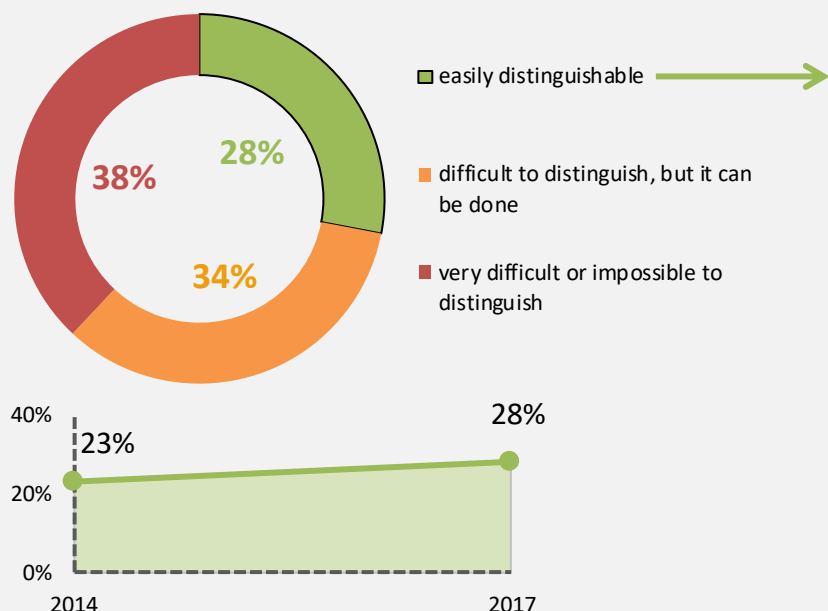
SAMPLE DESCRIPTION



SUMMARY OF RESULTS

More than three-fifths of the respondents consider fair trade products to be distinguishable from standard products (whether easily or with a certain effort). According to the others (less than two-fifths of the respondents) these products are hard to distinguish or not at all distinguishable from standard products. The respondents who buy fair trade products distinguish them most often by the FAIRTRADE brand and because it is written on them. The respondents who consider buying such products would distinguish them in the same manner and, unlike fair trade customers, would distinguish them more often by the fact that the products are sold in special shops. Fair trade customers who buy multiple types of fair trade products (three or more) distinguish fair trade products based on the FAIRTRADE brand and different packaging significantly more often.

EVALUATION OF THE DISTINGUISHABILITY OF FAIR TRADE PRODUCTS FROM OTHERS



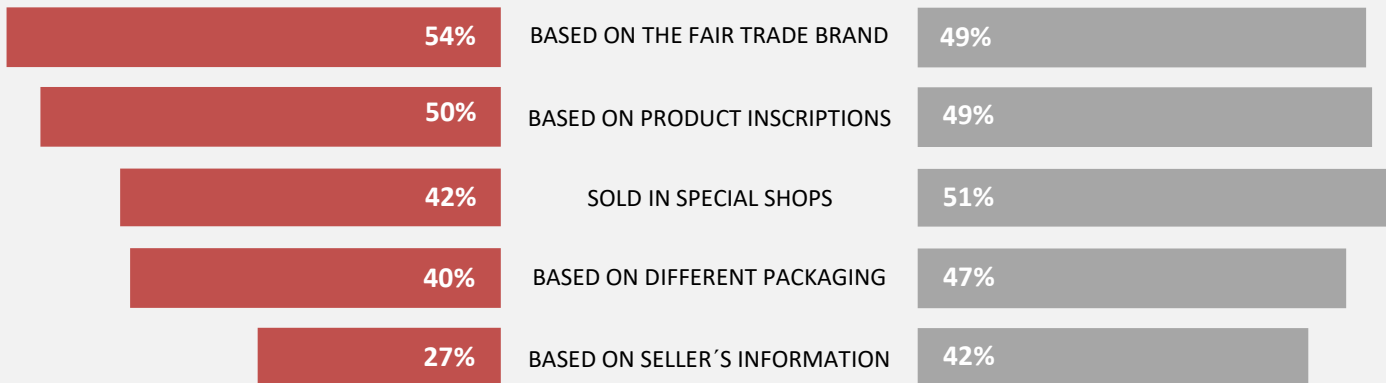
DISTINGUISHING FAIR TRADE PRODUCTS FROM OTHERS

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RESPONDENTS WHO BUY FAIR TRADE PRODUCTS

RESPONDENTS WHO CONSIDER BUYING FAIR TRADE PRODUCTS

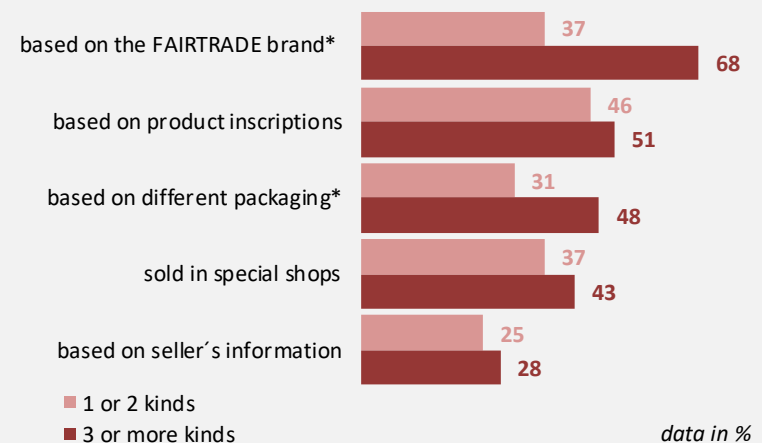
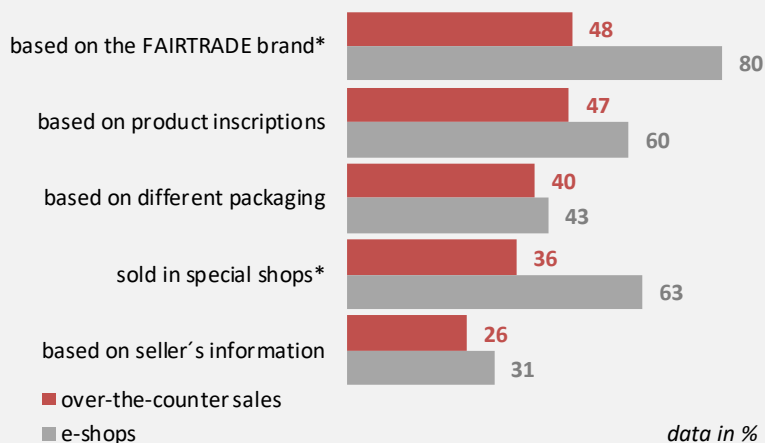


Note: The figures apply to the respondents who buy fair trade products (15%) / to the respondents who consider buying fair trade products (15%).

DISTINGUISHING FAIR TRADE PRODUCTS FROM OTHERS

BASED ON THE MOST FREQUENT PLACE OF BUYING FAIR TRADE PRODUCTS

BASED ON THE QUANTITY OF FAIR TRADE PRODUCTS PURCHASED



Note: The figures apply to the respondents who buy fair trade products (15%); an asterisk marks statistically significant differences.

ABOUT THE INSTITUTE

The Institute for Evaluations and Social Analyses is the first research institute in the field of social sciences founded in the Czech Republic. It is an independent entity formed under the rules defined by the European Union (Framework for State aid for research and development and innovation, No. 2014/C 198/01). The Institute is a research organization under Act No. 130/2002 Coll., for the promotion of research, experimental development and innovation and it is registered in the list of research organizations held by the Ministry of Education, Youth and Sports (MSMT). The objective of the Institute is to conduct basic research, applied research or experimental development and disseminate the results through teaching, publishing or technology transfer, with any and all profit reinvested in the above activities.

The activities of INESAN are also 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, provides peer reviews of the individual documents related to evaluation and social research methodology.

Publications, expert reports and opinions issued by INESAN are not biased by the attitudes of donors and clients; they present the independent views of INESAN experts.

