

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

**Marketing Promotion of Organic Food in the Czech
Republic**

Denisa Schreiberová

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DIPLOMA THESIS ASSIGNMENT

Bc. Denisa Schreiberová

European Agrarian Diplomacy

Thesis title

Marketing promotion of organic food in the Czech Republic

Objectives of thesis

The diploma thesis will deal with two objectives. The first objective is to analyse the general trend of marketing promotions of organic food products in the Czech Republic and investigate whether consumers are influenced by them when buying organic products. Second objective of the thesis is to compare marketing promotions of organic food in small shops focused on organic products and big supermarkets which also have organic food but only as one of their products. The output of the thesis will be the suggestion and recommendation which marketing promotions are most suitable for small shops focused on organic products in the Czech Republic.

Methodology

The theoretical part and characteristics will be based on literature review. The practical part will focus on marketing promotion research. Practical part will consist of quantitative and qualitative part. Quantitative approach will be used to find consumers' attitude towards the marketing promotions of organic food products in the Czech Republic. Qualitative approach will be used to compare small shops focused on organic products and big supermarkets.

The proposed extent of the thesis

Approx 60 – 70 pages

Keywords

marketing promotion, marketing mix, organic products

Recommended information sources

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The Diploma Thesis Supervisor

Ing. Richard Selby, Ph.D.

Supervising department

Department of Management

Electronic approval: 5. 2. 2018

prof. Ing. Ivana Tichá, Ph.D.

Head of department

Electronic approval: 6. 2. 2018

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 03. 07. 2018

Declaration

I declare that I have worked on my diploma thesis titled "Marketing promotion of organic food in the Czech Republic" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 19th March 2019

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I would like to thank Richard Selby for his advice and support during my work on this thesis.

Marketing Promotion of Organic Food in the Czech Republic

Abstract

This diploma thesis is dealing with the current topic of organic food promotions using marketing tools. The objectives of this thesis are to analyse consumers' attitude towards organic food in the Czech Republic, which influence them when they are buying organic food. Another objective is to give a recommendation to organic food sellers which can be improved in a marketing promotion.

The theoretical part explains terms such as marketing, marketing promotion, organic food, and organic food market. It presents what researches have been already made about the organic food market in the Czech Republic.

The practical part of this diploma thesis analyses a self-constructed questionnaire about consumers' attitude, and it observes the situation on the organic food market in the Czech Republic. In the second part, it compares marketing promotion techniques of organic food sellers in small shops and in supermarkets and gives them a recommendation for improvement.

The conclusion involves the evaluation of data obtained during the research which are used as a foundation for a recommendation for organic food sellers.

Keywords: marketing, marketing promotion, marketing mix, organic products, organic food, organic farming, organic market, consumer behaviour, market research, consumption of organic food

Marketingová propagace biopotravin v České Republice

Abstrakt

Tato diplomová práce se zabývá populárním tématem propagace biopotravin za použití marketingových nástrojů. Cílem této práce je analyzovat postoj spotřebitelů v České republice k biopotravinám a zhodnotit, co ovlivňuje jejich nákup biopotravin. Dalším cílem je dát prodejcům biopotravin doporučení pro vhodnou marketingovou propagaci.

Teoretická část práce vysvětluje pojmy jako je marketing, marketingová propagace, biopotraviny a trh s biopotravinami. Práce prezentuje již provedené výzkumy trhu s biopotravinami v České republice.

Praktická část diplomové práce analyzuje vlastní dotazník o chování spotřebitelů a zkoumá situaci na českém trhu s biopotravinami. Druhá část porovnává techniky marketingové propagace v malých obchodech a supermarketech a dává prodejcům doporučení ke zlepšení.

Závěr vyhodnocuje data získaná během výzkumu, které jsou využity jako podklad pro doporučení prodejcům biopotravin.

Klíčová slova: marketing, marketingová propagace, marketingový mix, bio výrobky, biopotraviny, bio farmaření, trh biopotravin, chování zákazníka, marketingový výzkum, spotřeba biopotravin

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1. Introduction

Nowadays organic food in developed world is gaining more and more popularity.

People are interested in it for many reasons and that is why many shops and supermarkets started selling them and promote them more and more. The growing demand of organic food has many reasons, one of them is concern about protection of environment, other one is concern about food safety due to pesticide residues. Using organic certification gives consumers certain warranty that product they are buying is being controlled and checked the best possible way and is free from antibiotics and hormones or is growth without conventional pesticides and synthetic fertilizers. Generally, people are willing to pay more for this product from different reasons, some believe that it is healthier or less harmful to the environment others might buy it because it is trendy. Increasing demand of organic food may also be sign of socially-conscious consumerism. Certainly, its demand is growing.

Marketing plays very important role on the trade and concerning organic food it is not different. Sellers of organic food need to choose proper marketing techniques in order to attract customers and satisfy their needs. Demands of consumers are growing higher and higher therefore it is not easy mission to accomplish. But using accurate marketing promotion is crucial for the market.

This thesis is going to observe situation on the market of organic food in the Czech Republic. It will look at it from the point of view of customers buying organic food in the Czech Republic. It will observe marketing that is being used and make suggestions for improvement.

The first part will describe what is marketing promotion organic food and marketing trends for organic food. It will characterize organic food and organic food market in general. It will determine organic food market in the Czech Republic and consumers attitude towards it.

The second part will be divided into qualitative and quantitative part. The quantitative part will observe situation on the market from the perception of consumers. It will observe their views and opinions. The qualitative part will compare different marketing tools and techniques used by organic food sellers in small shops and supermarkets. It will compare them, evaluate and give recommendation what could be improved while promoting organic food in the Czech Republic.

2. Objectives and Methodology

2.1. Objectives

The diploma thesis deals with two objectives. The first objective is to analyse the general trend of marketing promotions of organic food in the Czech Republic and investigate whether consumers are influenced by them while buying organic products. It observes which marketing promotion techniques are affecting customers the most, where and which organic food they prefer to buy. Its aim is to determine why do customers in the Czech Republic buy organic food and why they do not buy it. It is observing what influences them to buy organic food and what groups divided according to age, gender, education and place of living are more likely to prioritize it.

The second objective of the thesis is to compare marketing promotions of organic food in shops focused mainly on organic products and their promotion and big supermarkets which also have organic food but only as one of their products. The output of the thesis will be suggestion and recommendation which marketing promotions are most suitable for shops focused mainly on organic food and what could be improved while promoting organic food in the Czech Republic.

2.2. Methodology

The diploma thesis is divided into two parts. The first part is a literature overview based on theoretical knowledge about this topic. The thesis is explaining what it is marketing, marketing promotion, marketing trends and marketing mix as well as it describes organic food, organic market and organic market promotion. It shows what researches have been already made about organic food market in the Czech Republic. Those data are obtained from academic literature and internet resources.

The second part is practical part based on own research. The practical part is divided into qualitative and quantitative part. The qualitative part is observing customers attitude towards organic food, their preferences and needs. It is done through distribution of a questionnaire. The questionnaire is self-administered, structured and it consists of 17 closed-ended or semi-closed ended questions. The questionnaire was carried out electronically

among a random sample in the Czech Republic. It was realized from 1st November 2018 until the 1st December. Totally 184 people responded to the questions.

The processing of the questionnaire was done through MS Office Excel and its statistical and mathematical functions. The results were summarized and displayed in graphs that are described in further chapters.

The second part of an own research is qualitative research. This was done through open, unstructured questions that were asked people responsible for marketing in chosen shops. This research was made in order to observe current marketing promotion on organic food market and compare different techniques used by sellers. For that purpose, personal interviews with managers of shops or people responsible for marketing were done. Altogether three specialized shops and one supermarket were willing to participate in the research.

3. Literature Review

3.1. Marketing

“Marketing is still an art, and the marketing manager, as head chef, must creatively marshal all his marketing activities to advance the short- and long-term interests of his firm.” (BORDEN, 1964)

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (AMA, 2013)

Marketing is focused on a satisfaction of human and social needs. One of the definitions is a satisfaction of needs by profit. Definitions of marketing can be divided into two groups. The first one is social where marketing is a collective process which allows individuals and groups to access their needs by creating, offering, and exchanging products and services. The second one is a managerial definition, where marketing is characterized as *“the art of selling products”*. According to a famous marketing theorist Peter Drucker, the aim of marketing is to understand customer so perfectly that the product or service will suit him, and it will sell itself. Marketing management is an art of practising basic marketing concepts to select target markets and obtain, maintain, and grow customers by initiating, delivering, and advertising customer value. (KOTLER, 2013 p. 35)

3.1.1. Marketing mix

“...is set of marketing tools that the firm uses to pursue its marketing objectives in the target”
(KOTLER, 2013)

Marketing mix is a mix of ingredients, such are policies and procedures mix in order to produce a profitable enterprise. (BORDEN, 1964 p. 3)

Elements of the Marketing Mix according to N.H. Borden:

1. Product Planning – a process of creating a product that will be introduced on the market, policies and procedures relating to quality and design. The plan needs to cover where, when, how much/many and to whom it will be sold. There also belongs the research and development of a new product.

2. Pricing— a process where a business decides the price of the product placed on a market. It relates to the adaptable price level

3. Branding— a selection of trademarks, it can be individualized or family brand

4. Channels of Distribution— a decision which connections will be used between consumer and products

5. Personal Selling— a promotional activity where an individual person participates in selling or is interacting with customers in order to sell products

6. Advertising— a process that guides a consumer to see product desired, given predictable way

7. Promotions— a special selling plans or devices directed at or through the market

8. Packaging— formulating the package and label

9. Display— methods to adopt to secure display

10. Servicing— providing service needed

11. Physical Handling— involves stocking, transportation and inventories

12. Fact Finding and Analysis— involves securing, analysis, and use of facts in marketing operations (BORDEN, 1964)

Product mix

The marketing mix, called as a product mix or 4P refers to four broad levels of marketing decision: product, price, promotion, and place. It is a basic tool for determining product offered to the customer. Marketing mix needs to be achieved almost simultaneously. Logically first comes product, this needs to be based on what are the company's possibilities, consumers' behaviour and on the competitors. The second P should be the place, depending on available channels. Then comes promotion bringing other difficult questions. Depending on the expected outcome there are many variations how promotion can be used. With price

there are many options as well, several prices are viable but only one is the best. It depends on company resources, objectives, and other factors. In practice, several marketing mixes are possible but always only one mix is the best combination. The solution is changing with time and therefore new conclusions through analysing, measuring and researches need to be made continuously. (MCCARTHY, 1990 p. 669)



Figure 1 – 4 Ps

Source: <http://marketingmix.co.uk>

Product

A product is an element produced or created to meet the needs of a specific group of people. The product can be in the form of services or goods and it is either tangible or intangible. It is necessary to secure that the product is right for the demand of the market appropriate research needs to be done during the development stage in order to ensure that. (ACUTT, 2015)

Price

The amount that is consumer willing to pay to enjoy it is the propiate price. Price is a very important part of the marketing mix. It effects company's profit and survival. Modifying proper price influences the whole strategy as well as influencing the sales and demands of the product. Pricing helps to create a perception of the product in customer's eyes. (ACUTT, 2015)

Place

Distribution and placement are very significant parts of the product mix. The product needs to be accessible to consumers. The distribution can be intensive, exclusive or selective. (ACUTT, 2015)

Promotion

“Marketing promotion includes a variety of communication activities to educate customers, increase awareness, increase demand, build brand value and recognition and provide differentiation.” (mbaSkool, 2018)

The purpose of promotion is to present a new product, to teach customers how to use the product, to raise knowledge about the product, diversify it from other competitors' product and make a brand image. The aim of promotion is to support people to purchase the product even out of the season and inspire them to try promoted product instead of products that are already on the market. (mbaSkool, 2018)

Promotion consists of various elements such as sales organization, public relations, advertising and sales promotion. Advertising includes communication methods such as the internet, TV and printed media. Public relations are usually the ones that are not directly paid for. For example, exhibitions, seminars, conferences and other events. (ACUTT, 2015)

Mentioned marketing mix, also known as 4P, is mainly considered from the point of view of a producer. Looking at it from the point of view of a consumer is called 4Cs.

The 4Cs marketing model was created by Robert F. Lauterborn in 1990 as a modification of the 4Ps model. More than a basic marketing definition, it is an extension of it. The 4Cs enable producer to look at the marketing from the consumer interest. It helps

them to be customer-centric. Those for 4Cs are a consumer (client), cost, convenience and communication. (ACUTT, 2015)

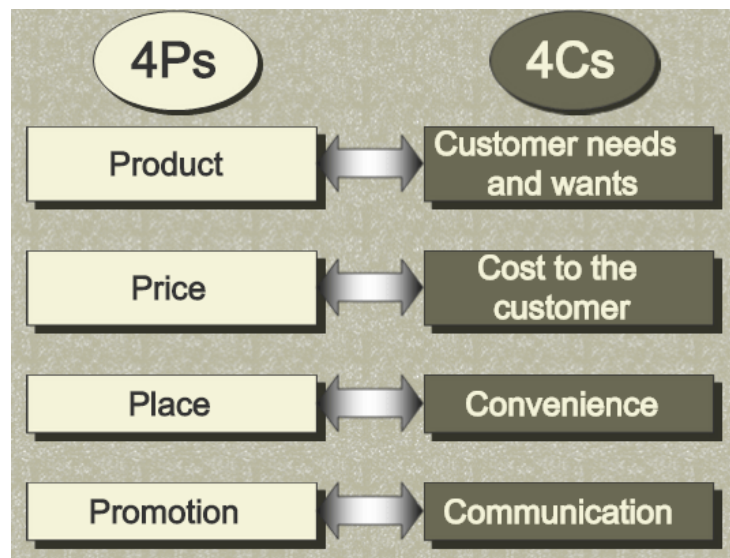


Figure 2 – 4Ps vs 4Cs

Source: <http://marketingmix.co.uk>

Customer/Consumer Value

Marketing campaign needs to focus on bringing added value for customers. Firstly, the needs and wants of customer need to be addressed. Bringing value for consumers can be done through speeding up the delivery of products, showing appreciation of loyal consumers, listening to their feedback and strengthening customer service. Satisfying customers is crucial, other tips are increasing quality but keeping the same costs or lowering the costs and keeping the quality. (ACUTT, 2015)

Cost

Looking at it from a consumer perspective, price becomes the cost. The cost is the amount consumer will pay for a product or service. Cost is the main factor that influences customer whether he will buy or will not buy the product. There is no common guideline for settling the price, but the perfect price mostly depends on customers. It is necessary to consider how much are consumers willing to pay for the value of product or service and the

type of targeted market. For choosing the best possible costs the consumer will pay, it is necessary to know the consumer. For convenience, there are 3 types of consumers that occur on the market:

Status-conscious consumers are consumers, who prefer the best-rated products and services and they are willing to pay a higher amount in order to achieve the desired quality. Another type of consumers are convenience conscious consumers, they are willing to pay for products or services that are the most convenient for them. They are willing to pay extra and achieve the desired comfort. The last type is budget-conscious consumers. Those are looking for products and services, that fit their budget. They are not willing to pay much extra, they are looking for a value for their money. They are mostly searching for the cheapest products and services possible. (ACUTT, 2015)

Convenience

Nowadays a very important factor for buying is a convenience for the consumer. It is one of the reasons why so many businesses started creating an online presence. Looking at it from the consumer's perspective means making it simple, easy and accessible to obtain or use product or service. It is necessary to provide them with everything they need to buy the product. Thus, it is important to simplify the process for the customer, make them feel good about complying with business process and consider rewarding them for their loyalty. It is very important to create a connection with consumers and deliver the product and service.

Communication

The last component of 4C's is communication. Instead of promoting business, values are communicated with a customer. It is suitable to give the consumer meaningful content to make them interested. Through this, the relationship with a consumer is built. The consumer is engaged through interactive communication. The communication needs to be as personal as possible. It is recommended to deliver personalized communication through media preferred by the customer. User-friendly websites are also very helpful to strengthen communication. It is appropriate to use the opportunity to interact with consumers through social media, search engines and other techniques while using the language and adapt to

the culture of customer's social groups. The audience needs to be attracted and engaged in order to create strong communication ties. This is done by uploading relevant and responsive content regularly. The content needs to be easily accessible and available for customers. Using infographics to draw their attention is also appropriate. This kind of dynamic marketing is the best way of promotion. The aim is to make them satisfied through interactive communication and increase customer value at very low costs. (ACUTT, 2015)



Figure 3 – 4Cs

Source: <http://marketingmix.co.uk>

3.1.2. Marketing research

Marketing research is an activity that connects the customer, and the public to the marketer via information. This information analyses, classifies and specifies marketing options and problems. It produces, clarifies and classifies marketing actions, oversees marketing effectiveness and develop an understanding of marketing as a process. Marketing research produces the method for gathering information and define the required information for addressing the problem. It evaluates the conclusion and communicates the data and their meaning. (AMA, 2008)

3.1.2.1. Quantitative research

Quantitative research is led by standard techniques and data are communicated in guided ways. Quantitative survey is a survey that can be expressed by figures. Those figures can be obtained either by measurements or more often by choices from respondents. The results are usually processed by statistic methods and interpreted. Comparing to qualitative research in quantitative research there are more respondents and a bigger amount of data. The results are more representative, less dependent on opinions and subjective views. And those results are easier to verify. But in contradiction, the interpretation can be more difficult, and the survey does not go into details. (BRADLAY, 2007 pp. 267-280)

3.1.2.2. Qualitative research

Qualitative research is used to obtain an understanding of approach and point of view. The research then evaluates the width and depth of the approach. Qualitative research does not measure the quantity of emotion but determines the principal feelings. Debates, observations and deep analysis are applied to obtain answers. It is approved to use leading questions. Research is mainly unstructured but does follow certain guidelines. Rather than numbers it is a collection of words, images, perceptions and approaches. Analysis of data starts during the collection of data and outcome is usually understanding rather than calculation. (BRADLAY, 2007 p. 268)

3.1.3. Marketing trends for organic food

Comparing the marketing of conventional products and organic products the scope of marketing of organic food is still very small and insufficient. (MOUDRÝ, et al., 2002 pp. 33-34)

Marketing of organic food is considered as an important component between production and consumers. There are different roles that marketing can place in this area of expertise. Marketing can identify convenient markets and chances for organic food and quality products. It can arrange appropriate customer service via the perceptive of consumer demands and changes helping the suitable improvement of business strategies. It can uphold

organic products by advertising and sales promotion. If companies use appropriate marketing strategies it can help them to influence consumers' behaviour and lead them towards purchasing of organic products. (BAOURAKIS, 2004)

3.2. Organic food

Organic product is a direct agricultural product from farming subjects to special conditions and regime of ecological farming. (MOUDRÝ, 1994 p. 23)

Organic food is a food product obtained from organic product with a limited number of allowed ingredients according to special regulation and under controlling regime. (MOUDRÝ, 1994 p. 23)

Organic products are produced by producers who highlight the usage of sustainable resources and conservation of soil and water to improve environmental quality for the next generations. For example, organic meat and dairy products are free from antibiotics or growth hormones and organic food is grown without conventional pesticides, synthetic fertilizers, bioengineering, or ionizing radiation. (LEE, et al., 2013 p. 1)

Organic food is not anymore just food in special healthy stores but increasingly they are being sold in grocery shops and supermarkets. The market of organic food is growing rapidly since 1986. The growing demand of organic food has many reasons, one of them is concern about protection of the environment, another one is concern about food safety due to pesticide residues. While the options of organic food are increasing there are no coherent requirements for organic labelling and no guarantee that products bought as organic were grown in entirely organic mode (1999). According to common definition, organic food is food grown without the use of pesticides and the use of synthetic chemicals. But it is not clear what role can technologies play in organic food production. It is not stated if food produced by modern technologies is considered natural or synthetic. (FISHER, 1999 pp. A150-A153)

Organic food and organic food farming are associated with special agricultural practices concerning the whole wide range of features from the treatment of the soil, water, plants and animals to production, processing, and distribution of the food products. The

principles of organic farming involve the preservation of natural landscape for future generations. It is clear that ecologically produced products are different from casual, so-called conventional food that is still dominating food market. Organic food products that enter the market need to be in accordance with the arrangement enabling the commercialisation of food products, but also comply with additional requirements such as unit packaging of the products with a special label. This label is a proof, that the product was checked and approved by an authorised certification body. The labelling system works as an affirmation for the consumer that the product they are paying for complies with the EU Regulation on organic farming, and in the case of imported products, according to equivalent or identical regulations. Organic food production and processing are strictly stated in legal standards and it is under the supervision of the concept “From Farm to Fork” developed by the European Food Information Council (EUFIC). (ECO EUROPE, 2007)

3.2.1.1. Organic regulations

The recognized main campaigner of organic food and farming on the EU level is IFOAM EU. It is a unified voice of organic shareholders towards EU decision makers. IFOAM speaks for concerns connected with the European regulation. Organic production and farming have been regulated at the EU level since 1991. The current valid specifications are set by *Council Regulation (EC) No.834/2007. They are defining the aims, objectives and principles of organic farming and production, and by two implementing regulations (No 889/2008 and No 1235/2008) detailing the organic production, labelling, control and import rules. All products labelled as organic and sold in the EU must be produced in accordance with these regulations.* (IFOAM EU, 2018)

The regulations are still being updated and implemented by The European Commission. The main updates concerning production were rules for organic yeast (No 1254/2008), organic aquaculture (No 710/2009) and organic wine (No 203/2012). Concerning the rules for import, the agreement on equivalence between the EU and the US organic standards (No 126/2012) is most important. Recently a new proposal for organic regulation was published by the European Commission in March 2014. After discussion with the European Parliament and Council of the European Union. This new regulation will apply

from 1st January 2021. One of the aspects of this new regulation is the support of shortening distribution channel and encouragement of local production. Other new principals are for example ‘contribution to a non-toxic environment’, ‘long term fertility’ and ‘biodiversity’. The new regulation is also encouraging the use of organic plant reproductive material and animal breeds with a high degree of genetic variety, resistance against diseases and durability. Regarding food, the new part is the exclusion of food containing engineered nanomaterials. (IFOAM EU, 2018)

Below follows a list of the key legal standards of organic farming in the European Union:

Council Regulation (EC) No 834/2007 of 28 June 2007 on organic production and labelling of organic products repealing the regulation (EEC) No 2092/91 (OJ L 189 of 07.20.2007 p.1) with later amendments,

Commission Regulation (EC) No 889/2008 of 5 September 2008 establishing detailed principles for the implementation of Council Regulation (EC) No 834/2007 on organic production and labelling of organic products in relation to organic production, labelling and control (OJ L. 250 of 09.18.2008 1) with subsequent amendments,

Commission Regulation (EC) No 1235/2008 of 8 December 2008 establishing detailed rules for implementation of Council Regulation (EC) No 834/2007 as regards the arrangements for imports of organic products from third countries. (ECO EUROPE, 2007)

The areas that are being inspected for meeting required standards are crops, fertilizers used for the fruit and vegetable productions, approach to the feeding of animals and conditions for breeding. The checks by certifying authority can be either announced or undisclosed. The labelling must refer to the authorization acknowledged by the certifying authority along with the EU logo of organic farming. For assuring the food safety the management of health safety must be realized. Those are for example Good Hygienic Practice – GHP, Good Manufacturing Practice – GMP and HACCP system. (ECO EUROPE, 2007)

3.2.1.2. Organic certification

While buying organic food in the EU, consumer needs to have confidence that the product complies with the EU rules. The EU requires an equally strict control system with checks carried out at every stage of the organic chain. All operators such as farmer, processor, seller, importer or exporter are controlled annually or more often based on the risk of their assessment. This all to make sure that organic products have been produced according to environmental and animal welfare rules. (EU COMMISSION, 2018)

Organic certification confirms that products from organic farming are in accordance with the principles of processing of organic food and meet the conditions of Regulation 834/2007. Certification is not another medium for promotion, but it is a warranty, that the product is being controlled and checked the best possible way. It indicates dedication and effort for every detail of the production process. Certifying authority carries out an inspection of the agricultural equity in order to give them the mark of organic producer. (ECO EUROPE, 2007)

Organic product labels should consist of name of a producer, processor or distributor who handled them, list of ingredients and nutritional values. The label should also bear the code number of a national certification authority. In addition, the Regulation (EU) No 1169/2011 on the provision of food information to consumers gives the minimum requirements on nutrition. (EU COMMISSION, 2018)

A community logo for an organic product was created by the connection of two symbols. The first symbol is the flag of the European Union, the official image of the EU since 1986, and a leaf, the symbol and nature and sustainable growth. (ECO EUROPE, 2007)



Figure 4 – Organic food logo

Source: <http://www.eu-organic-food.eu/en/european-union-standards/>

This logo of organic food gives producers the possibility to show consumers, that their goods meet certain quality and standards. This so-called “Euro-leaf” must be on all the packages of organic food produced in the EU Member States. The conditions are that 95% of ingredients in the product are organic.

It is necessary to use to organic logo:

- *on the labels of packaged organic products, commercialised as organic according to the relevant laws and regulations in the EU (Council Regulation (EC) No. 834/2007) with > 95% ingredients from organic farming,*
- *in a prominent place, legible and indelible (Article 24 of Council Regulation (EC) 834/2007). (ECO EUROPE, 2007)*

This logo may, but does not have to be used on:

- *for the labelling of wholesale organic products,*
- *for the labelling of organic products imported from third countries,*
- *for products produced and controlled in accordance with EU regulations,*
- *in the advertisement of organic products (ECO EUROPE, 2007)*

3.2.1.3. Organic food market

In industrialized countries, the organic sector is undoubtedly spreading, and it is developing very fast. (FAO, 2000)

Organic products appeared in Europe already in the 1920's, but due to financial difficulties, they could not enter the market fully. Organic agriculture started achieving acknowledgement in the 1980's when international standards were agreed. Consumer demand for natural and quality products raised and therefore many producers started organic farming in Europe and the United States. (LAMPKIN, et al., 1994)

During the '90s in Europe there was a rise in organic farming. The biggest expansion was especially in Scandinavia and in Mediterranean countries. Developing countries as Egypt, China and Brazil started to be interested in organic farming as well. (BAOURAKIS, 2004 p. 13)

According to the International Trade Centre (ICT) in the year 2000, the sales of organic products all around the world reached \$17,9 billion. In 2016 it was already \$89,7 billion. The biggest demand is in the United States, the biggest producer is India and the largest organic lands are in Australia. The biggest consumption of organic food is in Switzerland, Denmark, and Sweden. In total there are 178 countries of the world with organic activities and only 87 of them have organic regulations. (IFOAM, 2018)

3.2.2. Organic food vs conventional food

The difference between organic and conventional food is not only that organic food was produced without chemicals, but also organic food has clearly trackable origin and a possibility to find out under what conditions was the product made. (MOUDRÝ, 1994 p. 24)

Organic food is drawing more and more attraction of the consumers, as it is viewed as healthier and more sustainable than food produced by conventional farming. The possibility to find organic products in common places is increasing and it is no longer necessary to look for them in specialised healthy stores. Now organic products are broadly accessible in most supermarkets and the percentage of consumers being aware of them is rising. (GOMIERO, 2018 pp. 714-728)

In contradiction to conventional production, organic farming is characterized using general guidelines, first drafted in 1924 by a private organization (SUNDRUM, 2001 pp. 207-215) and further developed by the International Federation of Organic Agriculture Movements. (IFOAM, 2018)

Sceptics criticize the originality of organic production. Some scientists do not believe that organic production is better than conventional. And because of this scepticism there is a scarcity of published studies comparing those systems. (SUNDRUM, 2001 pp. 207-215)

Principally, there are no pesticides or synthetic fertilisers in organic food. Compared to conventional food, organic food is supposed to consist of less chemical residues and animal medications. Nevertheless, environmental contaminants can be present in either of them. Organic food contains one-third of pesticides in comparison with conventional food. (BAKER, et al., 2002 pp. 427-446)

According to some studies, organic plant-based food is on average more nutritious in terms of nutrient density. The average portion of organic plant-based food contains around 25% more of the nutrients compared with food produced by conventional farming methods. Some studies show evidence that livestock grown the organic way contains more protein, vitamins, minerals, and omega-3. (BENBROOK, et al., 2008 p. 45)

CONVENTIONAL	ORGANIC
Seeds are typically treated with insecticides	Uses untreated seeds
GMOs(Genetically Modified Organisms) typically used	Never uses GMOs
Synthetic fertilizers are used	Not needed due to stronger soil via crop rotation
Loss of soil due to mono-crop culture	Soil retains more water because of the organic matter in the soil
Intensive irrigation is required	Rain water is better retained and irrigation requirements are greatly reduced
Herbicides are applied to the soil to reduce weed germination	Weeds are physically removed
Herbicides added to the soil are used to kill weeds	Weeds are physically removed
Accounts for approximately 25% of the world's insecticide consumption	No chemicals are used
Many of the insecticides are known to be carcinogens	Beneficial insects and other natural methods are used
Frequent crop dusting is used causing harm to surrounding eco-system and communities	Trap crop methods are used to lure insects away from the cotton plants
At harvesting, the cotton defoliation process is activated by chemicals	Defoliation through natural seasonal freezing

Figure 5 – Organic vs Conventional food

Source: [North American Hemp & Grain Co. Ltd](#)

3.2.2.1. Criticism of organic food

Critics of organic food say that organic as well as conventional food must meet the same quality and safety regulations. Organic food varies from conventional food by the way that it is grown, managed and processed. According to critics, there is no evidence whether it is more nutritious or safer. Organic food does contain less pesticides but according to National Research Council, the residues of pesticides in conventional food are not harmful and proper washing of fruit and vegetables removes the chemicals, therefore, reduce the risk even more. Whether the taste is better is very individual. Except higher price, another disadvantage of organic food is concern that eating organic food increases the risk of biological contaminants. Especially about foodborne illnesses such as manure or mycotoxins

from moulds as fungicides and other chemicals are not allowed to be used during the production and therefore there is a higher risk of some illnesses and contaminants. Another criticism is that organic food cannot be produced for everybody. As GMOs production is not allowed the overall production is smaller and it can lead to worldwide starvation or malnutrition. Organic farming yield is lower per unit area and therefore is not prosperous enough for developing countries. In contrary to this, the problem is not scarcity of food but distribution to where it is needed. According to FAO, under the right conditions, the market returns from organic agriculture can possibly provide local food security by increasing family incomes. (PARNES, 2002)

3.2.3. Ecological farming

Ecological farming is the closest connection between man and nature. (MOUDRÝ, 1994 p. 10)

Ecological farming is more than just not-usage of chemicals. It is a strict, clearly defined way of farming based on the production of goods with optimal quality, sufficient quantity and using sustainable practices. This system understands the connection between all parts of the natural system. Most of the other technologies result in disruption of the natural environment. Ecological farming minimises this disruption by keeping natural diversity on the farm. Ecological farmers are obliged to keep natural places such as natural endings of fields, meadows, lakes, and draws. Natural ways of natural methods of protection against wounds are necessary for ecological farming. On ecological farms are natural predators such as birds, bugs, spiders, bats, and worms welcomed. Resistant varieties or prevention measures are used during production. (VÁCLAVÍK, 2006 p. 2)

In developed society, there is an interest in a wide range of organic goods growing as well as the concern about the environment. Consumer is starting to co-decide about the way of production and processing of food. For food market the quality and safety are still the main priority but with time the demand for environmentally friendly process is growing. Ecological farming is legally recognized way of farming that restricts and forbids use of harmful substances and processes that pollute the environment and increase the risk of contamination of the food chain. Organic food with guarantee of origin and controlled resources and processes in agricultural primary production and processing meet the

conditions of sustainable farming. Sustainable farming is assumption for not only current but also future generations. (MOUDRÝ, et al., 2002 p. 3)

The ecological approach is typical for organic farming. The use of GMOs (genetically modified organisms) is forbidden. The organic movement intends to support animal welfare. Organic regulations have very high welfare standards that are required to be met. In contrary, conventional agriculture uses antibiotics very often in order to prevent infections in livestock. In some countries, for example, the US or Asian countries, growth hormone is used, however, in the European Union it is forbidden. Organic regulations allow neither antibiotics nor growth-promoters. (GOMIERO, 2018 pp. 714-728)

Ecological farming is growing since the 1990s around the whole Europe. In the European Union 3,9% of all farms are ecological. Countries with the biggest share of ecological farms are Italy, Austria, Germany, and Spain. The number of ecological farms is still growing. The supports of ecological farming in the EU are for example subsidies under the Rural development programs of the EU. There is also legal protection and the European action plan for ecological farming and organic food. (VÁCLAVÍK, 2007 pp. 6-7)

3.2.4. Organic food in Eastern Europe

In most of the countries of Eastern Europe except of the Czech Republic and Baltic states, the organic sector is mostly focused on export. Development of the domestic market is very slow due to the insufficient processing capacities, undeveloped supplier support and slow adaptation of organic food in shops. The fastest development of the domestic market is where supermarkets are interested in organic food as it is in the Czech Republic. But supermarkets mainly offer food imported from Western Europe. There are two main factors influencing growth of the consumption of organic food. The first one is DM drug-stores from Germany, that are offering Alnatura products in the Czech Republic, Slovakia, Slovenia and Hungary. The second factor is Swiss company called Hipp, on some markets in South-eastern Europe and former USSR are Hipp products the only organic food on the market. (VÁCLAVÍK, 2007 p. 10)

3.2.5. Organic food in the Czech Republic

The biggest group of organic products is processed organic food, it covers around 45% of all organic products in the Czech Republic. Most of them are coming from Italy, Netherlands, France and The United Kingdom. Primarily those are oils, sauces, vegetable spreads, sweeteners, pasta, savoury snacks, flavourings, chocolate and other sweets. The biggest Czech producers are Pro-bio and Country life. The second biggest category with around 16% is organic drinks. Those are mainly juices imported from Western Europe. There are only three Czech producers of organic drinks. There are for example soya drinks Provamel and fair-trade coffee. The third category is milk and dairy products which cover 15% of the market. In this area, there is permanently bigger demand than supply. Some retailers are struggling with import from abroad. Another group is meat and its products where is dominating organic beef meat produced on eco-farms. Organic meat is only sold in supermarkets. Another group contains cereals, legumes, seeds and nuts. This covers 8% of the Czech market and the biggest producer is company Pro-bio. Nuts, seeds and legumes are mostly imported from abroad by Country life and others. Organic pastry is another group, mainly provided by Country life and many smalls bakeries. Most of the supermarkets offer organic pastry in their daily offer. This category is mainly dominated by durable goods which are mostly produced by Racio and Pro-bio. Only 3% of the market are covered by fruit and vegetables. On developed organic market this category is much bigger. The reason why it is not in the Czech Republic is mainly insufficient domestic production and only recent import from abroad. The last group is spices, herbs and tea, which has, with its 5 %, bigger share on the market than fruit and vegetables. Companies that import organic tea to the Czech Republic are for example Oxalis, Marksman and others. (VÁCLAVÍK, 2007 pp. 21-24)

One of the biggest arguments from the side of the consumer is that organic food is very expensive. This is nothing that can be changed by the retailer not even by under-pricing of goods. There are many arguments that can be replied to make it clear why it is more expensive than conventional food. Production of organic food is more expensive itself, there are more people working on it in the agriculture, processing and controlling. Ecological production methods are not focused on large-scale production but on regionally adapted plant and animal species. The quality is over quantity. The costs of work and time spent during production are higher. There is high quality customer service in healthy shops.

Consumers can taste goods, get advices and consultancy and they can order goods that is not available. There are no substances for acceleration of growth and maturation in organic food, therefore more time is needed. Also, external costs are included in the price such as cleaning of water and removing of caused pollution, those are not included in the price for conventional food. (VÁCLAVÍK, 2006 p. 15)

3.2.5.1. Labelling of organic products and food

Organic products are used as raw material for the production of organic food. In the Czech Republic, labelling of organic products is always with a sign BIO and identification code of the control body. It is forbidden to use this label in other cases than for approved organic products. Organic food is food that was processed from at least 95% organic products and is approved by the control body as organic food. If during processing of organic food was used less than 95% but at least 70%, it can still use the label BIO but with the amount of percentage listed on the package. (MOUDRÝ, et al., 2002 pp. 22-23)

3.2.6. Organic food market in the Czech Republic

Organic food market in the Czech Republic is as it is in the rest of the world growing and spreading. Between the years 2005 and 2008 there was the biggest growth of the organic market. Later in the years 2009 and 2010 the market was stagnating. In 2011 it started growing again and in 2014 was home consumption more than 2 billion CZK. In 2016 it was even 2,55 billion CZK. (ŠEJNOHOVÁ, et al., 2018)

In 2016, market grew by 13,5% comparing to year 2015 and export of organic food grew between 2015 and 2016 by 16%. Consumption of organic food per inhabitant is 0,9%. There are several ways how organic food can be bought in the Czech Republic. The most popular is in the supermarket (43,9% in 2016) and after that is in drugstores (17,9% in 2016), third place was taken by health food stores (14,3%), and 6,7% of organic food was bought in e-shops. There was a little drop compared to the year 2015 in independent stores people bought only 2,9% of organic food. 3,4% of organic food was purchased in public restaurants. (ŠEJNOHOVÁ, et al., 2018 p. 9)

3.2.6.1. Distribution of organic food in the Czech Republic

In 2016 distributors brought organic food for around 664 billion CZK to the Czech Republic. Mostly it was fruit and vegetables from Southern and Western Europe. The biggest import is from Germany, Austria, Netherlands and Italy. 22% of all organic products were nuts and processed fruits. The biggest importers in 2016 were PRO-BIO, SOLEX AGRO, Country Life, ČEROZRUCHT and Sonnetor. More than half of the goods are brought by Lidl (Biotrend), DM drugstore (Alnatura) and Marks and Spencer. A lower percentage is brought by Kaufland and Ahold. (ŠEJNOHOVÁ, et al., 2018 p. 40)

Retail sale in the Czech Republic saw the biggest growth in the year 2006, when it increased by 49% compared to the year 2005 and it was the biggest growth in Europe that year. But still, organic food in 2006 was only 0.35% of all food bought by consumers. (VÁCLAVÍK, 2007 p. 3)

3.2.6.2. Export and import

Out of organic products from the Czech Republic are mainly exported cereals and cattle. Some of the areas close to the borders also export organic milk. On the other hand, imported are mostly processed and ready products. Unfortunately, the Czech Republic often imports products that could be grown inside the country. Import of many products is a sign that market in the Czech Republic still did not react properly on increasing demand of organic food. (VÁCLAVÍK, 2007 p. 21)

3.3. Consumer behaviour

Essentially, consumers consider organic food as a positive aspect. They view it as a healthier, better tasting and environmentally friendly option. They believe it has better quality than traditionally grown products. Nevertheless, they see the disadvantages of organic products in the availability. Consumers see difficulties while buying organic products, they think that there is no proper information background. They find it hard to recognize organic products from conventional ones. Consumers either must contact producer directly or they must purchase it from a specialized store. They are not that well informed about the appropriate marking of organic products. (BAOURAKIS, 2004 p. 15)

3.3.1. Consumers' attitude towards organic food

Consumers always see sustainable products as expensive ones and therefore being environmentally friendly is often only accessible to middle classes. Defining the organic consumer profile, it is mostly a person who is in higher social class, educated and quite wealthy. The knowledge of food risk is higher among women. In general, there are three groups of consumers – regular, occasional and not consuming organic food at all. (SHAFIE, et al., 2012 p. 2)

Organic farming brings many benefits such as protection of the environment as organic farming does not use chemicals while the land is being cultivated. Other benefits are economic advantages for producers, as they are usually able to sell organic products for at least 10-20% higher price than conventional products. Other benefits are for example consumer's health, as organic products do not contain pesticide residues, therefore, nutritional elements are maintained and products have high nutritional value. (BAOURAKIS, 2004 p. 14)

The increasing demand of organic food may be a sign of socially-conscious consumerism. With other words, consumers are aware of harmful production and impact on the environment of conventional food and they buy organic products in order to make a change. According to a national consumer survey conducted by Simmons Market Research Bureau, more than one-third of consumers express that they agree to pay more in order to buy products with smaller negative impact on the environment. (MILLER, 2007)

3.3.1.1. Factors influencing demand for organic food

As it was referred, consumers buy organic food because they believe that it is healthier and free from antibiotics and hormones. Other researchers show that buying organic food can be much more complex and influenced by a wide range of factors. Other than health, the reasons can be environmental sustainability and food system elasticity, risk perception, cultural norms, ecological, ethical or political beliefs. Consumers of organic products often wish to see reduction of agrochemicals in the environment in general and are interested in better treatment of livestock. There is also a correlation between environmental concerns and level of education and income. (GOMIERO, 2018)

3.3.2. Consumers' attitude towards organic food in the Czech Republic

According to the Public Opinion Research Centre in the Czech Republic in 2017 the general public in the Czech Republic was not really interested in organic food products and information connected with them. Most of the respondents of research (39%) said that they are not really interested in organic food products and 32% replied that they are not interested at all. 43% of people in Czech stated that they rarely buy organic food and 42% said they never buy it. If Czech people buy organic food, it is because it is not chemically treated. This is the main reason of 44% of respondents. Statistically bigger interest was shown by women and smaller interest by people who rate their standard of living as low. There are different reasons why consumers choose organic food. According to mentioned research in the Czech Republic, people choose to buy organic food mainly from “selfish” reasons such as health more than altruistic reasons such as protection of environment and health condition of animals. 44% of respondents in the Czech Republic chose health as a reason to buy organic food. Only 7% stated that they buy organic food as the main reason because it is more environmentally friendly. (ČERNÁ, et al., 2017)

3.3.2.1. Factors influencing demand for organic food in the Czech Republic

The consumption of organic food in the Czech Republic is growing but it is still very low. It is less than 1% of the overall consumption. According to research in the Czech Republic in 2004 and 2005, 56% of respondents do not buy organic food because it is more expensive than conventional food, it is the main factor. 14% of respondents stated the main reason that organic food is not accessible enough and 9% do not have enough information about organic food. Other factors are also not enough trust towards organic food, insufficient labelling, insufficient marketing and unsatisfactory range of goods. Concerning the type of goods, they buy, it is mostly pastry, dairy products, fruit and vegetables. Other important factors are also not enough of information customers can gain directly in shops or media which was mentioned by consumers and producers as well. According to the mentioned research, 11,6% of respondents consider the main source of information about organic food advertising, 26,7% shops with organic food, 20% media and 26,7% friends. (ŽIVĚLOVÁ, 2006 pp. 401-405)

The demand for organic food is growing together with interest in healthy food. In the Czech Republic, the biggest constraint is the high price of organic food compared to the conventional one. Another issue is insufficient information among consumers. It is necessary to increase awareness of the advantages of organic food and intensify its promotion. Consumers need to be informed about the safety and quality of organic food based on scientific research. Marketing tools need to be focused on the development of the organic market in the Czech Republic. (ŽIVĚLOVÁ, et al., 2007)

4. Practical Part

4.1. Quantitative research

For quantitative research was chosen the questioning technique. A questionnaire is a method for obtaining a big amount of data and therefore suitable for public opinion findings. For this purpose, was created a structured questionnaire with closed-ended or semi-closed ended questions. Closed-ended questions are questions that have strictly given answers to choose from. Semi-closed ended questions are suitable for obtaining both, specific answers but also give respondent an option to answer something that is not mentioned in the list of the questionnaire. Those are usually in the end of the list as “Others” where respondents can write their answer if none of the answers mentioned above suits them.

The following questionnaire was created to find out consumers' attitude towards marketing promotions of organic food. The questionnaire was distributed electronically, and the target was market in the Czech Republic, therefore, the questionnaire was distributed in Czech language exclusively.

The survey started with a pilot test, where 10 people answered the questions. Those 10 people gave feedback and according to the feedback some more options were added, and some formulations of questions were changed. Concerning question no. 2 about aspects important while buying organic food, there was an added option “country of origin”. In question no. 4 concerning the reasons for not preferring organic food were added options that organic food may look worse than the conventional one and that it can get bad easier. In question no. 10 about advertisement of organic food was added expression “promoted enough” instead of only “promoted”.

After the pilot test, the questionnaire was handed to the respondents where they were asked to fill it out. The test was available from 1st November 2018 until the 1st December. It was necessary to obtain sufficient amount of responses in order to have representative sample.

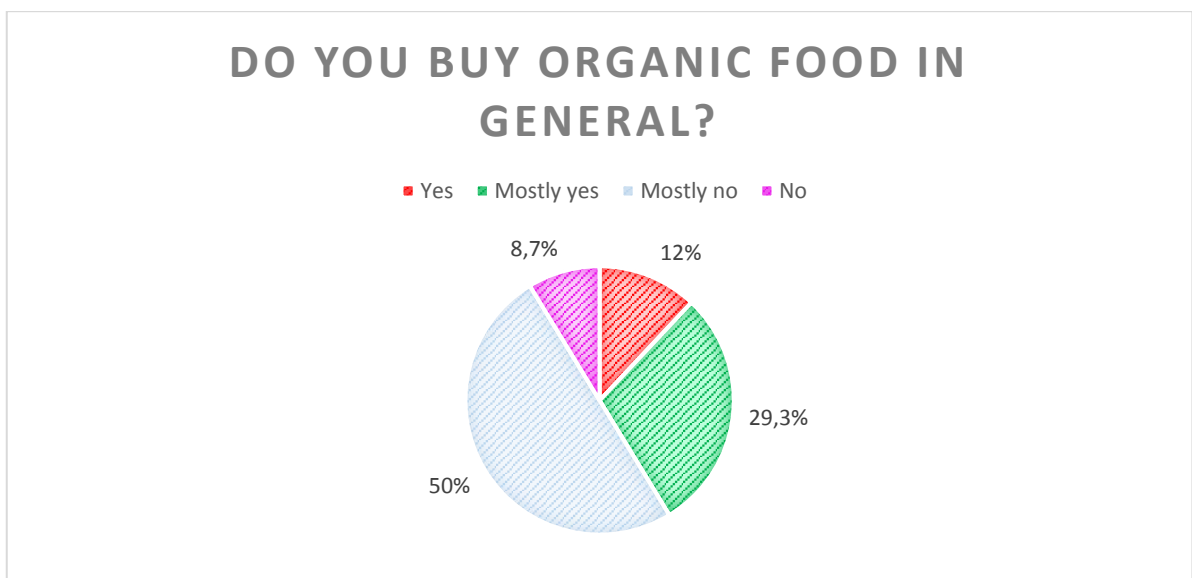
In the end of the survey, totally 184 people responded to the questions. The sample of respondents was chosen randomly. The only requirement was doing grocery shopping in the area of the Czech Republic. The questionnaire consists of 17 questions. The first 4 questions

were asked in order to find out, whether the respondent buys organic food and what is the reason of his decision to buy or not to buy them. The next two questions were focused on where and how often they buy organic food if they do. Than three questions were asking about consumer perception towards marketing and promotion of organic food. Following questions were focused generally on respondents' attitude towards the environment. The last six questions were classifying respondent according to the socioeconomic questions. All questions were built to be easy to answer and always cover all possible answers or give the option "other" for a respondent to write different answer then was stated. The whole questionnaire was created in a convenient way for a respondent, the questions should interest him/her, and it would not take him too much time to answer them. The whole questionnaire as it was distributed is to be found in the Appendix.

4.1.1. Results of the quantitative research

This chapter is analysing the results of a questionnaire. All questions are evaluated separately and using charts and tables for better insight.

4.1.1.1. Results of question no.1

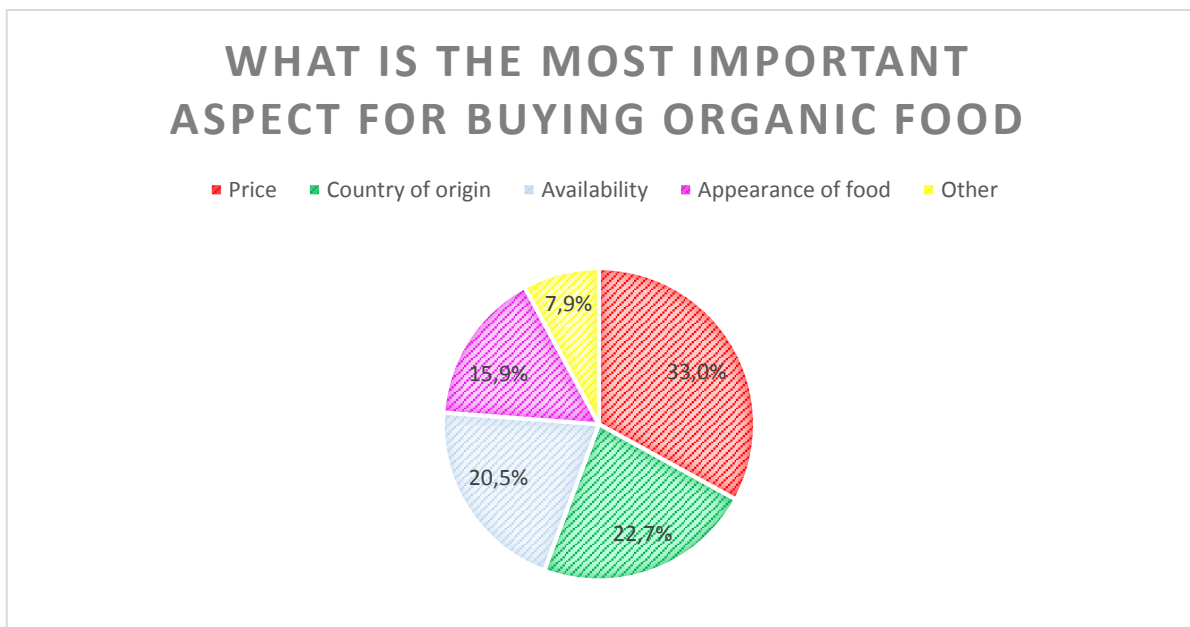


Graph 1 – Do you buy organic food in general?

Source: self-made according to obtained data

The first question of the questionnaire is asking whether the respondent buys any organic food in general. The question is close-ended with four given options. Exactly half of the respondents, 92 people chose the answer “Mostly no”. Which means that half of the respondents mostly do not buy organic food. The second biggest group with 54 respondents answered, “Mostly yes”, which means that almost 30% of respondents mostly buy organic food. 12% of respondents chose answer “yes” and only 8,7% of respondents chose “no”.

4.1.1.2. Results of question no.2

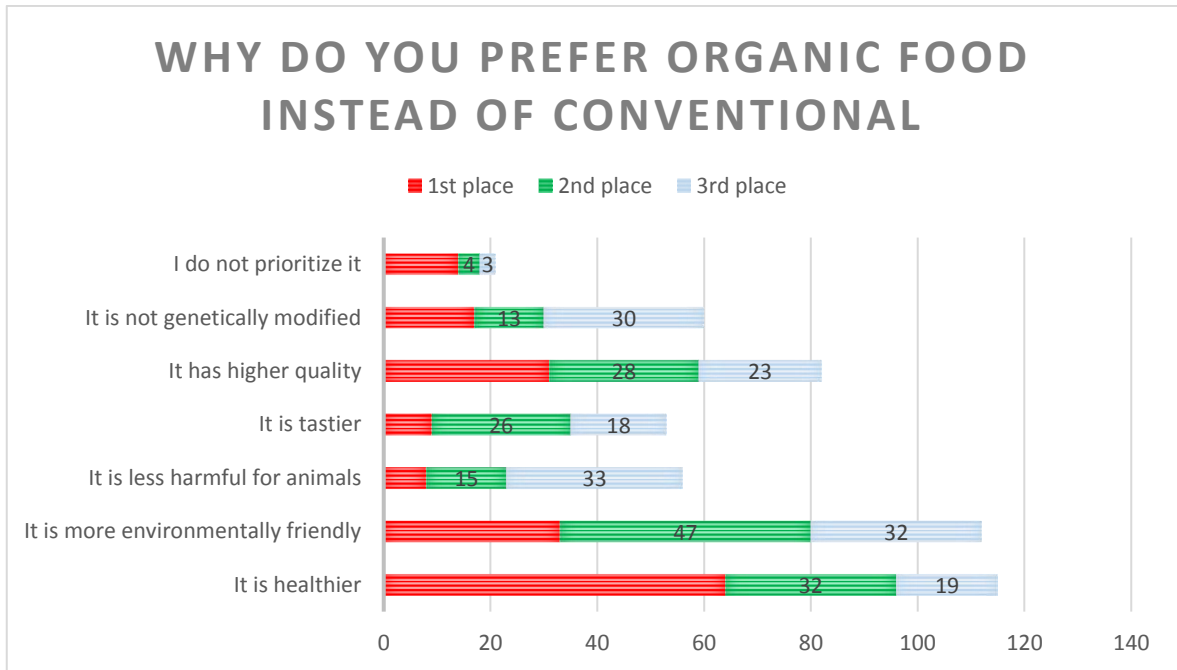


Graph 2 – What is the most important aspect for buying organic food?

Source: self-made according to obtained data

The second question was semi-close ended, with the option to write own answer not mentioned in the list. This question was detecting the most important aspects while choosing food. As it is visible from the chart, according to the respondents, the most important aspect for buying organic food is its price, that was the answer of one-third of the respondents. The second important aspect was selected country of origin and the third availability of product. 7,9% of respondents chose the option “other” and wrote their own answer. In this section were mentioned aspects such as better taste or price-quality ratio.

4.1.1.3. Results of question no.3



Graph 3 – Why do you prefer organic food instead of conventional?

Source: self-made according to obtained data

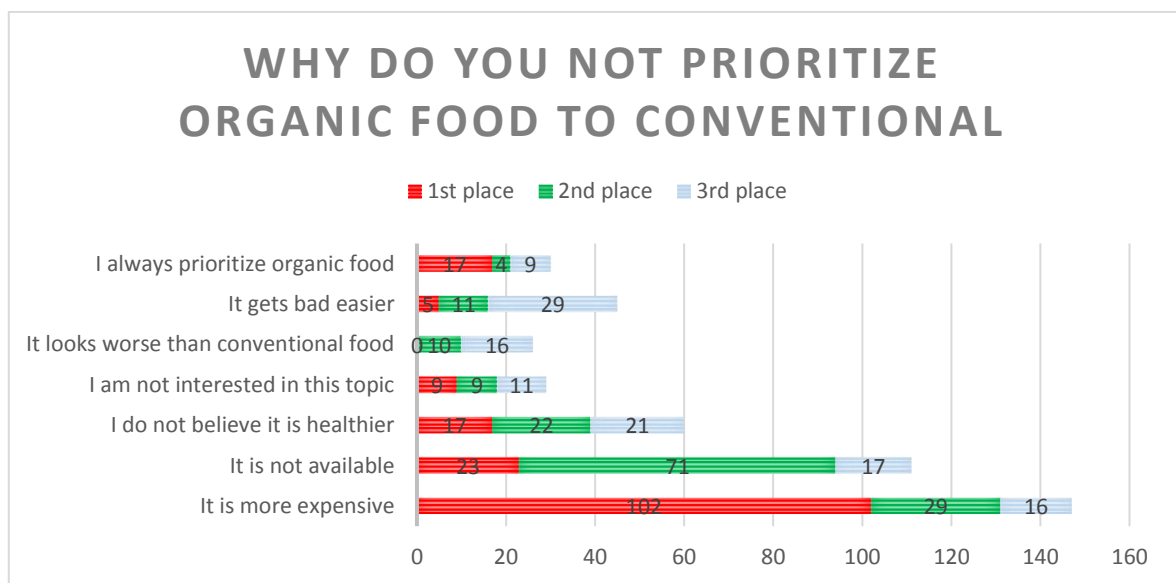
The third question aimed at reasons why respondents choose organic food instead of a conventional one if they do. Respondents were able to choose up to 3 reasons and sort them according to their preferences. First place meant the most important reason, it is marked red in the graph. The most important reason for 64 respondents was that organic food is healthier. 32 respondents put this option healthier in second place and 19 respondents in third place. Second most important was that it is more environmentally friendly and third that it has higher quality. Only 8 respondents chose as their first option, that it is less harmful to animals.

4.1.1.4. Results of question no.4

In the fourth question of the questionnaire were respondents again choosing reasons why, in this case why they choose not to prioritize organic food, if they do so. Again, they

were able to choose up to 3 reasons and sort them from the most important one to the third most important.

Without any doubt, the most important reason not to prioritize organic food is its price. 102 respondents chose this in their first place, 29 in second place and 16 on third. Another reason was that it is not available. 60 respondents chose as one of their reasons that they do not believe that it is healthier. No-one chose as their most important reason that it looks worse than conventional food.



Graph 4 – Why do you NOT prioritize organic food to conventional?

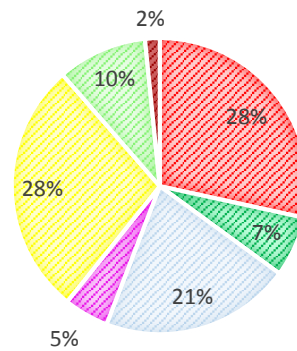
Source: self-made according to obtained data

4.1.1.5. Results of question no.5

The fifth question targeted places where respondents buy organic food. The most common places to buy organic food are supermarkets and directly from farmers. Both options were chosen by 28% of all respondents. The third place where respondents buy organic food are shops specialized in healthy products. Quite surprisingly only 5% buy organic food mostly through e-shops. The question was semi-closed with the option “Other” to choose own answer, this was chosen by three respondents and the answers were for example, that they grow it by themselves.

WHERE DO YOU MOSTLY BUY ORGANIC FOOD?

■ Supermarkets ■ Drug store ■ Healthy shops ■ E-shop ■ From farmers ■ I do not buy them ■ Other...



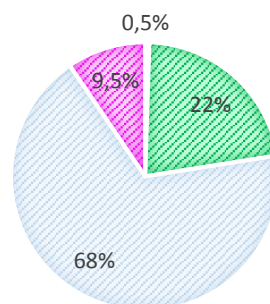
Graph 5 – Where do you mostly buy organic food?

Source: self-made according to obtained data

4.1.1.6. Results of question no.6

HOW OFTEN DO YOU BUY ORGANIC FOOD?

■ every day ■ every week ■ occasionally ■ never

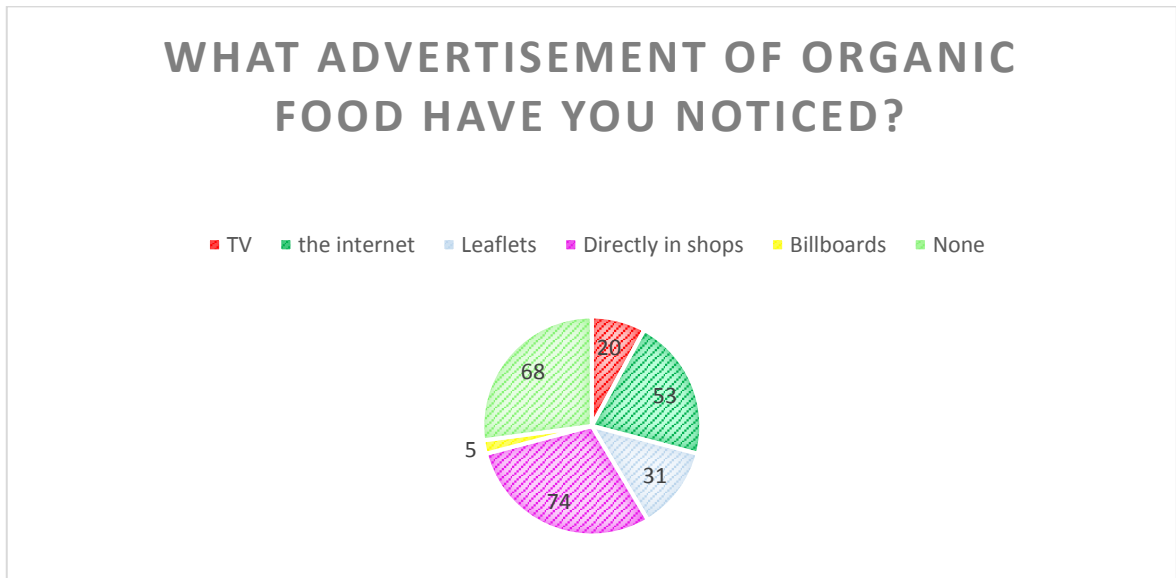


Graph 6 – How often do you buy organic food?

Source: self-made according to obtained data

The sixth question was observing the frequency of buying organic food. The result is that 68% of respondents buy organic food only occasionally. 22% of respondents buy it every week and 9,5% never buy it. Only one respondent buys organic food on daily basis.

4.1.1.7. Results of question no.7

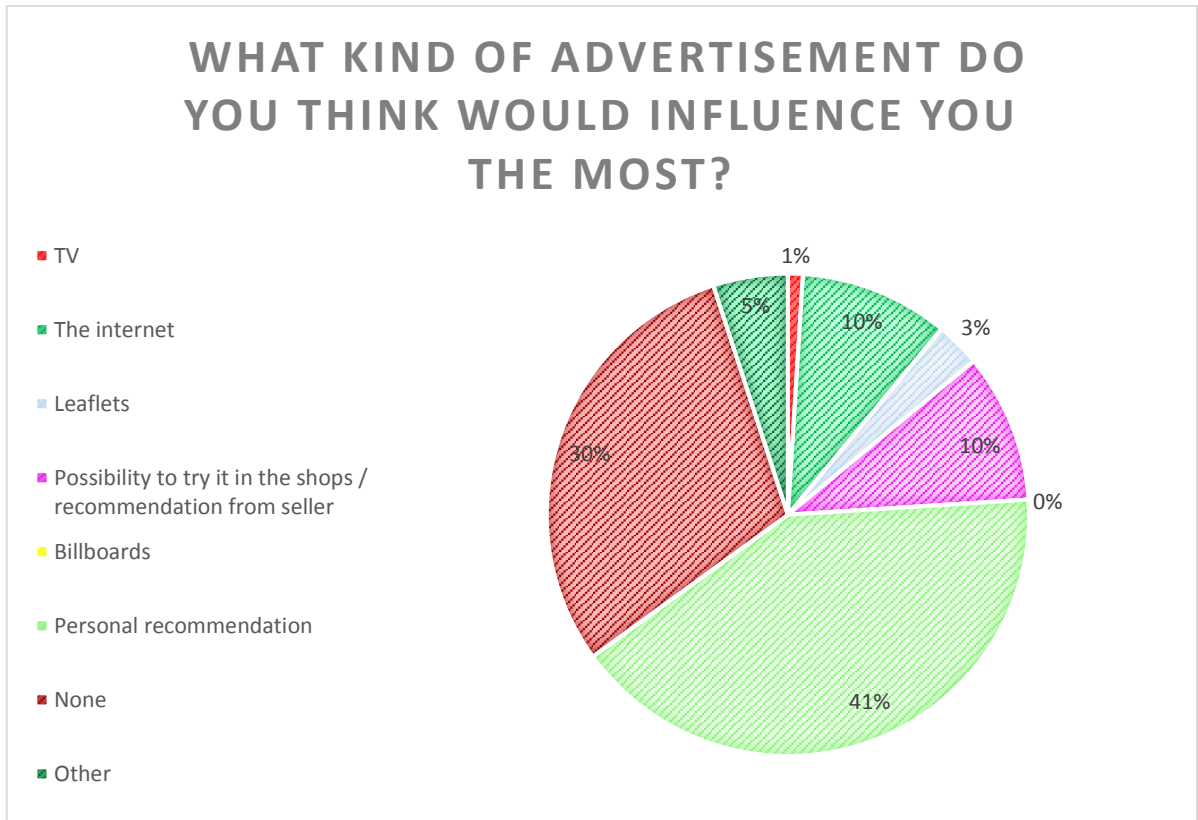


Graph 7 – What advertisement of organic food have you noticed?

Source: self-made according to obtained data

The seventh question was focused on advertisement of organic food. The question was determining the most noticeable form of advertisement. Respondents were able to choose as many answers as they preferred with the option of adding their own answers. They were asked to choose what kind of advertisement of organic food they have noticed. 74 respondents have noticed an advertisement directly in the shops, 68 respondents have not noticed any advertisement of organic food. 53 respondents have noticed an advertisement on the internet, 31 in the leaflets and 20 respondents saw it on TV. In section “Other” respondents wrote for example that they saw an advertisement on farmers markets or that knowledge of advantages of organic food is for them advertisement itself.

4.1.1.8. Results of question no.8

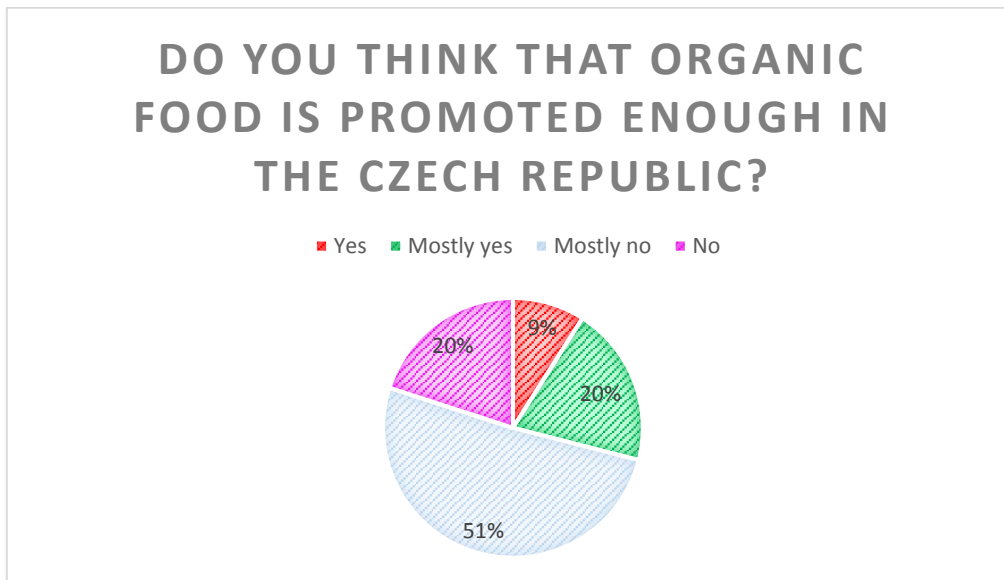


Graph 8 – What kind of advertisement do you think would influence you the most?

Source: self-made according to obtained data

The eighth question was asking what advertisement respondents think would influence them the most. Therefore, there was only one possible answer. 41% of respondents are influenced the most by personal recommendation, 10% by a possibility to try it in the shop or by direct recommendation from a seller, 30% believe that no advertisement would influence them and 10% are influenced by advertisement on the internet.

4.1.1.9. Results of question no.9



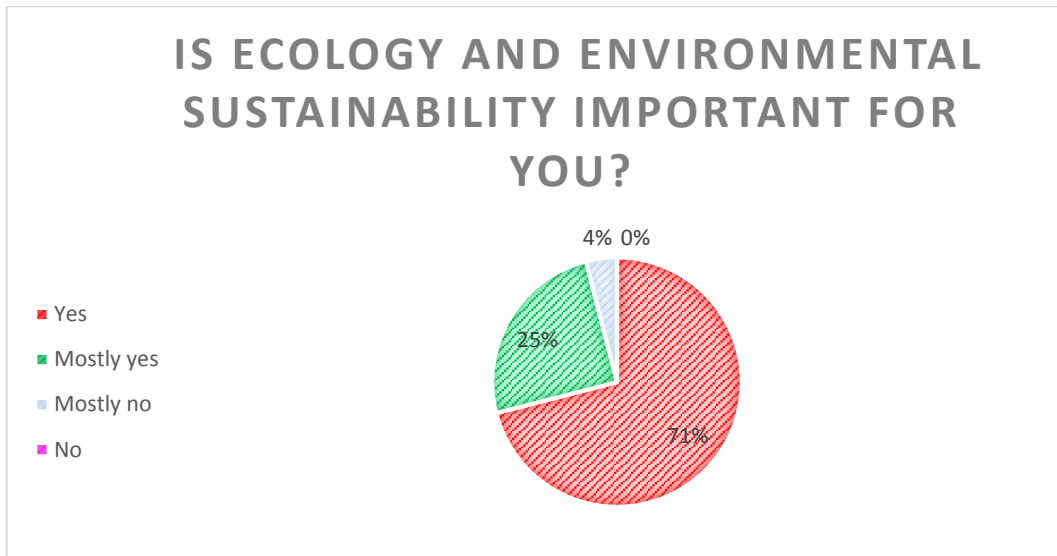
Graph 9 – Do you think that organic food is promoted enough in the Czech Republic?

Source: self-made according to obtained data

The ninth question is a general question if organic food is promoted enough in the Czech Republic. The result is that 51% of respondents think that it is mostly not promoted enough and 20% think that it is not promoted enough at all. Only 9% think that it is promoted enough and 20% think that it is mostly promoted enough. Therefore 70% of answers were negative, which indicates that promotion of organic food is not sufficient.

4.1.1.10. Results of question no.10

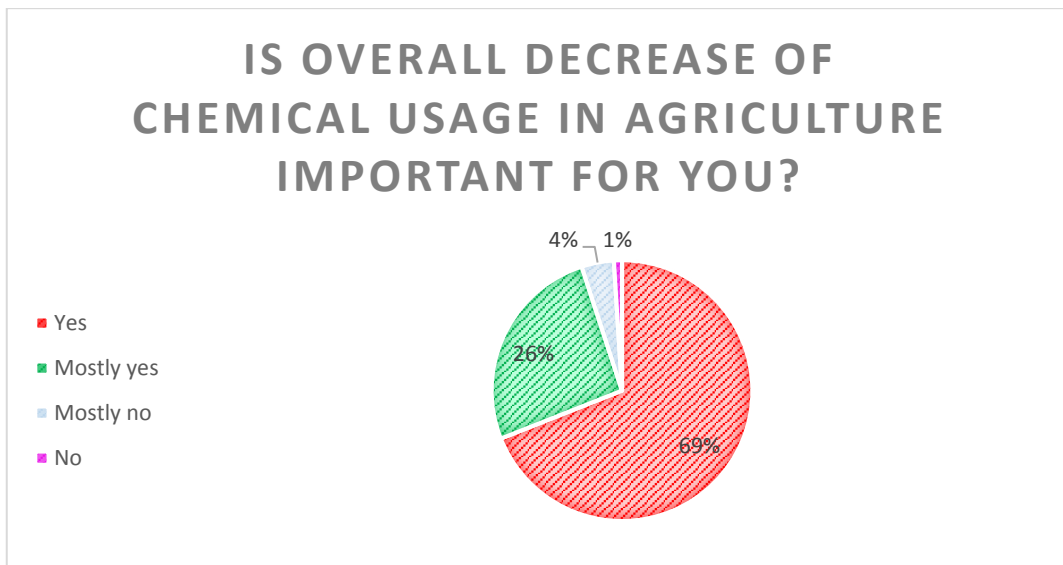
The question number ten is detecting respondents' opinion on the environment and if it is important for them. The result is very positive towards the environment. 71% of respondents claim that environmental sustainability is important for them, 25% of respondents say it is mostly important for them and only 4% say it is mostly not important for them. None of the respondents said that it is not important for them at all.



Graph 10 – Is ecology and environmental sustainability important for you?

Source: self-made according to obtained data

4.1.1.11. Results of question no.11



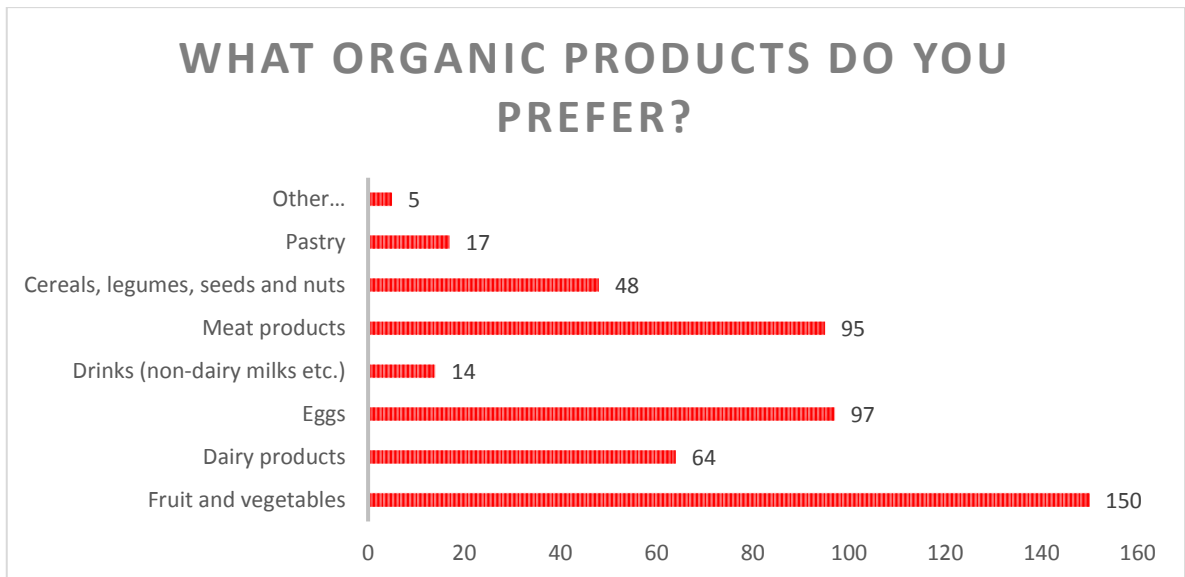
Graph 11 – Is overall decrease of chemical usage in agriculture important for you?

Source: self-made according to obtained data

The question number 11 is asking again general question if it is important for respondents to decrease usage of chemicals in agriculture. The results again are very positive, 69% of respondents chose that it is important for them and 26% that it is mostly

important for them. Only 4% chose that it is mostly not important for them and only 1% that it is not important for them at all.

4.1.1.12. Results of question no.12



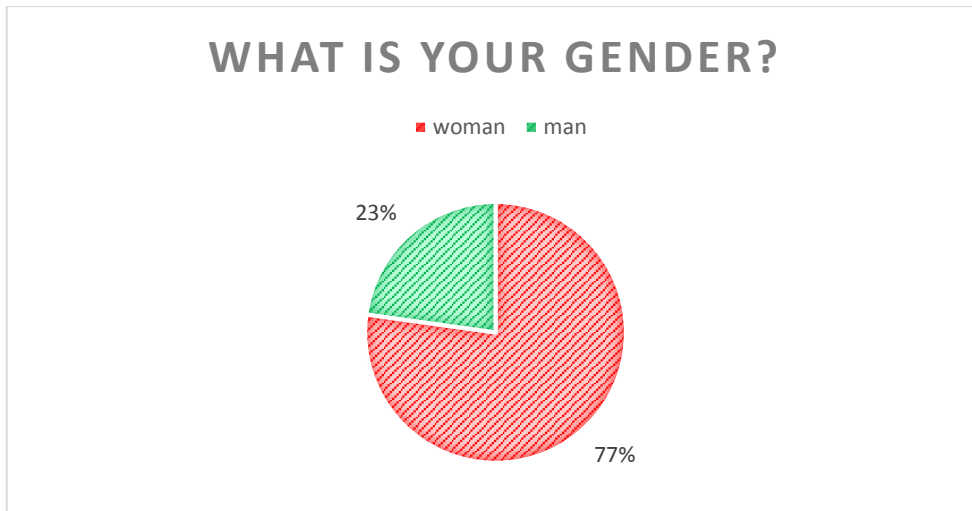
Graph 12 – What organic products do you prefer?

Source: self-made according to obtained data

The question number 12 was observing respondents' preference of type of organic product. Respondents were able to choose up to three favourite organic products. The most favourite type of organic product is fruit and vegetables, 150 of respondents chose them. On the second and third place are eggs and meat with its products. The question was semi-closed and as the option "Other" was chosen for example coffee or cosmetics products.

4.1.1.13. Results of question no.13

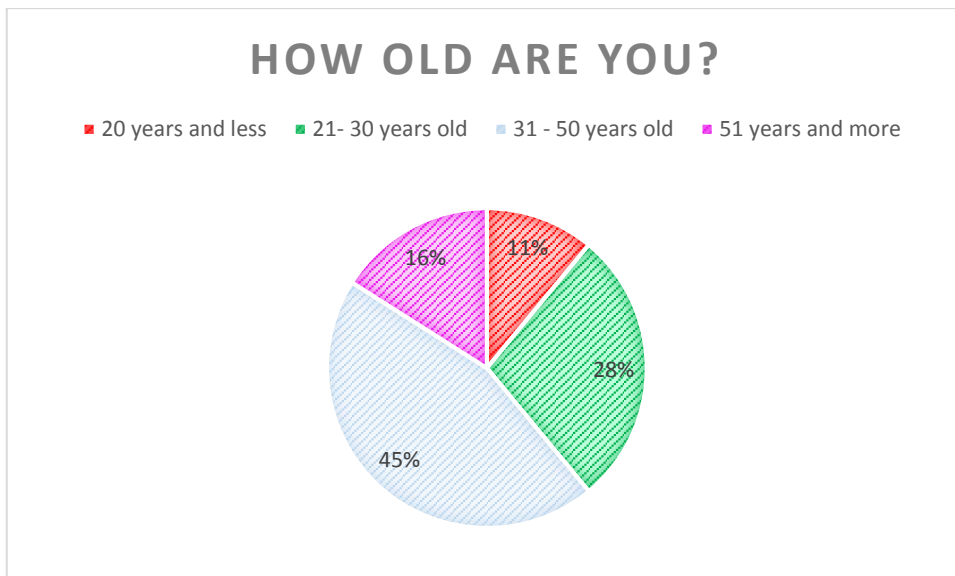
Following questions were demographical to observe the background of respondents. 77% of respondents were women which influence the result of the questionnaire, the comparison of different responses in relation to gender are further discussed in the next chapter.



Graph 13 – What is your gender?

Source: self-made according to obtained data

4.1.1.14. Results of question no.14

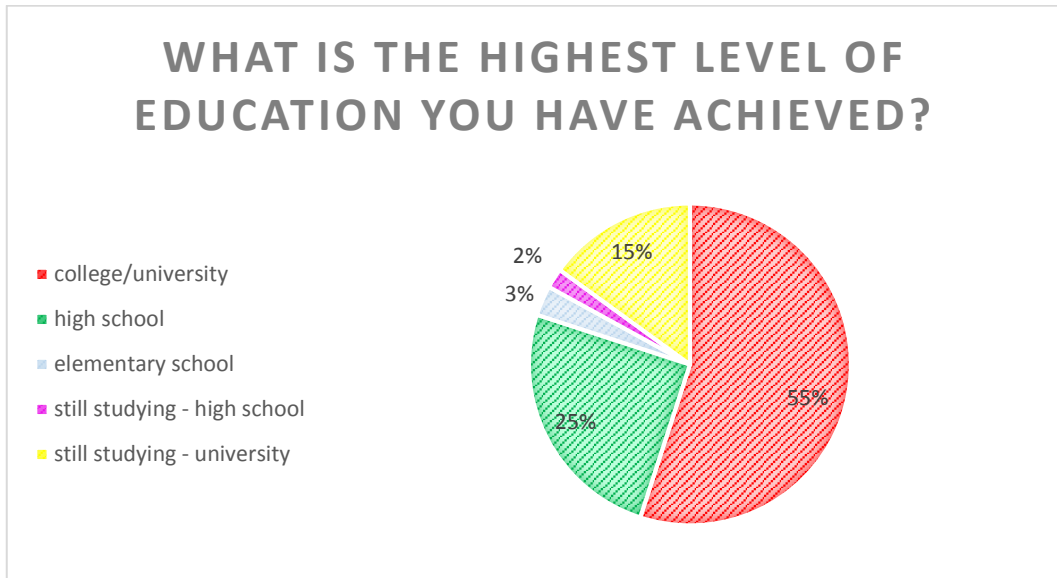


Graph 14 – How old are you?

Source: self-made according to obtained data

The question number 14 is determining the age of respondents. 45% of respondents are 31 – 50 years old. The influence of age is further discussed in the next chapter as well.

4.1.1.15. Results of question no.15

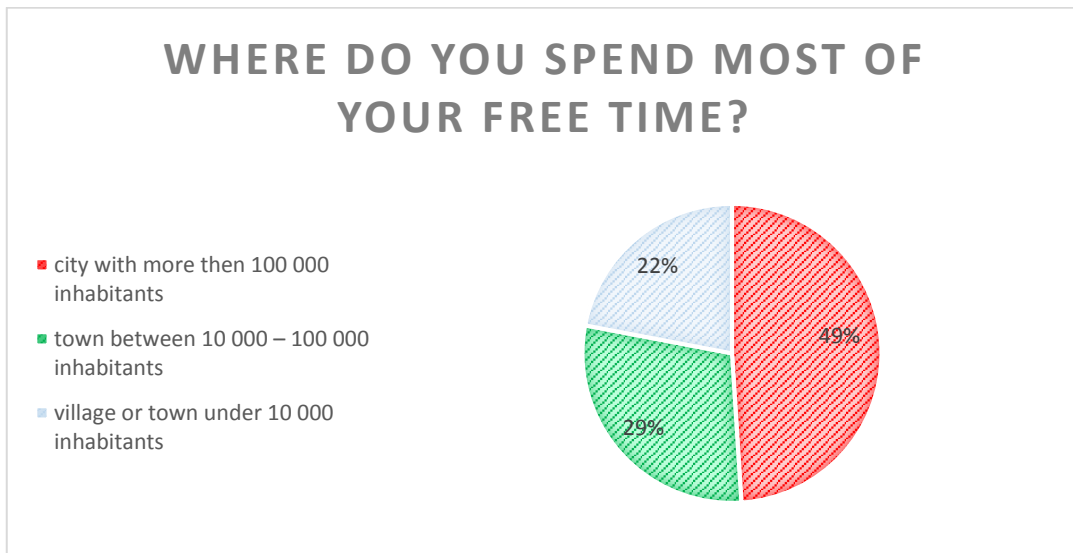


Graph 15 – What is the highest level of education you have achieved?

Source: self-made according to obtained data

The question number 15 is observing the education of respondents. 55% of respondents stated that their highest achieved education is college or university degree. 25% of respondents finished high school and 17% percent of respondents are still studying, 15% of them are university or college students. The influence of education is discussed in the next chapter. A higher percentage of people with university or college education can influence the results of the questionnaire.

4.1.1.16. Results of question no.16

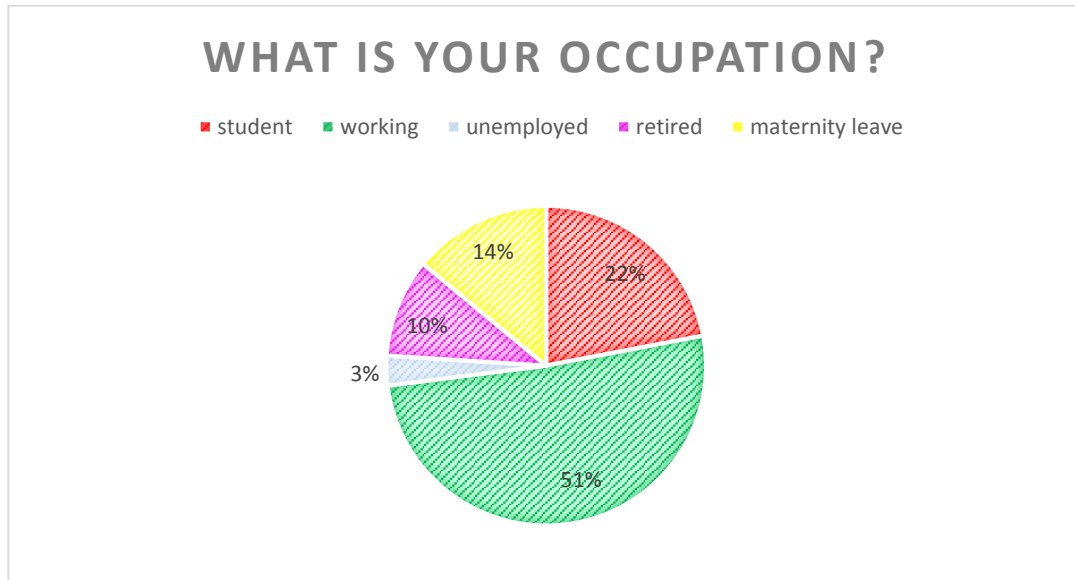


Graph 16 – Where do you spend most of your free time?

Source: self-made according to obtained data

Question number 16 was asking about the place where respondents spend most of their free time. Places were divided into three groups according to the number of inhabitants. According to the results, 49% of respondents spend their free time in the city with over 100 000 inhabitants. There are six cities in the Czech Republic that have over 100 000 inhabitants. 29% of respondents spend their time in towns with more than 10 000 inhabitants but less than 100 000 inhabitants. And 22% of respondents spend their time in villages or towns with less than 10 000 inhabitants.

4.1.1.17. Results of question no.17



Graph 17 – What is your occupation?

Source: self-made according to obtained data

The last question was asking about the occupation of respondents. 51% of respondents are working, therefore they have a certain income. 22% of respondents are students, 10% are retired 14% are on maternity leave and 3% are unemployed.

4.2. Qualitative research

In qualitative research was used the method of a semi-standardized interview with open questions. The interviews were done personally during February and beginning of March 2019. All of the interviews were done with managers, owners or people responsible for marketing. Altogether 12 specialized shops were asked to participate in the research out of them three agreed to meet and answer questions regarding the marketing promotion of organic food in their shop. Concerning supermarkets, three supermarkets on the Czech market were reached where only Tesco agreed to participate in the research. German supermarkets such as Billa and Lidl did not want to share any information regarding their marketing.

4.2.1. BioKoloniál



Figure 6 – Official logo of BioKoloniál

Source: <http://www.biokolonial.cz/>

For the example of a small shop focused on organic food was chosen healthy shop located in Prague 9 called BioKoloniál. In order to observe the marketing promotion of the shop, the interview was carried out on 21st February with the owner of the shop who is also working as a shop assistant and oversees the promotion. BioKoloniál has its own websites and Facebook page where is promoted the shop and organic food. The Facebook page is very active with new posts every week and the page has 56 followers (21st February 2019). On the Facebook page, the shop offers different discounts, special sales and uses different promotional techniques. For the promotion is used a personal approach, the posts on their page look very friendly and show an informal atmosphere. BioKoloniál is not only selling organic food but also other healthy products that are not organic. From the website, it is clear, that they have fresh fruit and vegetables delivered regularly to the shop. They have fresh organic pastry every day and a very wide range of different organic products.

According to the research, the shop BioKoloniál does promote organic food as they believe that it is something worth to pay more for. They prefer personal promotion such as direct recommendation in the shop, helping customers to choose the best products and give them the possibility to try them. BioKoloniál also sends a newsletter but the owner believes that Facebook page is more efficient as customers or potential customers can have a look on the website when they prefer, and they do not feel any marketing pressure, or they are not

annoyed by spam. The owner herself is responsible for marketing, she is in charge of the official website and the Facebook page. They also have two billboards in the neighbourhood. She does her work very conscientiously, she believes that only bio label is not enough, and she personally goes to the farms and visits the producers to check the quality. For example, she thinks that dairy products do not necessarily need to be organic if it is clear that the producer is local and takes care of the cows well. She also sees a problem with some Czech producers of organic products and she, therefore, has her own preferences of products. She believes that quality is over the organic label.

Regarding marketing techniques, they use the internet, direct marketing in the shop, billboards, and possibility to try food in the shops. They also use the electronic newsletter, but they do not distribute any leaflets neither they use advertisement on TV. Another way of promotion is also discount system for loyal customers.

Concerning what techniques are better for organic food, the owner believes that it is not important to stick with organic only, she does have customers that only goes for organic products, those are mainly mothers, but she does not feel that it is necessary to promote them more than other healthy food in the shop. As feedback she has positive and negative responses as well. The negative ones are mainly about the price because organic products in the supermarkets are usually cheaper. The positive feedback is that customers appreciate the personal approach, good quality and nice atmosphere.

4.2.2. Fair & bio



Figure 7 – Official logo of Fair&bio

Source: <https://www.obchodfairbio.cz>

As the second example of a small shop focused mainly on organic food was chosen Fair&bio. This shop is located in Prague 8, Karlín, the company is on the Czech market since 2004 but this store is there since 2010. Fair&bio is sponsored by non-profit organization Ekumenická akademie and profit of the shop is used for further promotion of fair trade and organic products. This shop is not only focused on food but also other organic products and not all products are organic, but most of them are.

The interview about marketing promotion was done personally with the manager of the shop who is currently also in charge of marketing. She was interviewed on 25th February 2019.

According to the interview, the shop is focused on fair and bio (organic), but the manager is observing, that organic is working more for marketing purposes and also more known among customers. Most of the products that are being sold in the shop are imported from Austrian and German sellers and even they started to import more and more organic food and products. The producers and exporters are even recreating products that we were not organic before into organic ones according to current demand.

Fair&bio is using many different marketing promotion techniques. They are distributing leaflets in their shop and in cafes and stores in neighbourhood. They offer brochures about fair trade and organic products and describe them. They participate in events where they have their own promotion stands (i.e. Biojarmark). They are also regularly attending the event Earth day. They also create workshops and educational programs in order to promote why is fair trade and organic important. They are also using their location to draw the attention of big corporate companies around them and they distribute their leaflets and promotion material there. They even have special present packages that they distribute in those companies in order to strengthen their cooperation and the manager believes that this is one of their best marketing steps.

They also have their website however; the manager admits that the websites do not have any regular posts or updates and it only shows the general information that is not changing. However, their Facebook page is well updated, they are trying to post some new information every week. They are posting there about new products or events. Concerning the person responsible for marketing, currently there are two people responsible for marketing, but they

are trying to have always one person that is focused just on marketing, this was not possible now due to recent personnel changes within the company. Recently they had company brainstorming where they were discussing possible marketing improvements therefore, they have many ideas for future promotion.

Fair&bio is also present on platforms such as <https://slusnafirma.cz> or <https://www.greenglasses.cz/> that are improving the shop's reputation.

They do not have any billboards as they believe it is very expensive, but they are considering it in the future. Other marketing promotion techniques they use is directly in the shop, they always offer help and personal approach to customers. They sometimes give the possibility to test new products in the shop, but they did not find this marketing tool very efficient. They have permanent customers as well as tourist and random passers-by. There are mainly trying to attract people who are living and working in a local area. For this purpose, they are planning to create banners outside and posters on the window. For example, in future they would like to have outside lighting of the shop so that the shop would be more visible in the evening.

They noticed that customers are interested whether the products are organic, so they created new tags, where they write if it is organic, vegan, sugar-free or gluten-free. They see that customers approaching their shop mainly prioritize organic to conventional products.

4.2.3. Provita



Figure 8 – Official logo of Provita

Source: <http://provita.cz/>

A third shop that is focused mainly on organic or other healthy food is Provita. Provita has two small shops, e-shop and it is also a wholesaler. Provita is very significant importer on the Czech market. They are importing organic and other healthy food to many Czech shops as well as they have their own retail shop with organic products.

Altogether they have four small shops, two wholesalers and one e-shop. Therefore, their marketing target is very wide, and they are trying to focus on all different groups of buyers.

The company and its shops are based in Moravian-Silesian Region of the Czech Republic. The retail shops are located in Frýdek-Místek and in Sviadnov. It is a family company where members of the family are participating in different positions.

In order to observe their marketing approach, an interview over the phone was done on 6th March 2019. The interview was done with one of the family members, who participates in marketing promotion and is responsible for the propagation of Provita. The interview took around half an hour and was done through a phone call. It would be difficult to meet personally due to the far location of company headquarters.

It was clear from the research that Provita is not only focused on organic food but also on other local and healthy food that the company produces, imports and distributes. The most of their customers are from the Moravian-Silesian Region, which is a poorer region, comparing to the rest of the Czech Republic, therefore people are less likely to be interested in organic food and they prefer to buy cheaper food options, which is usually not organic. They are also exporting a lot to the Eastern part of Europe for example to Slovakia and Poland, where the demand for organic food is lower as well. Provita is well aware of that and they are targeting their marketing accordingly. They still have many customers from Prague and the Western part of the Czech Republic where customers are more likely to appreciate organic label and quality. They take all this into consideration, and they try to produce food cheaper for the same quality. With some specific products they even noticed that the product consists of the same raw materials only the one with organic label is more expensive, because getting the label cost producers time and money. This of course is not true for all organic products. Provita is going to introduce two new brands where one is going to be organic, more luxury for a richer clientele while the second one will be budget-friendly for customers who appreciate good quality healthy food but for an affordable price.

Concerning marketing promotion in Provita, they have one person responsible for online marketing, they are currently on Facebook and they have their official website, but they are planning to spread on more social networks and expand their online propagation. Even though there is one person responsible, more members are involved in the promotion.

Their roles in the company are divided into three parts of their company, retail shop, wholesale and the e-shop. As each part has a different target group. So far, they have found it very successful to share on Facebook about their products for the wholesaler part, because many different small healthy shops who are importing goods from them share their posts and spread it more. Their Facebook page has 756 followers and is very active. Recently, they have been posting several times a week, usually about new products. They post very professionally looking pictures of their products with interesting information about them, they also share links to their e-shop and information about their retail shops.

Provita is also producing their own food, which they promote, but not much more than the imported product. They import a lot from Germany and then they distribute it to the Czech market. For marketing promotion in their small healthy shop, they use usual techniques such as trained personal who is happy to advise and help. Some of their shop assistants are even nutritionists. Personal approach and friendly atmosphere in shops is very important for them. They are also often giving customers the possibility to try new products, they found this very efficient. Those products are mainly organic because those are usually new products from importers from abroad. For that they usually choose products that are easy to offer to try for example yogurts and plant-based milk. In general, their promotion is divided approximately half and half into organic and non-organic food. They have many regular customers and they are regularly sending them an online newsletter. Provita finds this very efficient and a good way how to regularly inform people about their current offer and new products.

4.2.4. Tesco supermarket



Figure 9 – Official logo of Tesco

Source: <https://itesco.cz/>



Figure 10 – Official logo of Tesco organic

Source: <https://itesco.cz/>

For the example of a supermarket promotion was examined the supermarket Tesco. According to the researcher by PRO-BIO LIGA Tesco has the widest range of organic products from all supermarkets on the Czech market. But compared to a specialized shop it is still not wide enough. They offer cheaper organic products than specialized shops and are easily accessible and therefore convenient. (VALEŠKA, 2008)

Even though Tesco has a very wide range of organic products in their supermarket their promotion of organic products is not very strong. Understandably, it is not their main priority as they have many different products and they are focusing on the customer as such, giving him the opportunity to choose, what kind of product they prefer.

For the research, an interview with two representatives of the marketing department of Tesco was done. Tesco was the only supermarket on the Czech market that was open for questions and willing to participate in the research. As it was mentioned even two representants met for an interview that happened in the central headquarters of Tesco in Prague, Vršovice on 5th March 2018. They were very open and helpful, but at the same time very professional therefore they did not reveal any internal information from Tesco company.

During the interview, the representatives confirmed, that for Tesco, organic food promotion is not the biggest priority. However, when they do promote, they use slightly different tactics compared to the promotion of conventional food, for example, they make visible that it is labelled organic on the other hand they do not publicise the price of the products. Organic food has a completely different focus group, therefore, their promotion is

mainly focused on women between the age of 24 and 50, with higher income and who are often mothers. This is mainly done through online marketing where they can use targeted advertising.

Another part of online marketing is their online magazine on the website <https://itesco.cz/hello>. There are regularly posted articles about healthy eating and recipes, where a lot of those products are organic. In those recipes, there are direct links to Tesco e-shop where customers can order or find the product for the recipe needed. Those articles and recipes are focused on the whole package of healthy food, but many of them are focused directly on organic products.

In the supermarkets directly, they have a special shelf for organic products that are separated. Next to them, there is for example food for special diets such as gluten-free, diabetes or dairy free. Fresh organic products such as fruit and vegetables are next to the conventional ones where customers can choose whether they are willing to pay more for them or not and compare. Unlike the other shops in the survey, Tesco is very careful while promoting their organic food they do not want to make an impression that their other products are less good therefore they do not say whether organic is better, but they leave it up to customers' preferences. For example, when they promote a product, they offer all possible varieties, conventional and organic included. In the leaflets, they sometimes have a section for organic food separated from the rest. But comparing the amount of demand for organic food with the demand for conventional food, the demand for organic food is much smaller, therefore, it is not profitable to do it very often.

They also notice that for Czech customers price is often over the quality thus they focus a lot on the affordable prices of organic food for Czech customers. Targeted campaign for one product is quite expensive and mostly not worth the price. Giving the possibility to try the product usually needs to be proposed by the distributor because usually it is again quite costly, and it needs to be considered whether it pays off. Concerning Tesco's promotion directly in the shop, they try to train employees on organic food, but of course, personal approach with healthy stores is incomparable. On the other hand, at the central headquarters, there are many specialists who are focused on the quality of organic food. Employees participating in the marketing of organic food need to be informed, for example, they must

have an overview of products offered by Tesco, especially for writing the articles for Hello Tesco.

Concerning their marketing team, there are special marketing brand teams for different Tesco brands such as Tesco Healthy Living and Tesco Organic.

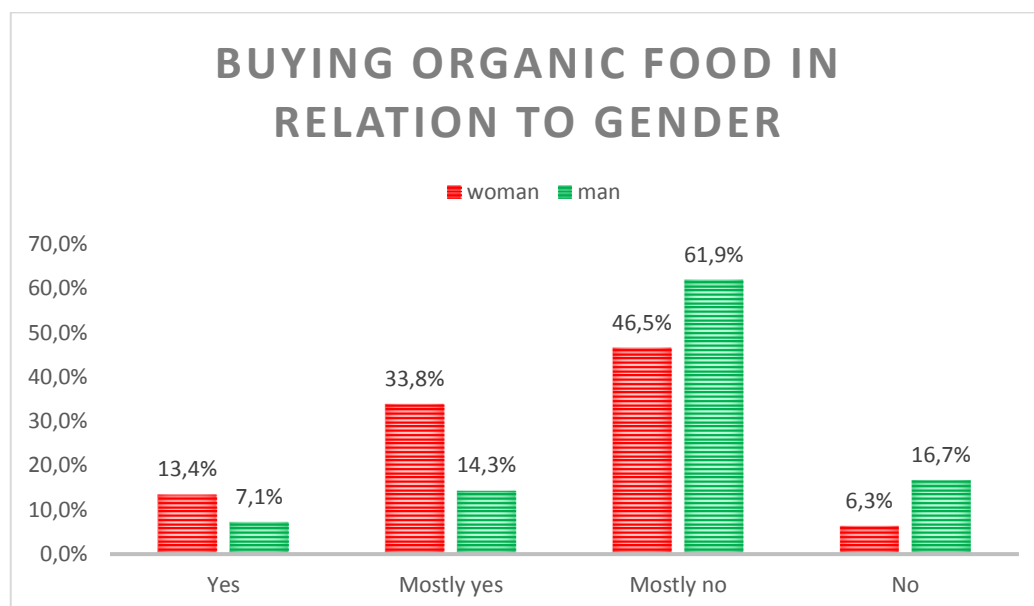
Tesco notices how important is feedback from the customers and good recommendation thus they are focusing a lot on a good reputation. They had some cases in the past that food marked as organic was not actually organic therefore it is very important to prevent this situation from happening again. As this is the worst kind of advertisement for organic food in Tesco. On the other hand, they have a lot of positive feedback on Facebook where people are buying food based on a recommendation from an acquaintance.

5. Results and Discussion

5.1. Results of Quantitative research

This part of the thesis is evaluating the data obtained during the quantitative research. It is trying to find context and connection between the answers from the respondents and determine research findings.

5.1.1. Buying organic food in relation to gender



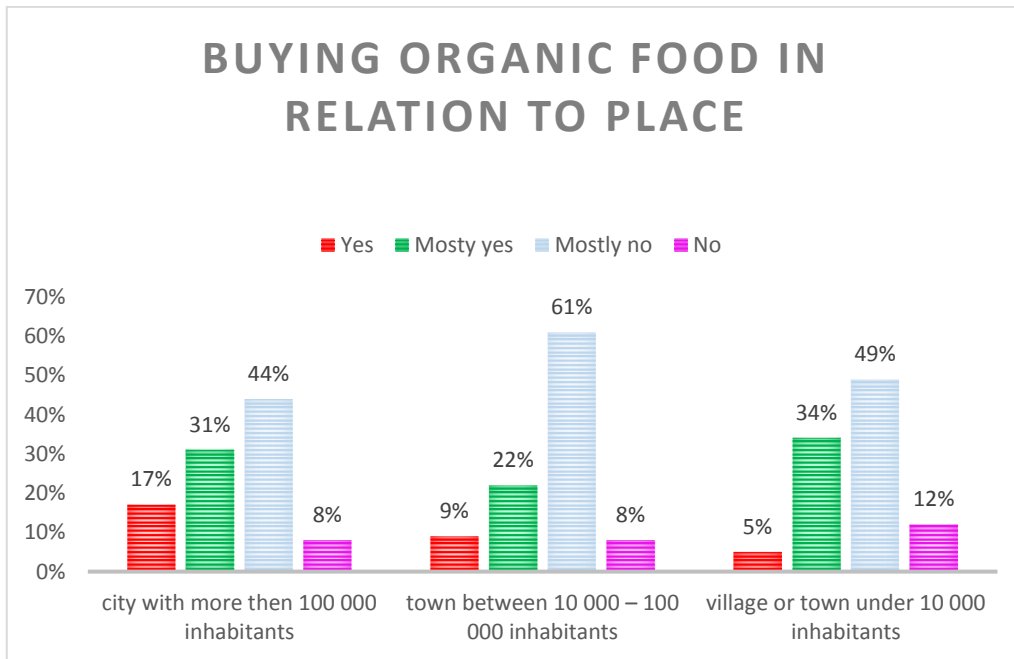
Graph 18 – Buying organic food in relation to gender

Source: self-made according to obtained data

As it is visible from this graph, in relation to gender, women are statistically more likely to buy organic food than men. The results were calculated proportionally so the fact that there were more women than men does not distort the results. 13,4 % of women and only 7,1% of men chose that they buy organic food. 33,8% of women stated that they mostly buy organic food and 14,3% of men stated that they buy organic food. The answer mostly no was chosen by 61,9% of men and 46,5% of women and the answer no was chosen by 16,7% of men and only 6,3% of women. The significance of gender is very clear in those

results. Of course, there can be more factors influencing this fact. One of the reasons might be that women in this questionnaire could be doing more grocery shopping than men.

5.1.2. Buying organic food in relation to place

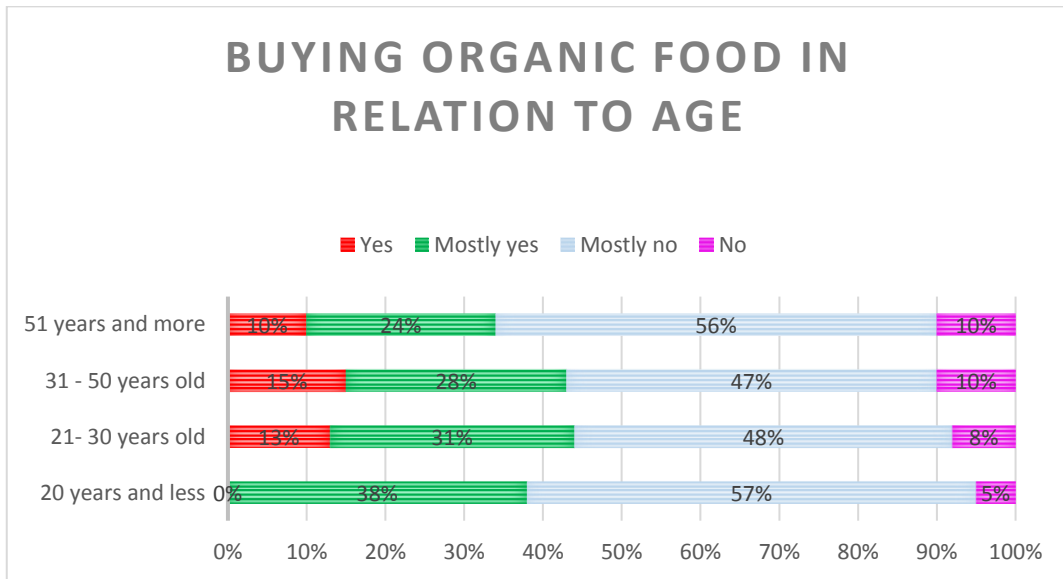


Graph 19 – Buying organic food in relation to place

Source: self-made according to obtained data

Whether buying organic food depends on the place where is respondent staying is shown in this graph. The respondents were asked how big is the city, town or village, where they spend most of their free time. Comparing to smaller towns with 10 000 – 100 000 inhabitants and villages under 10 000 inhabitants, people who spend most of their free time in cities have chosen slightly more to answers yes. People living in the village under 10 000 inhabitants chose slightly more times answer no. Therefore, people who spend most of their free time in cities with more than 100 000 inhabitants are more likely to buy organic food. In the Czech Republic, there are only 6 cities with that many inhabitants and those are Prague, Brno, Ostrava, Pilsen, Liberec, and Olomouc. But in general, according to the answers, the place is not that crucial when it comes to organic food shopping.

5.1.3. Buying organic food in relation to age



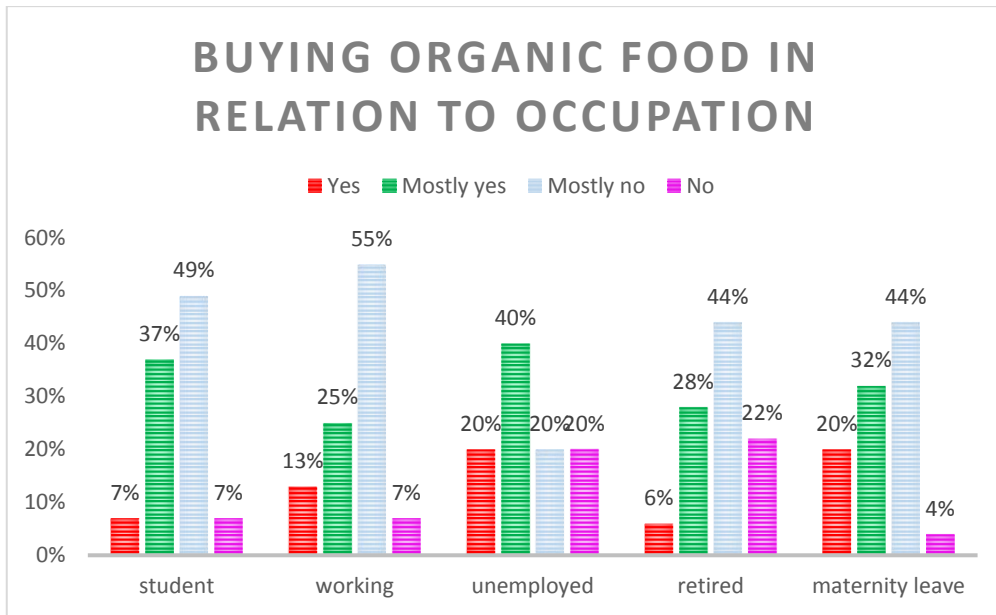
Graph 20 – Buying organic food in relation to age

Source: self-made according to obtained data

The influence of age while buying organic food is visualized in this graph. Slightly more people between the age of 21 and 30 are buying organic food than people between the age of 31 and 50. It seems that the least organic food are buying people over 51 years old. People under 20 years old are quite indecisive with their answers. None of them chose the answer yes and only 5% chose the answer no. It can be influenced by the fact that they do not often buy their own food.

5.1.4. Buying organic food in relation to occupation

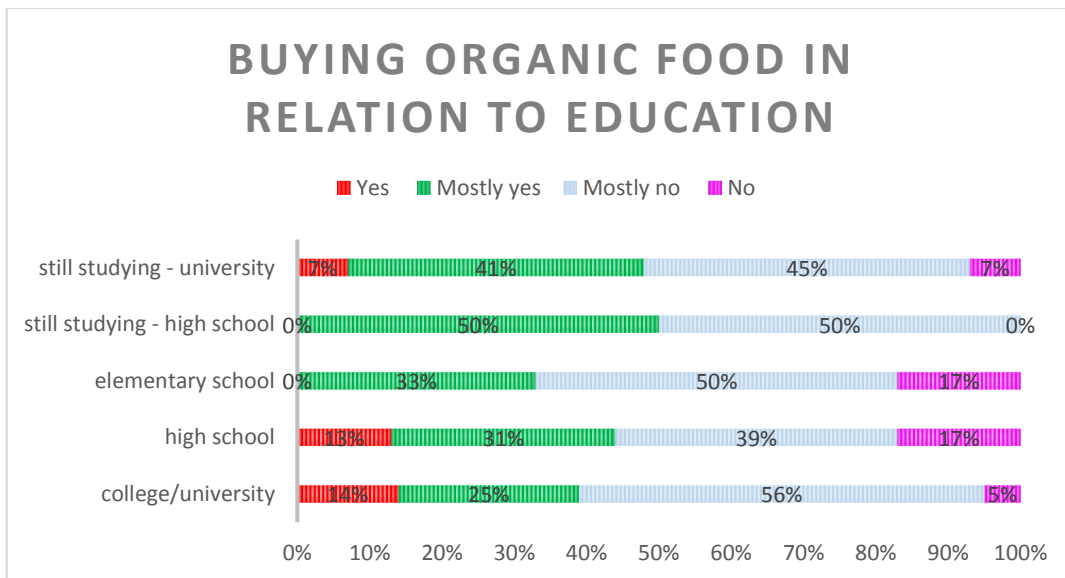
The relation of buying organic food and occupation seems a bit higher than age and place. Parents on maternity leave are more likely to buy organic food than the rest. 20% of respondents on maternity leave answered that they buy organic food and 32% that they mostly buy it, 44% of them mostly don't buy it and only 4% chose the answer no. There is no significant difference between students and working people. Retired people, on the other hand, are less likely to buy organic food than the other groups. Only 6% chose the answer yes and 28% chose the answer mostly yes.



Graph 21 – Buying organic food in relation to occupation

Source: self-made according to obtained data

5.1.5. Buying organic food in relation to education



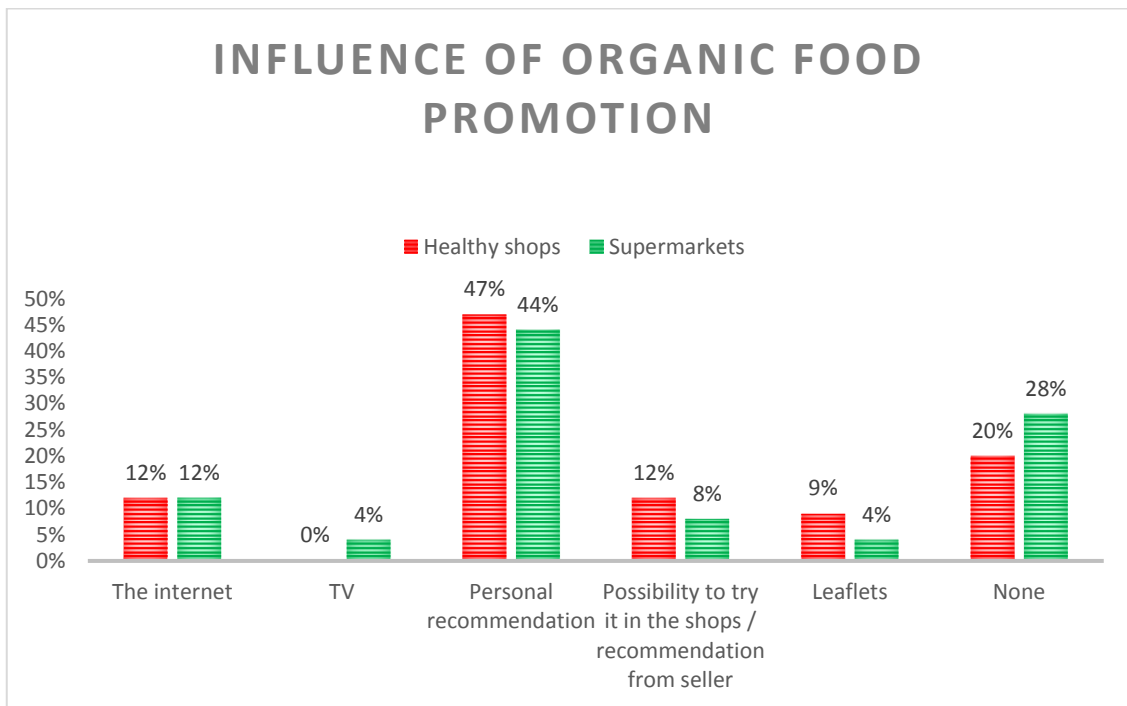
Graph 22 – Buying organic food in relation to education

Source: self-made according to obtained data

The dependence of education while buying organic food is shown in this graph. The group with the least probability to buy organic food are people with elementary school

education. There was no answer yes in this group, only 33% answers mostly yes and the rest of respondents chose to answer no or mostly no. Again, university and high school students are more indecisive and stick with answers mostly yes and mostly no. Difference between answers of people with college or university degree and high school degree is not very significant.

5.1.6. Influence of organic food promotion



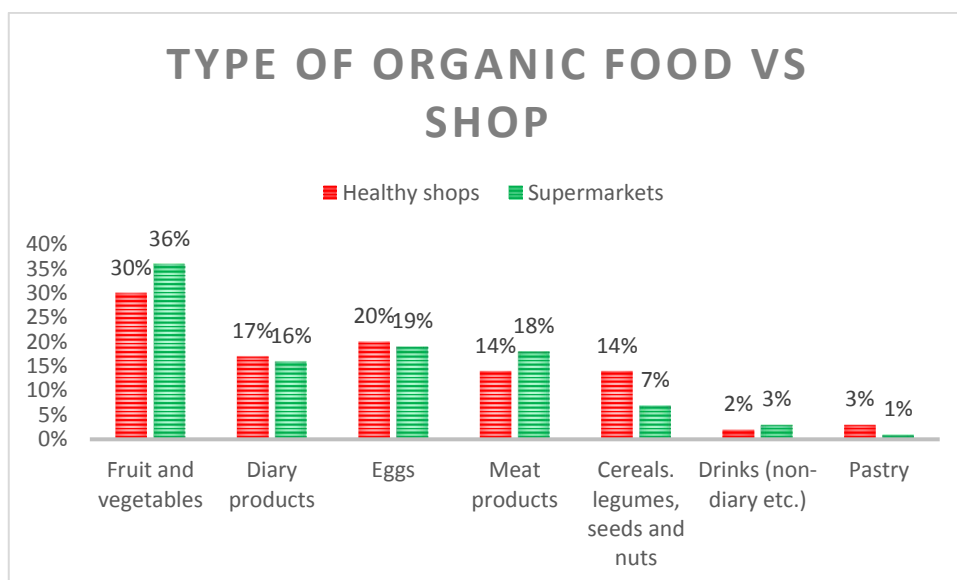
Graph 23 –Influence of organic food promotion

Source: self-made according to obtained data

This graph shows the relation between where respondents mostly buy organic food and what kind of advertisement, they chose that influence them the most. In order to give a proper recommendation to sellers from supermarkets and small healthy shops in this graph were only chosen the answers where respondents chose one of those two options. This research found out that people who mostly buy organic food in healthy shops are from 47% influenced by personal recommendation. From 12% they are influenced by advertisements on the internet and also by 12% they are influenced by the possibility to try it in the shops or by the recommendation from a seller. None of the people who buy organic food mostly

in healthy shops chose that they are influenced by TV advertisement. On the other hand, people who buy organic food mostly in the supermarkets are influenced by the possibility to try it in the shops and recommendation from a seller a little less. 4% believe that they are mostly influenced by TV advertisement and 12% believe that they are influenced by the internet. Personal recommendation is still the leading influence in both categories. People who buy organic food mostly in healthy shops are a little bit more influenced by leaflets than people who buy it in the supermarkets.

5.1.7. Preference of organic product related to the preference of shop



Graph 24 - Preference of organic product related to the preference of shop

Source: self-made according to obtained data

This graph is also comparing supermarkets and small shops. It is observing the preference of organic food of customers who are mostly buying organic food from healthy shops and supermarkets. Customers who mostly prefer supermarkets are buying more fruit and vegetables and meat products. People who tend to buy organic food in healthy shops buy more cereals, legumes, seeds and nuts than people who buy organic food in supermarkets. However, fruit and vegetables are the most popular organic product in both groups. This can be quite demanding for healthy shops where they cannot have fresh goods

every day or if they do not have proper storage for it. But knowledge of consumers preference is very important for marketing.

5.1.8. Summary of quantitative research

To sum it up according to the answers from the questionnaire, people who are more likely to buy organic food are women, people who spend most of their time in a city with more than 100 000 inhabitants, people under 51 years old, parents on maternity leave and people with high school and university/college education. The groups of people that are less likely to buy organic food are retired people, people older than 51 years. People who buy organic food in healthy shops are more likely to be influenced by a recommendation from a seller or by leaflets than people who buy organic food in supermarkets. People who buy organic food in supermarkets are more likely to be influenced by TV than people who mostly buy organic food in specialized healthy shops. Overall the most popular organic products are fruit and vegetables. Even though that according to the results most of the respondents are concerned about the environment and in general they support the decrease of usage of chemicals in agriculture, the promptness to pay higher prices in order to support it is not very high in the Czech Republic. Many people do not buy organic food and they are not willing to pay more. Also, the promotion of organic food in the Czech Republic is insufficient and people are often not very well informed about the advantages of the products.

5.2. Results of Qualitative research

For the qualitative research four interviews in different shops that offer organic food were done. Those shops are BioKoloniál, Fair&Bio, Provita, and Tesco. The result of qualitative research is a comparison of marketing promotion of organic food in those four shops. The comparison is evaluated based on many aspects.

5.2.1. Marketing promotion techniques

The first aspect is marketing promotion techniques the shops use. Concerning which techniques are used, in retail shops, they are using a lot of on direct promotion in the shop, their staff is trained, they have a personal approach to the customers, and they create a

friendly atmosphere. Compared to the supermarket this is not entirely possible there, the only thing that could be done in supermarkets is better training of staff about organic food and having more shop assistants specialized in that.

Another marketing technique used in small shops is giving customers the possibility to try their organic food. This was found effective especially in BioKoloniál and in Provita, Fair&Bio did not find it that efficient and in Tesco, they do not use it that often.

All shops are using the internet for their promotion. All of them have an active Facebook page and they all find it very successful. Tesco additionally uses targeted advertising that is very effective to attract potential customers according to their needs. BioKoloniál is even using a discount system for loyal customers.

Leaflets as a form of promotion are used in two small shops Fair&Bio and BioKoloniál. Two bigger sellers Provita and Tesco do not distribute leaflets focused on organic food. Tesco, of course, have leaflets and newsletters but not they are not primarily focused on organic food. An electronic newsletter as such is used by BioKoloniál and Provita. Provita finds it effective, but BioKoloniál prefers Facebook posts. This can be influenced by the fact that Provita has more customers, therefore, more people reading the newsletter. Tesco does not have a newsletter focused on organic food, but they have the previously mentioned magazine for healthy recipes where organic food is promoted and recommended.

5.2.2. Person or department responsible for marketing

The second aspect is comparing who is responsible for marketing in observed shops. Only Tesco has a team of professional marketers. All the other shops have one person or a few people responsible for marketing. In the shop Fair&Bio, they currently do not have anyone actively working on marketing. It is necessary for the brand to have someone who oversees marketing promotion. Marketing promotion needs to be planned ahead in order to sufficiently educate customers and create a brand image. Then it is necessary for the company to change together with the trends and continuously follow new analyses and researchers.

5.2.3. Consumers' attitude

As it is visible from the previous comparisons, small retail shops are using more techniques for organic food than supermarket Tesco. However, as it is clear from the qualitative research, Czech consumers still see their biggest factor while buying organic food the price of it. For small healthy shops, it is very difficult to fight this disadvantage. They often hear it as feedback that in supermarkets similar organic products are much cheaper. This is the best advantage for supermarkets, for most of the customers it is more important than the other factors and small shops cannot make their products cheaper in order to compete. A different situation is in Provita, where they have different products for different customers with a different attitude and, therefore, they are able to cover a wide range of demand while keeping quality for products that are cheaper.

5.3. Recommendation

Since only 9% of respondents from qualitative research think that organic food is promoted enough in the Czech Republic and 70% of respondents think that it is not promoted enough or mostly not promoted enough it is a sign that the marketing promotion of organic food in the Czech Republic should be more pronounced. Therefore, the recommendation for organic food sellers is created according to promotion techniques observed in four different shops and according to the questionnaire among consumers.

Respondents of the questionnaire stated, that they are influenced the most by personal recommendation. This, of course, is not a direct advertisement, therefore, it is more complex for sellers to create a good brand that has good reviews and people tend to recommend it. It can be achieved by many kinds of promotion, but of course, good recommendation comes from a happy customer.

Another promotion, that influence customers is the possibility to try the product in the shop. This was chosen by 10% of the respondents. According to Provita and BioKoloniál, it is very sufficient promotion technique. Therefore, it is recommended to use it more in the other shops, especially with new products. This relates to educated staff, that is ready to

recommend products, give advice and provide information about organic food and its benefits.

The most favourite organic products are fruit, vegetables, eggs, meat, and dairy products. Those products are more difficult to sell in small shops where they might not have appropriate storage, or they do not have a possibility to have fresh delivery often enough. But in small shop BioKoloniál, those products are available, and it is successful thus it is recommended for other small shops, if they have the possibility, to consider the introduction of these foods. This is also visible in the questionnaire, people who buy organic food in supermarkets buy more organic fruit and vegetables compared to people who buy organic food in healthy shops. People who buy organic food mostly in healthy shops buy more cereals, legumes, seeds, and nuts. This might be caused by the fact, that in healthy shops, fruit and vegetables are not always available.

Another important form of promotion is the internet. 10% of respondents chose that they are the most influenced by the promotion and advertisement on the internet. This is proved by the number of people following the Facebook pages of the shops. The modern brand needs to adapt to new ways of communication with their community. Digital marketing is a new tool with many possibilities, it is one of the most effective ways to reach out and develop trustworthy relationships with people interested in organic food. As it was mentioned previously, it is suitable for the company to have someone responsible for marketing. It is recommended that this person is a specialist on social media. Without them the brand could easily fall to wrong online marketing strategies with very bad effects. In the case of paid online advertising, there should be a clear strategy and at least small conception about average customers and their behaviour. Unless paid advertisements will just lose important resources. On the other hand, online marketing with strategies as social media, video marketing or photo marketing offers great creative opportunities for modern business and community growth of the brand.

Sending newsletters with recipes can be also sufficient, but only to a certain extent, not to make customers feel spammed with too many unnecessary information.

As it is mentioned in the literature review, there are different types of customers, one of them is status-conscious and another one is budget-conscious, this issue is well solved by Provita where they are dividing their products into two groups according to consumer needs.

To sum it up, to improve the marketing promotion of organic food, more steps need to be done. The most important is to create a good brand with a good reputation, where people are satisfied and recommend it to their friends and acquaintances. This can be achieved by a good quality product, personal approach of sale assistants and more already mentioned promotion techniques. Another improvement needs to be done more globally, people in the Czech Republic claim to be concerned about the environment but they are not willing to pay more for organic products. This could be improved by better education in that matter. People need to know that higher price for organic food also covers expenses connected with the protection of the environment.

6. Conclusion

As it was mentioned in the introduction, marketing is a very important part of any trade and it increases the potential for success. It is not different for the organic food market. This thesis was written in order to observe the situation in the Czech market of organic food and evaluate the best possible marketing promotion.

The main objective of this thesis was to examine what influences customers in the Czech Republic while buying organic food, what are the marketing trends on the organic food market and observe the consumers' attitude. This was realized through the questionnaire and the general result was evaluated. However, each customer is different and has a unique opinion, therefore, it is difficult to evaluate the results quantitatively. The results show a general attitude but not individual cases of different opinions on organic food. As in the results, less than half of respondents tend to buy organic food and if they buy it, mostly only occasionally, thus improvement is necessary. The results also confirm that Czech customers are mainly budget-oriented, and they are mostly not willing to pay more for a higher quality of food. This shows that enlightenment on this matter is necessary.

Another objective was to compare the marketing promotion of organic food in small shops focused on organic food and in supermarkets where they sell organic food but only as a part of their range of products. This was done through personal interviews with people responsible for marketing in certain shops. Meanwhile shops focused on healthy and organic food were willing to participate in the survey, contacting supermarkets was one of the biggest obstacles during the research. Luckily in the end, it was successful, therefore, it was possible to compare those two different subjects and create a recommendation for the improvement of marketing promotion.

The fundament for creating successful marketing of organic food is either to lower the organic food prices as much as possible or to teach people how important is to pay more for organic food.

The future of organic food is very promising. A growing living standard in the Czech Republic leads to higher demand. But it needs to be supported by proper education and effective marketing promotion on this matter.

The intention of marketing promotion is to spread certain information among people with the desire that they will share it and pass the experience further. If this is the outcome, marketing promotion is successful.

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Supplement 1

Questionnaire in Czech language

Jsem studentka České zemědělské univerzity v Praze na Provozně ekonomické fakultě a píši diplomovou práci na téma Marketingová propagace biopotravin v České republice. Tímto Vás prosím o vyplnění krátkého dotazníku o Vašem postoji k biopotravinám. Odpovědi v dotazníku jsou zcela anonymní. Publikovány budou pouze celkové výsledky. Budu Vám velmi vděčná za Váš názor a čas.

1) Nakupujete bio potraviny?

- Ano
- Spíše ano
- Spíše ne
- Ne

2) Co je pro Vás při nákupu bio potravin nejdůležitější?

- Cena
- Země původu
- Dostupnost
- Vzhled potraviny
- Jiné

3) Proč upřednostňujete biopotraviny před (běžnými) konvenčními? (vyberte až 3 důvody a seřaďte je podle vašich priorit)

- Jsou zdravější
- Jsou šetrnější k životnímu prostředí
- Jsou šetrnější k zvířatům
- Jsou chutnější
- Jsou kvalitnější
- Nejsou geneticky modifikované
- Nikdy je neupřednostním

4) Z jakého důvodu neupřednostňujete bio potraviny před konvenčními? (vyberte až 3 důvody a seřadte je)

- Jsou dražší
- Nejsou dostupné
- Nejsou chutné
- Nevěřím, že jsou zdravější
- Nezajímám se o tuto problematiku
- Často vypadají hůř než konvenční
- Rychleji se kazí
- Vždy upřednostním bio potraviny

5) Kde nakupujete bio potraviny nejčastěji?

- Supermarket
- Drogerie
- Zdravá výživa
- E-shop
- Od farmářů
- Nekupuji je
- Jiné

6) Jak často kupujete bio potraviny?

- Každý den
- Každý týden
- Příležitostně
- Nikdy

7) Jaké reklamy na bio potraviny jste zaznamenal/a?

- televize
- Internet
- Reklamní leták
- Přímou v obchodě
- Billboard
- Nezaznamenal/a
- Jiné

8) Jaká forma reklamy se domníváte, že by vás nejvíce ovlivnila?

- Televize
- Internet
- Reklamní leták
- Ochutnávka v obchodě/doporučení prodejce
- Doporučení známého
- Billboard
- Jiné
- Žádná

9) Myslíte, že jsou v České republice bio potraviny propagovány dostatečně?

- Ano
- Spíše ano
- Spíše ne
- Ne

10) Je pro vás ekologie a udržitelnost životního prostředí důležitá?

- Ano
- Spíše ano
- Spíše ne
- Ne

11) Je pro vás důležité celkové snížení používání chemikálií v zemědělství?

- Ano
- Spíše ano
- Spíše ne
- Ne

12) Jaké bio produkty preferujete? (vyberte až 3 možnosti)

- Ovoce a zelenina
- Mléčné výrobky
- Vejce
- Nápoje (rostlinná mléka apod.)

- Masné výrobky
- Cereálie, luštěniny, semínka a ořechy
- Pečivo
- Jiné...

13) Jaké je vaše pohlaví?

- Žena
- Muž

14) Kolik Vám je let?

- 20 let a méně
- 21-30 let
- 31-50 let
- 51 let a více

15) Jaké je Vaše nejvyšší dosažené vzdělání?

- Základní
- Střední škola
- Vysokoškolské
- Stále studuji – Student VŠ
- Stále studuji – Student SŠ

16) Kde trávíte většinu svého času?

- ve městě s počtem obyvatel nad 100 000
- ve městě s počtem obyvatel mezi 10 000 a 100 000
- ve vesnici nebo městě s méně než 10 000 obyvateli

17) Jaké je vaše zaměstnání?

- pracující
- student
- na mateřské dovolené
- v důchodu
- nezaměstnaný

Supplement 2

Questionnaire in English

I am a student of the Czech university of Life sciences in Prague on Faculty of economics and management and I am currently writing my diploma thesis about Marketing Promotion of Organic Food in the Czech Republic. I am asking you to fill out a short questionnaire about your position towards organic food. Answers of the questionnaire will be anonymous and only overall results will be published. Thank you very much for your time.

- 1) Do you buy organic food in general?
 - Yes
 - Mostly yes
 - Mostly no
 - No

- 2) What is the most important aspect for buying organic food?
 - Price
 - Country of origin
 - Availability
 - Appearance of food
 - Other...

- 3) What is the reason for prioritizing organic food instead of conventional? (choose up to 3 options and put them in order from the most important one)
 - It is healthier
 - It is more environmentally friendly
 - It is less harmful for animals
 - It is tastier
 - It has higher quality
 - It is not genetically modified
 - I do not prioritize organic food

- 4) What is the reason for NOT prioritizing organic food to conventional? (choose up to 3 options and put them in order from the most important one)

- It is more expensive
- It is not available
- It is not tasty
- I do not believe it is healthier
- I am not interested in this topic
- It looks worse than conventional food
- It gets bad easier
- I always prioritize organic food

5) Where do you mostly buy organic food?

- Supermarkets
- Drug store
- Healthy shops
- E-shop
- From farmers
- I do not buy them
- Other...

6) How often do you buy organic food?

- Daily
- Weekly
- Occasionally
- Never

7) What advertisement of organic food have you noticed?

- TV
- The internet
- Leaflets
- Directly in shops
- Billboards
- None
- Other

8) What kind of advertisement do you think would influence you the most?

- TV
- The internet
- Leaflets
- Possibility to try it in the shops / recommendation from seller
- Billboards
- Personal recommendation
- None
- Other

9) Do you think that organic food is promoted enough in the Czech Republic?

- Yes
- Mostly yes
- Mostly no
- No

10) Is ecology and environmental sustainability important for you?

- Yes
- Mostly yes
- Mostly no
- No

11) Is overall decrease of chemical usage in agriculture important for you?

- Yes
- Mostly yes
- Mostly no
- No

12) What organic food do you prefer? (choose up to 3 options)

- Fruit and vegetables
- Dairy products
- Eggs
- Drinks
- Meat products
- Cereals, legumes, seeds and nuts

- Pastry
- Other...

13) What is your gender?

- Male
- Female

14) How old are you?

- 20 and less
- 21 – 30 years
- 31 – 50 years
- 51 and more

15) What is the highest level of education you have achieved?

- elementary school
- high school
- college/university
- still studying – high school student
- still studying – university student

16) Where do you spend most of your free time?

- in city with more than 100 000 inhabitants
- in town between 10 000 – 100 000 inhabitants
- in village or town under 10 000 inhabitants

17) What is your main occupation?

- working
- student
- retired
- maternity leave
- unemployed

Supplement 3

Questions for qualitative research in Czech language

- 1) Propagujete prodej biopotravin ve vašem obchodě? Proč?
- 2) Jaké marketingové techniky pro propagaci biopotravin používáte?
- 3) Máte marketingové oddělení nebo někoho, kdo je za marketing zodpovědný?
- 4) Pokud oddělení či osobu na marketing máte, tak stručně popište, jak oddělení funguje nebo jaká je náplň práce člověka.
- 5) Uveďte, jak často využíváte marketingové techniky pro bio výrobky. 2 – velmi často, 1 – příležitostně, 0 – vůbec
 - televize
 - internet
 - billboard
 - reklamní letáky
 - ochutnávka v obchodě
 - přímo v obchodě/školení pracovníci, kteří zboží doporučí
 - další _____
- 6) Vnímáte rozdíl, jaké techniky nejvíce fungují pro bio výrobky? Prosím porovnejte.
- 7) Dávají podle vašeho názoru ve vašem obchodě zákazníci přednost certifikovaným bio výrobkům před konvenčními?
- 8) Jak vybíráte, jaké biopotraviny budou marketingovým týmem/zodpovědnou osobou propagovány?
- 9) Zaměřujete se více na marketing biopotravin nebo konvenčních potravin? Proč?

Supplement 4

Questions for qualitative research in English

- 1) Do you promote organic food in your shop? Why?
- 2) What marketing techniques for organic products promotion do you use?
- 3) Do you have marketing department or person responsible for marketing?
- 4) If you do have department or someone responsible for marketing, describe how the department works or describe the job of responsible person.
- 5) Please specify how often do you use these techniques. 2 – very often, 1 – occasionally, 0 – never
 - TV
 - The internet
 - Billboards
 - Leaflets
 - Possibility to taste the product in the shop
 - Directly in the shop/trained workers who can recommend the goods
 - Other_____
- 6) Can you tell which techniques are the most effective for organic food? Please compare them.
- 7) Do you personally think that customers in your shop prefer certified organic food to conventional one?
- 8) How do you choose what organic food should be promoted by marketing team/responsible person?
- 9) Do you focus your marketing more on organic food or on conventional food? Why?