

Mendel University in Brno
Faculty of Regional Development and International Studies

**Promotion of Fair Trade Products in Fitness
Nutrition in the Czech Republic**

Bachelor Thesis

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Declaration

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Abstract

The aim of this bachelor thesis is the promotion of Fair trade goods to a broader spectrum of people via online fitness magazines. The thesis is divided into two parts. The first theoretical part provides information about fair trade and free trade, defines the basic concepts related to fair trade and also mentions the current problems of developing countries. In the second, analytical part, the concrete situation of fair trade products in the Czech fitness community is discussed. It reveals how to promote fair trade products to a broad spectrum of customers. In the closing paragraphs of this work the whole plan is evaluated and recommendations are made whether to successfully implement the fair trade products or not.

Keywords:

Fair trade, free trade, support, online promotion, fitness magazine, nutrition

Abstrakt

Cílem této bakalářské práce je téma propagace zboží spravedlivého obchodu širšímu spektru lidí prostřednictvím online fitness magazínů. Práce je rozdělena do dvou částí. První teoretická část poskytuje informace o spravedlivém obchodu a volném obchodu, definuje základní pojmy týkající se spravedlivého obchodu a také uvádí aktuální problémy. Dále je zjišťována konkrétní situace výrobků spravedlivého obchodu v české fitness komunitě, prostřednictvím výsledků dotazníkových šetření. Tato práce odhaluje možnost propagace produktů spravedlivého obchodu širšímu spektru zákazníků. V závěrečných odstavcích této práce je vyhodnocen celý výsledek dotazníkového šetření a je diskutováno, zda mohou být tyto produkty úspěšně zařazeny do spojitosti fitness výživy.

Klíčová slova:

Fair trade, free trade, podpora, online propagace, fitness magazín, výživa

Table of Contents

1	Introduction	11
1.1	Research issue	11
1.2	Aim of the thesis.....	12
1.3	Structure.....	13
2	Methodology	14
2.1	Research Question	16
2.2	Methods used.....	16
2.3	Data	16
2.3.1	Questionnaire tasks	16
2.3.2	Time schedule.....	17
2.3.3	Sample of respondents.....	17
3	Theoretical background on fair trade products	18
3.1	Fair trade	18
3.2	Free Trade	19
3.3	Fair Trade products in the Czech Republic.....	20
3.4	What are the fair trade products and the most common commodities in the Czech Republic?.....	21
4	Introduction to the Fitness Community in the Czech Republic.....	23
4.1	Fitness and Bodybuilding popularity in Czechia	23
4.2	Fitness Industry of the Czech Republic in Numbers.....	24
4.3	Fitness and Nutrition.....	25
5	Fairtrade promotion in the Czech fitness industry.....	29
5.1	Knowledge of Fair Trade products in the fitness community in Czechia.....	29
5.2	A survey of public awareness in the field of fitness in the relation to the Fair trade commodities.....	34
5.3	The study of willingness of customers to pay higher prices for FT products.....	37
5.4	Information channel	39
6	Discussion & Conclusion.....	40
6.1	Proposal for the use of results in practice.....	41
6.2	Conclusion.....	42
7	Bibliography.....	44

8	Online sources	45
9	Graphs & Tables	46
10	Attachment Dotazník: Informovanost o Fair Trade produktech na poli Fitness.....	47

1 Introduction

1.1 Research issue

People are advised from omnipresent advertisements that the goods they are buying are high in quality and the best they can have. They primarily look at the contents and nutrition labels like calories, vitamins, minerals, added fruit content or a guarantee of greater efficacy of a certain product than was available before. More and more people also pay attention to whether the product is of BIO quality – Organic Farming. But there are still not many people who care where exactly their food comes from. In poor countries there are no checks as to whether the production or farming is environmentally friendly. Many products grown under such conditions are freely available in Czech stores. Thankfully, nowadays we can buy labeled Fair Trade products which guarantee an adequate price for quality which is ensuring a real cost and real revenue for the local farmer.

The Czech Republic is among the quarter of the world's richest countries. In contrast, more than one billion people are forced to live on less than one dollar a day and three billion people have less than two dollars per day to cover their expenses for food, clothing, health care and education. No wonder that these people are often illiterate and therefore do not have access to information. Having or not having a job for them is often a major issue. The developed countries should pay attention to the origin of their food and should also know why their food is not the cheapest. They should be informed about what they are paying for and in exchange they can support the small farmers and people in developing countries.

The online magazines are a great support and source of information to attract a broad spectrum of people in the Czech Republic. These magazines could inform customers from the fitness community and promote an online store that sells these fair trade and other fitness goods. People could find inspiration in these magazines and also read interesting facts about the origin of the goods they are buying. Fitness supplements and healthy foods are another indispensable commodity which increases market demand. Fair Trade Certified foods are often also marked as BIO quality products. This is another indicator of quality which many people living a healthy lifestyle prefer. Lots of fitness

products and foodstuffs consist of quality fats originating, for example, from cocoa beans. This is one of the most common commodities of Fair trade products. So people could buy it in full knowledge of its source and with a good feeling that they are helping the needy. Occasionally the magazine could report about the areas where their goods come from and show ways how to use the ingredients for healthy and creative cooking. The magazine will subtly inform customers and will keep them motivated to prefer these products because of their beneficial effects. This community of people who care about fitness and healthy lifestyles is expanding so there is also a greater chance to attract more people. The main goal is to put these products firmly and broadly embed into their shopping lists. This will ensure permanent consumption. This is a successful step for the promotion of fair trade products and together will reduce the sales of mass produced foodstuffs.

In order to raise public awareness about fair trade products, there is a need to keep up the flow of information about this topic to get to as many market sections as is possible. So this is another chance to interest a broader spectrum of customers in the field of fitness, which is closely connected to these simple products. A way to sustain and effectively aid the original producers of these commodities is to motivate and properly inform the customers why they should prioritize these products instead of low cost and mass produced products. These mass produced goods tend to have a destroying impact on the native people and surrounding environments. Also this mass production leads to poverty, child labor and total destruction of the surrounding countryside which leads to water and soil pollution. This is the vicious circle which needs to be broken.

1.2 Aim of the thesis

Fair Trade represents a well founded concept in the Czech Republic. The aim of this work is to find out the current situation of Fair Trade in the fitness community, fill the research gap and analyze how Fair trade products in the Czech fitness industry look like and to find out how to successfully increase Fair trade product demand in the Czech Republic. This work will help to answer the question of whether the magazine can successfully promote sales of fair trade products and if so how, and thereby positively affect the producers of these goods.

Fair trade in connection to the fitness industry is an unexplored theme which has potential. Due to rising interest in this lifestyle, it is possible to tightly embody these products into the shopping lists of the fitness community and all the more support the rise of sales of these products and positively increase the producers and hence the supply in developing countries. The output of this thesis could also serve for an estimation of a business plan.

1.3 Structure

The thesis is divided into several chapters for better clarity. The introduction discusses the Research issue, Aim of the thesis and Structure.

Next comes the methodology, including Research questions and Data. The data section summarizes all the information about the questionnaire tasks, sample of respondents and time and place where the questionnaires were used.

Furthermore, in chapter three, there follows a literary review of the theoretical background, which is divided into subchapters. The first chapter is focused on the definition of Fair Trade and describes its main targets and principles. Next comes a description of the term “Free trade”. The next subchapter is focused more on the actual status of Free trade in the Czech Republic. The last subchapter describes Fair trade goods which are currently for sale and how they could be made more attractive for people doing fitness and living a healthy lifestyle.

The fourth chapter is divided into three subchapters, where the current situation and rising popularity of fitness in the Czech Republic is introduced, which is crucial to know for the further effective promotion of Fair Trade goods. The last subchapter connects the basic fair trade products with fitness nutrition and proving its correlation.

The practical part displays the evaluation of the questionnaires. The output is explained progressively. In chapter six it is proposed how to implement the results of the thesis in practice. A short discussion closes the thesis and briefly evaluates the questionnaires output.

2 Methodology

Primarily, it was necessary to carry out the literature research. It brought a valuable introduction about the essential terms that this thesis is dealing with, such as Fair Trade, Free trade and other basic terms. Due to insufficient amount of available sources in a book form, it was necessary to make a use of internet sources, both English and Czech sources, mostly where Fair Trade is represented and as well fitness literature and informational channels. These Fair trade servers are more trustworthy and also more accurate when compared with the literature. As complementary sources of information, brochures and leaflets were obtained directly from Fair Trade organizations as well.

For this thesis, the utmost emphasis has been put on the most current data, so the internet communication via e-mail with directors and employees who are involved in the searched issue was necessary. Thanks to the executive director of Fair Trade Center Znojmo s.r.o, Ing. Jiří Sládek and executive director of Fair Trade CZ & SK, Hana Chorváthová, who willingly answered all my questions. I was able to discuss the real situation of Fair Trade in the Czech Republic and receive valuable and accurate data.

Due to lack of information and statistical analyses about the connection between Fair trade products and fitness/healthy lifestyles, the thesis works mostly with primary data evaluated from direct anonymous questionnaires. For the practical part data was sourced from the statistical orientated literature. The main statistical and data analysis methods are taken from Jan Hendl (*Přehled statistických metod*, 2009) and Hana Rezanková (*Analýza dat z dotazníkových šetření*, 2010). These sources helped to assemble reliable output for the study. The practical part brings the evaluation of the theoretical part into practice. Secondary data are provided by Green Marketing Agency, NMS and the Fair Trade Association.

The situation of the fitness industry in the Czech Republic is immeasurable because there is no accessible research or available statistical data, so for better orientation, another search analysis was used. A brief analysis of measurable outputs on the Czech fitness market, via web sources connected to the theme of fitness' main keywords and other measurable indicative outputs such as the number of fitness centers, the number of shops

selling fitness accessories and ancillary data from Facebook, where acts of individuals and their activity could be monitored, was undertaken. This brief structure was done and processed on an individual basis.

The author's practical part was completed by a Method of personal questionnaires. Research was done at the bodybuilding and fitness contest Smartlabs Cup 2016, performed on the 4th of November, in Brno. This event ensured a quality sample of respondents. Other parts of the questionnaires were obtained directly from fitness centres in Brno. This tactical step was necessary to minimize the potential sample errors in this research theme. The Smartlabs Cup event produced a total of 100 questionnaires from 50 men and 50 women who are sports active in this field of study. Collected information was divided by gender and age in the basic matrix in Microsoft Excel. To be sure that the sample of respondents correlated with this field of study, it was also necessary to ask if the respondents did exercise and how often. This question was crucial to the answers being incorporated in this study.

The main questions which the questionnaires sought answers to:

- Are people who are active in fitness and healthy lifestyle familiar with fair trade products?
- Which attributes are most important when choosing edible goods?
- Is the protection of the producer and Fair trade one of these attributes?
- Are Fair Trade products easily available?
- Are these people willing to spend more money for these products?

According to Jan Hendl's knowledge of statistical methods, data were analyzed primarily to understand certain problems. Understanding arises from a combination of context knowledge, origin of data and the ability to utilize statistical graphs. The purpose of the data analysis is to display available data in a clear graphical form or in tables, so their statistical properties can be easily read. This will make other comparisons with different groups of data or its categories more possible. There is a comparison between men and women, sport active or inactive people and their relationship to the topic of the study. The main aspects of the data analysis will be the exploration of data, which is necessary to point out the interesting relationships between the asked questions and its possible connection.

The thesis works with the method of representing the quantitative data where it will be used in one-dimensional descriptive graphical and tabular methods for a set of quantitative measuring of one variable. The graphs and tables were constructed for the best informative demonstration. The questions in the questionnaires were drawn up with cooperation with statistician Mgr. Petr Gregor.

2.1 Research Question

The main research question of this theses is: whether it is worth promoting Fair trade products to the fitness community in the Czech Republic via online magazines. The previously mentioned questionnaires are the primary tool to answer this problem. Secondary data serves to confirm the above. At the end of the thesis the positives and negatives of the idea bringing the Fair Trade products into the fitness community, its advantages and the possible positive impact on the farmers is discussed.

2.2 Methods used

The method of synthesis of acquired theoretical knowledge and the method of analysis from the questionnaire survey were both used. Then the quantitative type of research using questionnaire technique of data collection and finally the synthesis - evaluation of the results of the questionnaire survey are presented.

2.3 Data

The most accurate information was needed to assemble the objective output. The data used for the final analysis consists of the following:

2.3.1 Questionnaire tasks

The questionnaire was split into two main parts. First part, Questions 1 – 8 are searching for the connection of the respondent in relation to the Fair Trade products and familiarity with this theme. Simply seeking if the respondent knows these products, from where this knowledge has come, if he/she is purchasing these goods or not or for which reason are they buying the Fair trade products or not. Questions 9 - 12 were orientated to better align the respondent in the field of fitness and bodybuilding. So the questions sought if the respondent exercises, which is the selective question that ensures that the respondents

are relevant to the research. Furthermore, if the respondent pays attention to proper nutrition, what are the main commodities he/she is buying and what determinants (such as quality, price, origin, etc.) are the main considerations when buying food.

Questions 13 – 14 asks the respondent's reaction on the short introduction mentioned in the questionnaire about Fair Trade products. These tasks ask if the respondent would like to learn more about these products and if he/she is willing to pay more money for these products or not. If yes how much, expressed as a percentage, are they prepared to pay. These questions help to support the output in relation to the research question.

Questions 14 – 18 helps to sort the data and integrate the respondents into groups according to gender, age, level of education and the region where he/she lives, and for better clarity of the sample.

2.3.2 Time schedule

Preparation of the questionnaire took place at the beginning of November. The final version consists of 18 mostly closed questions. Questionnaires are anonymous, without any public evaluation. The research was started on 4th of November 2016 and continued throughout December. Evaluation of the data was initiated in January 2017.

2.3.3 Sample of respondents

A representative sample is taken from 100 people aged 15+, chosen from a total of 50 males and 50 females, mainly from the South Moravia region, but other regions such as Prague or other regions are also represented, but to a lesser extent. The target group was mainly people who are active in fitness. Most of the valuable data is from respondents who filled out the questionnaires at the Fitness and Bodybuilding Contest, Smartlabs Cup 2016. Other data are sourced from fitness centers in Brno, Big1Fitness, AZ Fitness and MišMaš fitness centre.

3 Theoretical background on fair trade products

3.1 Fair trade

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. When farmers can sell on Fairtrade terms, it provides them with a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping. ¹

In other words, Fair trade is a trading method that provides growers, employees and contractors of the countries of the global South and gives them the opportunity to earn a living through their own work under decent conditions. Producers in the framework of fair trade are paid for their work at a redemption price which corresponds to the cost of cultivation and production, while also allowing a decent livelihood.

Fair trade ensures Fair trade terms, respect for human and labor rights and environmental friendliness. The basic principles of Fair trade include:

- Purchase price corresponding to the costs of sustainable production and decent living
- Long-term business relationships
- Compliance with International Labor Organization (ILO) rules
- Prohibition of forced and child labor
- Sustainable development of local communities
- Controlled use of pesticides and other agricultural chemicals
- Ban on the use of genetically modified crops
- Gentler approach to the use of natural resources

¹ Fairtrade International, 23.03.2017, for more: <http://www.fairtrade.net/about-fairtrade/what-is-fairtrade.html>

By a Fairtrade product it is understood that the product comes from certified producers of Fairtrade International and the member organizations of the World Fair Trade Organization.

An integral part of fair trade is organizations that are actively engaged in supporting producers, raising awareness of fair trade and organizing campaigns for changes in the rules and practices of conventional international trade.

Fair trade at the same time gives the consumers the ability to easily and effectively promote sustainable economic models, giving voice to a different way of trading and manufacturing.²

3.2 Free Trade

For a better statement of the term Fair trade, there is a need to explain the related Free trade term. Free trade is international trade where nothing is hampered and everyone in this relationship has the same conditions. If free trade could work like this, then we could choose what we want to buy according to product quality and the producer's abilities. But business does not always work like this. Governments are trying to intervene in trade for several reasons. Firstly, to have higher tax revenues, but also in this way they are trying to solve problems such as high unemployment and development in some regions. It is possible to affect trade in various ways. Governments specify various obstacles such as tariffs and import quotas. On the other hand, in different countries there are different direct and indirect supports for local people, but also for multinational corporations.³

Free trade is a concept (in economy and politics), which includes:

- International trade in goods without taxes (taxes on imports) or other trade barriers (eg., import quotas)
- International trade in services without taxes or other trade obstacles
- Free movement of labor between countries
- Free movement of capital between countries

² *Fair Trade Česko & Slovensko*, 27.03.2017; <http://www.fairtrade-cesko.cz/#!/fair-trade>

³ *Člověk v tísni, Společný svět*, pg. 312, 25.3.2017; https://www.varianty.cz/download/docs/151_spolec-ny-svet.pdf

- Absence of trade-distorting policies (such as taxes, subsidies, rules or regulations), which favor domestic from foreign firms.
- Absence of government tolerated monopolistic or oligopolistic status Companies
- Free access to world markets
- Free access to information

3.3 Fair Trade products in the Czech Republic

Since August 2014, the Association for Fair Trade has operated in the Czech Republic. This interest group consists of legal entities which are interested in practical and structural questions for the development of fair trade in the Czech Republic. A common interest of these members and the whole association is to promote Fair Trade and to control the Fair Trade mark exploitation, so these products cannot be abused.⁴

The association was established by organizations who are interested in the problems of Fair Trade. One of the first concepts in the Czech Republic was “Obchůdek jednoho světa” – (Store of one world), which was one of the first of its kind in Eastern Europe. Another inherent member is Fair Trade s. r. o. This company is one of the key members which significantly contributes in spreading the Fair Trade idea instead of selling.

The main objective of the Association is to raise public awareness about Fair Trade, its principles and targets. On the other hand, it is also to organize and create campaigns for sales promotion. The association also promotes small traders and stores and provides counseling and initiates the establishment of new stores and places designated for the sales of Fair Trade products.

To prevent falsification of Fair Trade labeling, the association, in cooperation with international partners, controls and monitors sales of products with Fair Trade certifications which are assigned by Fairtrade Labelling Organizations International (FLO).⁵

⁴ *Asociace pro Fair Trade, O asociaci, 25.03.2017; http://www.fairtrade-asociace.cz/o_asociaci.html*

⁵ *Asociace pro Fair Trade, O asociaci, 26.03.2017 < http://www.fairtrade-asociace.cz/o_asociaci.html>*



Figure 1: Fair trade official Certification Mark is based on the drawing of a human being with an upraised arm. The idea is to present a positive message about fairness, empowerment, progress and hope. (Jilly Hunt), Source: <https://www.fairtrade.net>

Fair trade is becoming increasingly important and mainstream in the Czech Republic, although price remains an issue. According to Hana Chorváthová it is expected that a larger turnover will make fair trade goods more attractively-priced although, in view of the way Fair trade works, the prices will never become ‘low-priced’.⁶

3.4 What are the fair trade products and the most common commodities in the Czech Republic?

Fair trade products are the functional concept which supports producers in developing countries. According to Hunt, Fair trade products are often raw materials such as coffee, cocoa and bananas or products made from these raw materials grown in developing countries. Most fair trade certification has been issued for coffee, tea, herbs, chocolate, fresh fruit, sugar, rice and vanilla. Other products receive FT certification – for example footballs can be fair trade certified too.⁷

To understand the Czech market, the Director of the Czech and Slovak Fair Trade representation Hana Chorváthová⁸ was asked to take a close look at the Fair Trade products most purchased in the Czech Republic in the year 2015. The products are listed

⁶ *Fair Trade in the Czech Republic, David Creighton, 25.04.2017, for more: <https://www.expats.cz/prague/article/health-medical/fair-trade-in-the-czech-republic/>*

⁷ *Fair Trade, Jilly HUNT, pg. 5, 2013, ISBN-13: 978-1432960445*

⁸ *Direct data from the Executive director of Fairtrade Czech & Slovak (10.01.2017)*

in descending order, from the highest volumes to the lowest quantities of sales per commodity.

Rice – In the whole category grains and rice 240 tons were bought, which represents 53% increase in sales for the year 2015 from the previous year 2014.

Coffee – Fairtrade number one product is coffee. In the last year 173 tons were bought, equivalent to 14,5 million cups of fair trade coffee. This success is mainly down to the coffee company Tchibo and retail outlet Starbucks, as well as three Czech roasters of coffee with the Fairtrade mark - Mamacoffee, Volkafé and Fair & Bio. ⁹

Cocoa – Due to mass chocolate production, data are only available from the chocolate product sales. In total 78,7 tons of fair trade chocolate products was sold in the year 2015 in the Czech Republic. ¹⁰

Tea – Green tea leaves are gaining increasing popularity. Green tea leaves are especially valued for their high content of antioxidants. In the Czech Republic 9,8 tons of tea were bought in the year 2015. ¹¹

⁹ Fairtrade Annual Report, 26. 8. 1015, for more:

https://www.google.cz/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&ved=0ahUKEwiHjZzy5LXRAhWMOLAKHeuSCtAQFghOMAE&url=http%3A%2F%2Fwww.fairtrade-cesko.cz%2Fmedia%2Ftz_26_8_10letsfairtrade_final.d1d7.doc&usg=AFQjCNEqlZIK5IEprnlxNXI7QEr_9meAWA

¹⁰ Direct data from the Executive director of Fairtrade Czech & Slovak (10.01.2017)

¹¹ Direct data from the Executive director of Fairtrade Czech & Slovak (10.01.2017)

4 Introduction to the Fitness Community in the Czech Republic

4.1 Fitness and Bodybuilding popularity in Czechia

Czechs are mostly engaged in individual sports - fitness, cycling and jogging. The total of all respondents stated the fitness as being their choice of sport making it nearly 3% more than cycling and jogging combined together. More than half of the females surveyed (51.1%) stated fitness to be their most preferred sport activity. Among the top five activities there are included swimming and walking. Males favor cycling (35.6%) the most, which is followed by jogging and fitness.¹²

The data are very approximate. There does not seem to be an organization which covers all fitness centers in the whole country, so it is not an appropriate base indicator. If we name the most known media about fitness and bodybuilding, the number one of all is the magazine Muscle&Fitness. Magazine MUSCLE & FITNESS has been in existence since its establishment in 1991, the most widely read magazine of its kind in the Czech and Slovak markets.¹³

For thousands of people, men and women over a wide age range in the Czech and Slovak Republics (but also elsewhere in the world), MUSCLE & FITNESS has become an important tool, trainer and advisor during active sports aimed at shaping, improving fitness, proper nutrition and overall a healthy lifestyle. The central themes of MUSCLE & FITNESS are healthy lifestyle, fitness and fitness training, sports nutrition, supplementation, regeneration, bodybuilding, power sports, aerobics, martial arts and more.¹⁴

¹² *Wellness noviny, Nejoblíbenější sport Čechů, 25.03.2017,*
<http://www.wellnessnoviny.cz/clanek/nejoblíbenejsim-sportem-cechu-je-fitness/>

¹³ *Muscle&Fitness, 26.03.2017, for more:*
http://www.muscle-fitness.cz/index.php?option=com_content&view=article&id=10417&Itemid=230&lang=cz

¹⁴ *Sport magazine Muscle&Fitness, 26.03.2017, for more:*
http://www.muscle-fitness.cz/index.php?option=com_content&view=article&id=10417&Itemid=230&lang=cz

Another very strong indicator of the number of people who are interested in fitness is the internet magazine and on-line shop Ronnie.cz, which has operated since 2001.¹⁵ For numerical data, the only accessible data that are available is via the largest social network Facebook.com. Here we can monitor people preferences, communities and there is a great capacity for a basic information overview. Other data is brought by the server Firmy.cz which reveals the estimated number of active fitness centers in the Czech Republic.

Although these data together are not very accurate, for analysis in the Czech Republic Fitness scene it is enough.

4.2 Fitness Industry of the Czech Republic in Numbers

The Czech Fitness community is spreading as fast as lightning. Only Facebook hosts numerous fitness focused social groups. As this sport is mostly a hobby, there are no other available data. If we look on the other side, the providers of registered fitness centers in the Czech Republic is over 1,400. The number of fitness instructors is estimated to be up to 20 thousand.¹⁶ Across Europe, the turnover in the fitness industry is 22 billion. EUR. Just for comparison - for example, annual sales of footballs in Europe is "only" 12 billion. EUR. In the Czech Republic there are no exact numbers as explained by Karel Jarušek, CEO of the Czech Chamber of Fitness.¹⁷

There is a short overview of the most known fitness media in the Czech Republic and its Facebook fan and forum statistics:

¹⁵ *Internet bodybuilding magazine Ronnie.cz, 27.03.2017, for more:*<http://www.ronnie.cz/o-ronnie-cz>

¹⁶ *Národní soustava povolání, 28.03.2017* <http://katalog.nsp.cz/uvod.aspx>

¹⁷ *Česká komora fitness, o.s, direct email communication with Karel Jarušek (for more:*

<http://komorafitness.cz>, further info:

<http://komorafitness.cz/wp-content/uploads/2016/05/Výroční%20AD-zpráva-ČKF-2015.pdf>)

Table 1: Number of total Facebook fan followers for each interest page; Source: own production

	<u>Name</u>	<u># Fans</u>	<u>Additional information</u>
1.	Muscle & Fitness Czech Official Facebook page	111 091	
2.	Ronnie.cz (Magazine and E-shop)	50 646	50 190 registered members
3.	NUTREND (Czech Supplement Company)	41 209	
4.	Kulturstika.com (online magazine)	33 557	
5.	Nabersvaly.cz (online magazine)	24 034	(11. 2. 2017 organized own Expo)
6.	Czech Virus (Czech Supplement Company)	16 000	
7.	Fit-Pro Czech (Fitness E-shop)	13 491	
8.	IFBB (International Federation of Bodybuilding and Fitness) Czech	6 111	

Table 2: Number of total enterprises in the Czech market according to web www.firmy.cz, Source: own production

1.	Total number of shops and online stores for fitness apparel	2596
2.	Total Czech online stores offering health nutrition	2388
3.	Total Gym & Fitness Centers in Czech Republic	1429

These numbers are increasing every day. Most of the people seek more information about fitness and nutrition. This is broadly visible on Facebook pages and daily updated online forums.¹⁸

4.3 Fitness and Nutrition

Fitness is a part of a healthy lifestyle, good nutrition is an important part of leading a healthy lifestyle. Combined with physical activity, diet can help people to reach and maintain a healthy weight, reduce their risk of chronic diseases (like heart disease and cancer) and promote overall health.¹⁹

¹⁸ Internet bodybuilding magazine Ronnie.cz, 27.03.2017, for more: <http://www.ronnie.cz/o-ronnie-cz>

¹⁹ Centers for Disease Control and Prevention. U.S. Obesity Trends. 2011. Available at: <https://www.cdc.gov/obesity/data/databases.html>

During exercise, muscles need to be fed by energy in the form of carbohydrates and fats. The main source is quality food. Muscles are fueled directly to its fibers from the digestive system, through the liver directly to the blood system. Muscles need other essential substances, nutrients and enzymes. Carbohydrates are the most essential source of energy for muscles and other body tissues.²⁰

As Mach and Borkovec reported, the carbohydrates are the main fuel for the body and provide the energy for the muscles. We can name, for example, the most common commodity. Rice.

Rice – “The world's most popular grain is also the best one to fill the plate post-workout.” Hard training expends muscle glycogen to fuel a workout, while elevating levels of the catabolic hormone cortisol. That makes rice the optimal food for a fast-digesting meal.²¹

- ✓ easily digestible, nutritionally balanced food
- ✓ due to the content of vitamin B, which has a positive effect on the nervous system, it is often recommended to individuals undergoing treatment for depression
- ✓ whole grain cereal products have a significant protective effect against heart disease and certain cancers (colon)
- ✓ regular consumption of wholegrain rice reduces the risk of sudden stroke and type 2 diabetes (helps maintain blood sugar)
- ✓ high series of B vitamins and minerals for the growth of hair, nails, skin and bones
- ✓ good for digestive tract (easily digestible, does not cause flatulence)
- ✓ source starches
- ✓ contains no cholesterol or gluten, it ranks among the least allergenic foods
- ✓ Brown has a stronger taste
- ✓ whole grain rice is beneficial in diets aimed at weight reduction

²⁰ Mach, Borkovec; 2013, pg. 34, *Výživa pro fitness a kulturistiku*

²¹ *Svět obilovin II. Rýže*; 28.03.2017, further info: <http://kulturistika.ronnie.cz/c-16301-svet-obilovin-ii-ryze.html>

Rice is a part of the great group of carbohydrates. As Susan Kleiner reports, carbohydrates are the main nutrient and energy source to fuel the body. Carbohydrates are digested to glucose which is transported directly to the blood. It can be used as a source of energy. Lack of this glucose in the blood can cause nervousness, trembling and whole body weakness. It is not surprising that all athletes consume loads of rice, pasta, cereals fruits and vegetables Kleiner adds.

The information above is only proving the need of carbohydrates for the athletes and people living a healthy lifestyle and following their balanced diet. Most of the producers of the fitness supplements use rice as a volumizer of the structure of the protein bars. Vegan proteins are made mostly from the brown rice.

Green Tea – Green tea can be a great addition to the fitness enthusiast's arsenal. It is no wonder why the media blitz is telling us that green tea is the latest greatest supplement.²²

Polyphenols are naturally found in Green tea or naturally occur in other plants. The green tea polyphenols are called Catechins. These substances, however, can not only contribute to an increase the antioxidant capacity of the body (important for the regular physical activity), but also to set the optimum conditions for weight reduction. Green tea extract has had a positive impact on increasing the rate of metabolism and the use of fat as an energy source. The use of caffeine in addition to those effects seems like a perfect working combination.²³

Study provided by Japanese scientists in the year 2001 found that tea catechins (600mg per day) used with a standard diet for twelve weeks by men and women lead to successful weight loss.²⁴ The green tea extracts are a regularly used ingredient of most of the fat burners and stimulants.

²² *All About Green Tea, Bodybuilding.com, 02.04.2017, further information:*
<https://www.bodybuilding.com/fun/greentea.htm>

²³ Hursel, R., & Westterp-Plantenga, M. S. (2009). *Green tea catechin plus caffeine supplementation to a high-protein diet has no additional effect on body weight maintenance after weight loss. The American Journal Of Clinical Nutrition, 89(3), 822-830*

²⁴ S. Kleiner – *Fitness výživa, Power Eating program, 2010, pg. 199, ISBN 9788024732534*

Cocoa – Freshly harvested cacao fruits contain an average of 8.5% protein, 53% fat, 10% carbohydrate, 1-2% theobromine and 0.8% caffeine. Cocoa also contains a broad range of minerals, particularly magnesium and organic sulfur, vitamins and antioxidants. According to scientific research, it is considered the richest crop in antioxidants as it contains approximately 10% of flavonoid antioxidants, which is twice more than red wine and three times more than green tea. Eating pure cocoa adds the necessary level of magnesium in the body and can prevent premature ageing. Substances that influence our well-being and performance can also be found in unroasted cocoa beans. This is mainly cannabinoid anandamide, tryptophan, phenylalanine and theobromine, which cause flooding of several hormones that trigger a feeling of happiness, relaxation and decrease the stress hormones.²⁵

Note: Cocoa is also very popular among the fitness recipes and as a flavor among the fitness supplements such as proteins or gainers.

Coffee – According to the nutritional therapist Jan Caha, Caffeine is known as the most common central stimulant. It supports the work of the higher nervous system. In parallel, it acts to stimulate cardiac activity and increases heart rate. And because of this it is a stimulant. Parallel to the above effect it has an additional effect on metabolism. Caffeine actually converts fat into energy, which results from its effect on the activation of the nervous system. For this reason it is used as an effective means to promote fat burning.²⁶

These facts are providing good information about the importance of these commodities in fitness and healthy diet. All of these commodities are easily accessible but if these commodities were promoted in fair trade quality, people living this way could positively affect the overall wellbeing of the producers. On this point starts the second part of this thesis.

²⁵ *Aktin fitness magazín, Kakao a antioxidanty, 05.04.2017, further information: <https://aktin.cz/1960-kakao-a-antioxidanty>*

²⁶ *Jan Caha, Kofein Prospěšný či škodlivý, 05.04.2017, further information: <https://aktin.cz/483-koferin-prospesny-nebo-skodlivy>*

5 Fairtrade promotion in the Czech fitness industry

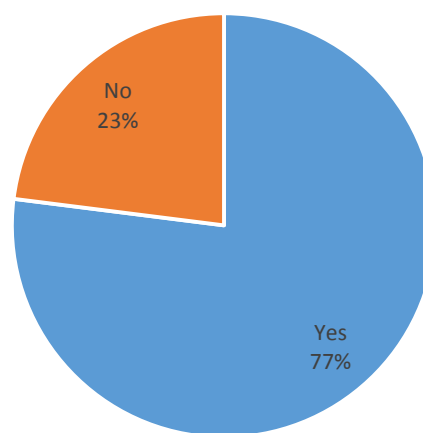
The first part of this theses individually describes and analyzes the basic components of fair trade products in connection with the fitness industry. In the second part, there is the need to assess the valuable data and discuss whether the promotion of these products for this special group of people is meaningful. Then we can draw a positive or negative conclusion on the promotion of these products to the Czech fitness industry.

The main data used in this survey are from the results of the questionnaires. Now these data can be used for better analysis. The descriptive analysis is mostly evaluated by the values of absolute and relative frequencies. This method can easily show the trend which could help provide a certain conclusion. All the graphs below are made from data collected from the questionnaires.

5.1 Knowledge of Fair Trade products in the fitness community in Czechia

The overall result from the anonymous questionnaire brought out a clear result.

The first and simplest question revealed the total knowledge of fair trade products in the sample of respondents. Almost 80% of respondents confirm their base knowledge of Fair Trade products. As is illustrated in the Graph 1. It covers the three quarters of the total respondents.



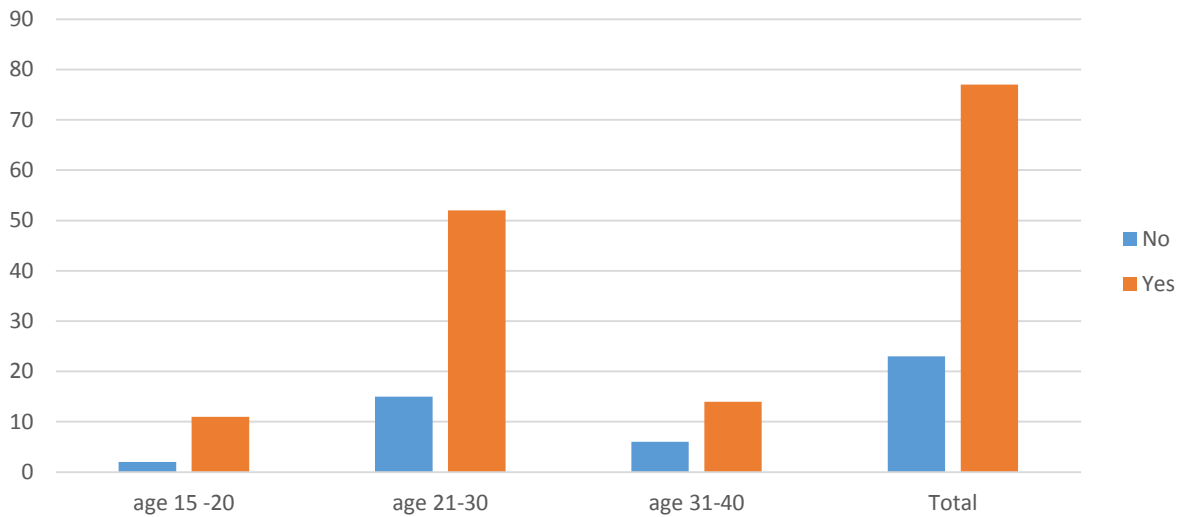
Graph 1: The respondent's knowledge about fair trade products,

Source: own production

Graph 2 shows this result in more detail,

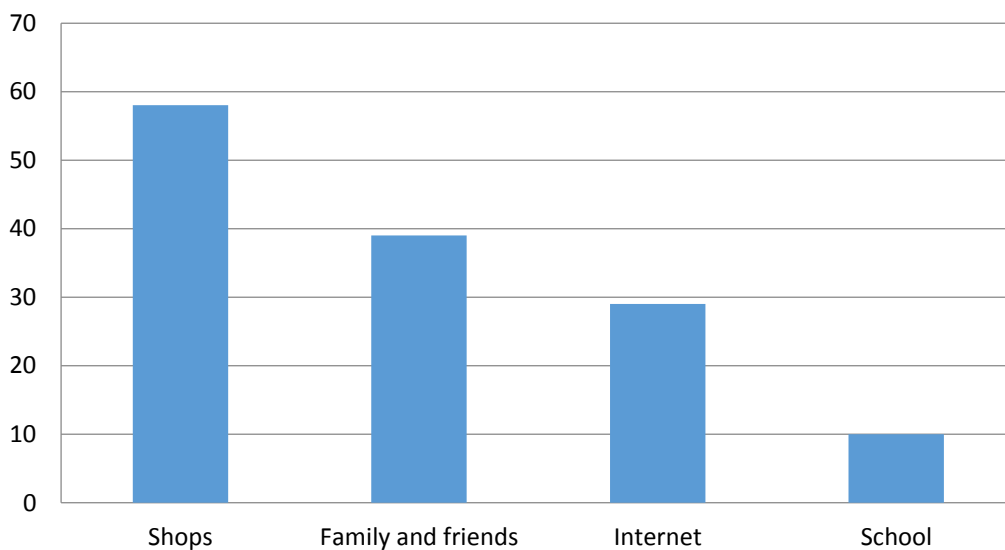
because the sorting by age categories was

used. It can be found that the strongest group of people is the middle aged group, between 21-30 years old. This is the main and the largest age group of total respondents.

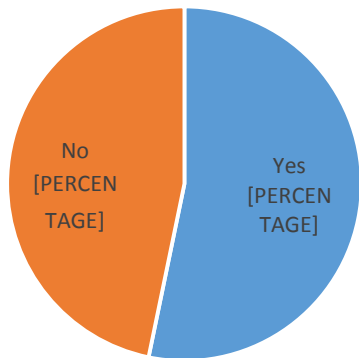


Graph 2: Knowledge of fair trade products by age groups; Source: own production

The next question is focused on the people who confirmed their knowledge about Fair trade products. The question has multiple options so the respondent could cover all the sources where he/she knows about these products. This question offers possible answers such as Shops, Internet, Press, TV, Radio and School and it covers also social circles and family members. This information will bring the basic source of knowledge about Fair trade products of the respondent. As is shown in the Graph 3, the largest knowledge source is coming from the shops, next from family and friends and on the third level is the internet. This is quite a disputable point which can possibly point to the low informational demand via internet sources or a low informational accessibility in their sphere of interest. None of respondents answered Press, TV and Radio as a source of information.



Graph 3: Sources of knowledge of Fair trade products; Source: own production

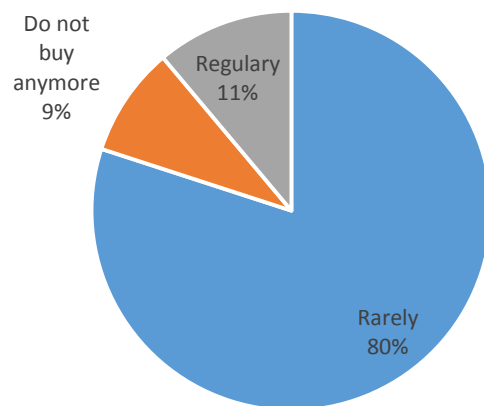


Graph 4: Share of buyers of Fair trade products;
Source: own production

The total share of active buyers compared to non-active customers is explained in the Graph 4. In the graph more than 50% of respondents who are familiar with Fair trade products already buy these products. This question needs to be examined deeper for a more useful output.

The most important question in connection to knowledge of FT products is by asking if the respondents are buying these products and how often. In the questionnaire, under the questions numbered three and four, the result revealed the overall interest respondents had in these products and can help to understand the customer's behavior.

Question 4 is designed for people who are buying these products and simply seeks how often customers buy these products. From the three possible answers, exactly 80% of the respondents answered that they are rarely buying FT products and only 11% of respondents are buying FT products regularly. To better understand why people are buying FT products is best served by the following questions which are trying to determine where and why the respondents prefer to buy these products. Otherwise, the questionnaire also reveals the possible reasons why people do not buy FT products. Graph 5 displays the results graphically.



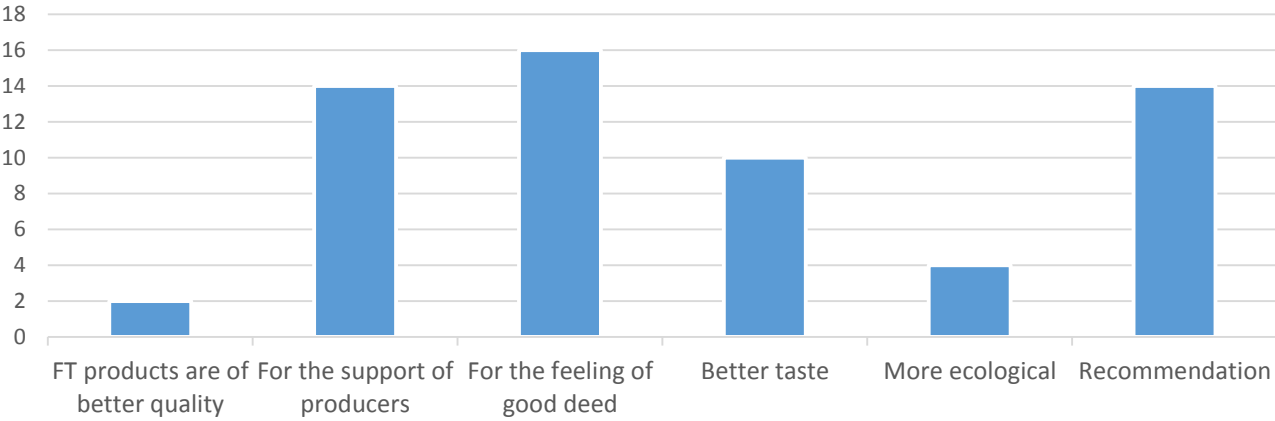
Graph 5: Purchasing frequency of respondents;
Source: own production

For a better demonstration Graph 6 is shown below. It can be seen where customers mainly prefer to buy their FT products.



Graph 6: Stores where people buy FT products most common, source: own production

The greatest purchase power is represented by coffee shops and tea rooms as 36% total. This information may be easily interpreted that most of the respondents are familiar with Fair trade coffee and are willing to buy and enjoy this commodity in the nice coffee shops or tea rooms. Regular groceries and supermarkets hold second place with 32%. Stores focused on Bio quality products hold third place. This fact is proved by the following Graph 7, where the respondents select the main determinants why they buy the products. The ecological factor holds the fifth position out of six. On-line stores and specialized stores are represented equally holding only 6% each.

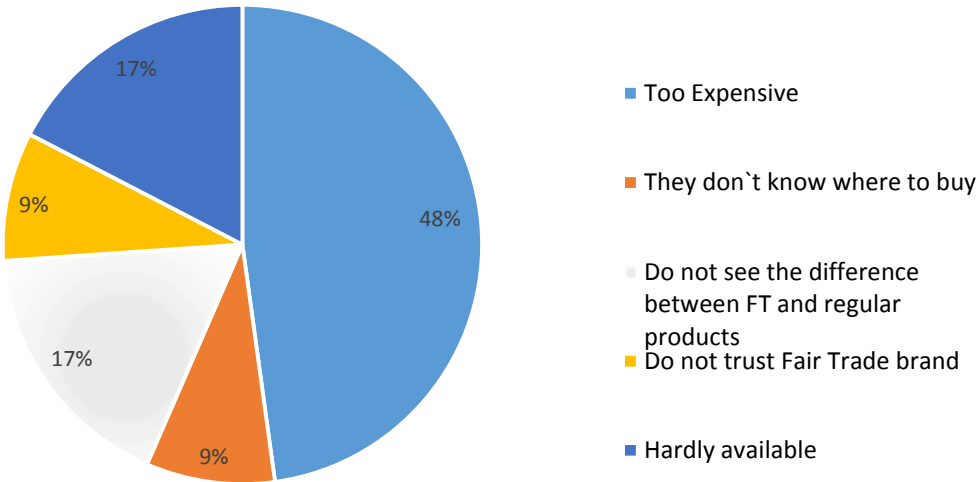


Graph 7: Main purchase determinants of FT products; Source: own production

For the simple question why the respondents are buying FT products, most of the respondents agree for the feeling of ‘doing a good deed’. The complete result is shown in

the following Graph 7. As reported above the most popular answer was doing a good deed by supporting the producers. The third strongest answer was because of a recommendation. Very few respondents buy these products because of better quality or that these products are more environmentally friendly.

The other part of this survey was focused on the people who already know about FT products, but they are not buying them. The results reveal a number of possible reasons why customers do not buy these products and what could be changed to make their attitude more positive.



Graph 8: Reasons why customers do not want to buy fair trade products; Source: own production

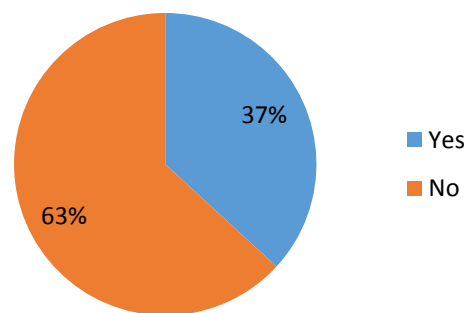
In Graph 8 it is clearly visible that the main reason why people do not buy these products is that they are way too expensive. As has been mentioned previously, Hana Chorváthová from Fair Trade in Czech is expecting that a larger turnover would make Fair trade goods more attractively-priced. So if the buyers knew this information, they would be more likely to buy FT products and support the sales. But this is only the best scenario. In reality, people’s behavior is determined by many other aspects. Not only the feeling of doing a good deed is powerful enough to change the situation nowadays. People are still under economic, political and social pressures which play a huge role in their decisions. There is a need to put special attention to the two 17% groups of respondents who answered. These respondents are pointing out that Fair trade products are not readily available and the other 17% group do not see any difference between the Fair trade batched products and the regular ones. This is a good point to be improved further.

5.2 A survey of public awareness in the field of fitness in the relation to the Fair trade commodities

These questionnaires seek blind spots in public awareness which would allow discussion about the promotion of Fair trade products to the broader spectrum of customers. These blind spots could be understood as empty spaces in the market which could be filled. But, firstly it is necessary to find out if it is useful and if it brings desired results in the positive increase in sales of FT products.

This second part of the questionnaire firstly analyzes how many people and how often they are sports active and how much they know about the availability of FT products in the online stores. This will help to discover public awareness about the connection between sports nutrition and fair

trade products. In Graph 9, only 37% of respondents confirmed that they have noticed that Fair Trade products are in the range of fitness supplements and sports nutrition. The rest of the respondents were not aware of this connection, so this represents 63% of the total respondents. So here is the first blind spot which could easily be fixed.



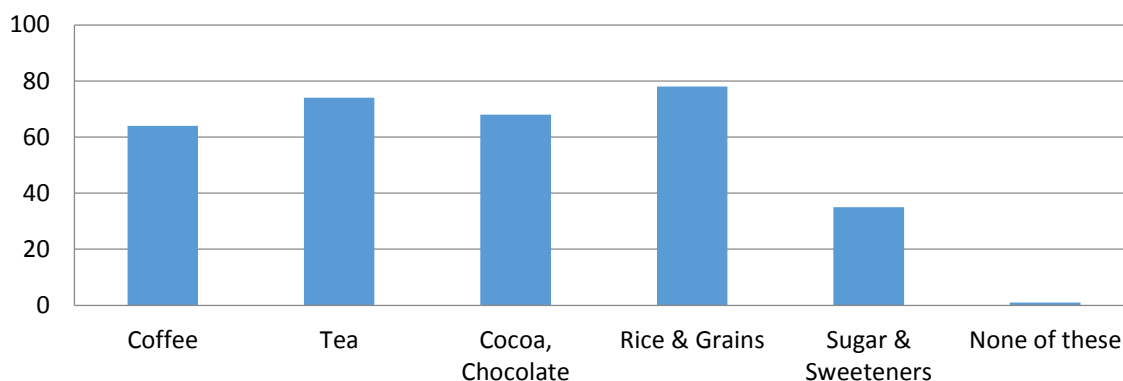
Graph 9: Knowledge of availability FT products online;

Source: own production

As was explained before, to be sure that respondents are sports active Question 9 asked how many times per week do the respondents workout. This was a research entry question. This question should serve as an informational overview to be more specific in connection with Question number 10 – Whether respondent train and take care of their quality nutrition.

The next survey according to Question 10 found that over 80% of respondents who are sports active take care of their healthy and nutritious diet. So this points out that there is a connection between basic food commodities and the actual fitness trend. For a better understanding and clearer results, the next question expands the topic into the details.

For more certain information in connection to the healthy food and fair trade commodities, the questionnaire asked which food commodities are the main ones in their shopping lists. In Graph 10 it can be seen that first place is held by rice and grains.



Graph 10: Most purchasing commodities according to respondent's choice; Source: own production

Rice is one of the bodybuilders and all dieter's favorite foodstuff. This is a great indicator which could ensure the sales of fair trade commodity rice. But unfortunately it is not the only high valuable indicator. The main determinant of all respondents is price of the product. So if the regular rice is still cheaper than the Fair Trade batched rice, which is 100% more expensive than the regular rice²⁷, so rice is not a proper commodity to be promoted in the field of fitness nutrition through other fitness stores or magazines.

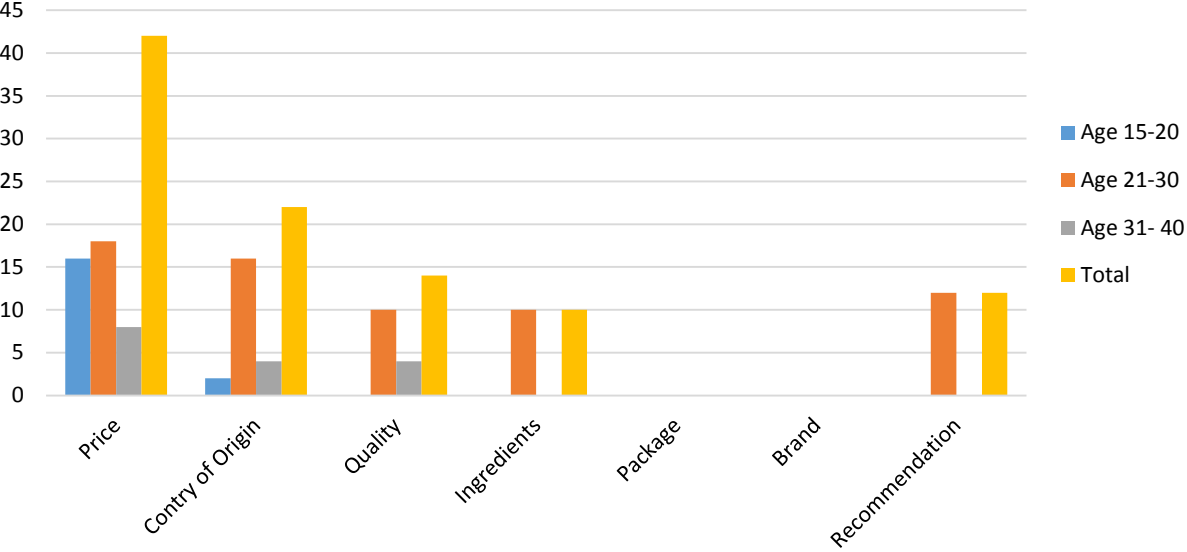
For a clear explanation there follows an easy calculation from daily life of a nutritionally balanced diet for a man at the age of 25, who weighs 90 kilograms, and is mostly muscular. This person needs 300 grams of carbohydrates per day. The perfect source is the rice which contains 80 grams of carbohydrates in 100 grams of uncooked rice. So one portion could consist of 100 grams of rice which regularly costs around 10 CZK (500g of plain rice costs around 50 CZK). On the other hand, Fair Trade quality rice costs nearly 100 CZK per 500 grams²⁸. So it is easy to calculate the price for a FT rice portion now costs 20 CZK, which is twice higher, in other words 100% more than the regular price.

²⁷ Heureka, online price comparative portal, seen on: 23.04.2017 <https://ryze.heureka.cz/country-life-ryze-basmati-bila-500-g/>

²⁸ Heureka, online price comparative portal, seen on: 23.04.2017 <https://ryze.heureka.cz/fair-trade-bio-hom-mali-neloupana-jasminova-ryze-500-g/>

But if we forget the quantity of purchased rice, just for the customer’s occasional purchase, even just for a feeling of doing a good deed, it is possible to increase the sales of fair trade rice. The most inhibiting factor is still the price. (Graph 8; 11)

Other and valuable data are stated in Question number twelve, which identifies the most important factors customer who choose the product. Respondents were putting in order the the various answers on the scale of 1 – 7 in ascending order, according to their priority. For the highest priority number one is given and for the lowest priority number 7 is given. The results of the main priority are clearly drawn in the Graph 11. In total, the main determinant based on which the customers choose their product is price. This result only confirms the previous statement that the attractive price still remains the key factor which determines the customer’s final decision. If you take a look back at previous Graph 8 which illustrates reasons why the respondents do not buy Fair trade products the price element is the most dominant.

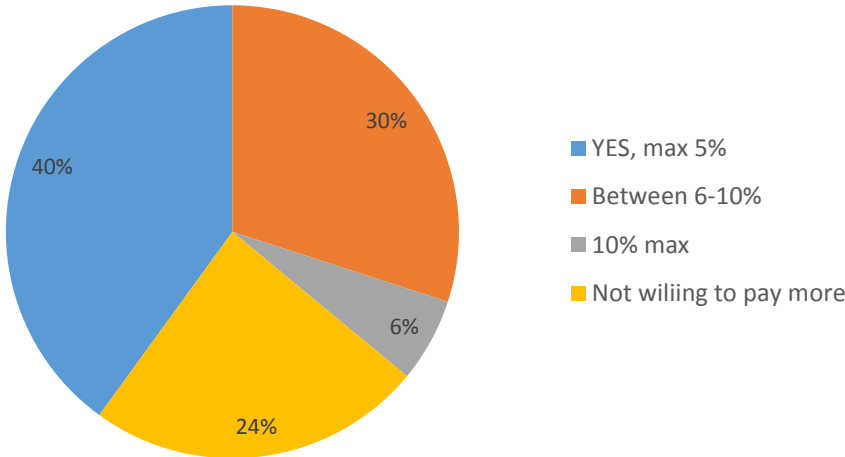


Graph 11: Number of customers and their main preferences, when choosing the goods, throughout all age groups; Source: own production

Another important indicator in the Graph 11 is the information regarding the age group. It could be declared that the price is one of the strongest determinants for the first two age groups. Mostly represented by students and young workers whose budget is on the most part limited.

5.3 The study of willingness of customers to pay higher prices for FT products

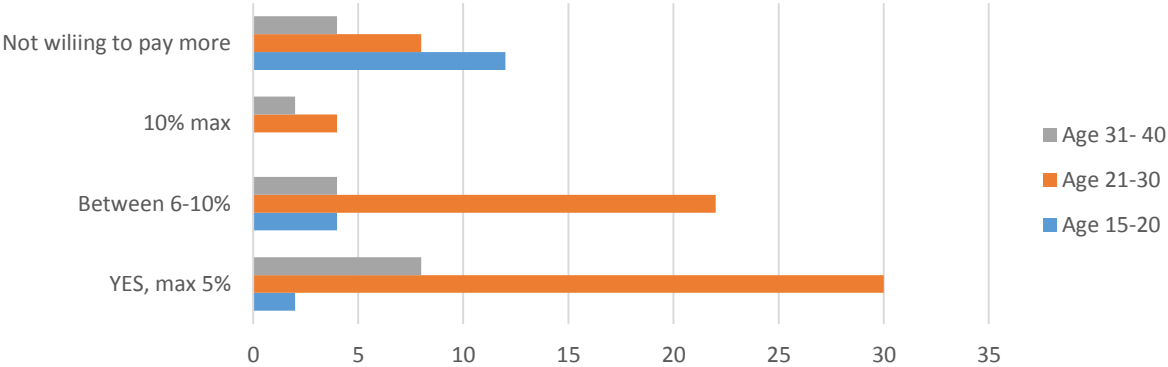
Price is the main and unforgettable determinant which requires a special attention. Questionnaire investigates if the respondents are willing to pay higher price for certain FT products. Thanks to the short introduction in the questionnaire regarding the Fair Trade products, which briefly explains the concept of FT products, highly relevant data have been collected from all the respondents.



Graph 12: Total percentage allocation of willingness to spend for FT products; Source: own production

In the Graph 12 there is shown the total percentage of people and their willingness to spend a certain amount of money on the Fair trade products. The survey is coming up with valuable data which confirms that people who are aware of the Fair Trade product concept are willing to spend around 5 – 10% more money on them, instead of regular cost products. This result gives us a clear information about the customers’ behavior and availability to spend their money on Fair Trade products. Yet, there is still almost one quarter of respondents remaining who are not willing to spend more money. This group is represented mostly by students and young people. Only small percentage is willing to spend 10% more of the regular price.

The following Graph 13 is showing the current respondents' attitude regarding their willingness to spend more money on FT products together with their age structure, which will be discussed below.



Graph 13: Willingness to pay for FT products across the respondent's age group; Source: own production

The results which came up from this survey are a clear indicator of how much money certain age groups are willing to pay more for such products. The middle group of the people between the age of 21 – 30 is a numerous group which is willing to pay at the most 5% on top of the regular product. Another quite a large group is still represented by the middle age group, and this group is willing to pay between 5% to at the most 10 % more. The interesting fact is, that only 5% out of the whole group of the youngest respondents are willing to pay 10% or more. Therefore, the youngest age group is the leading group most reluctant to pay more as they, naturally, dispose only of limited financial resources. Remaining two age groups those between 21 – 30 years and 31 – 40 years of age are willing to pay 10% or more.

In other words the total share of respondents' sample provided following statistical structure:

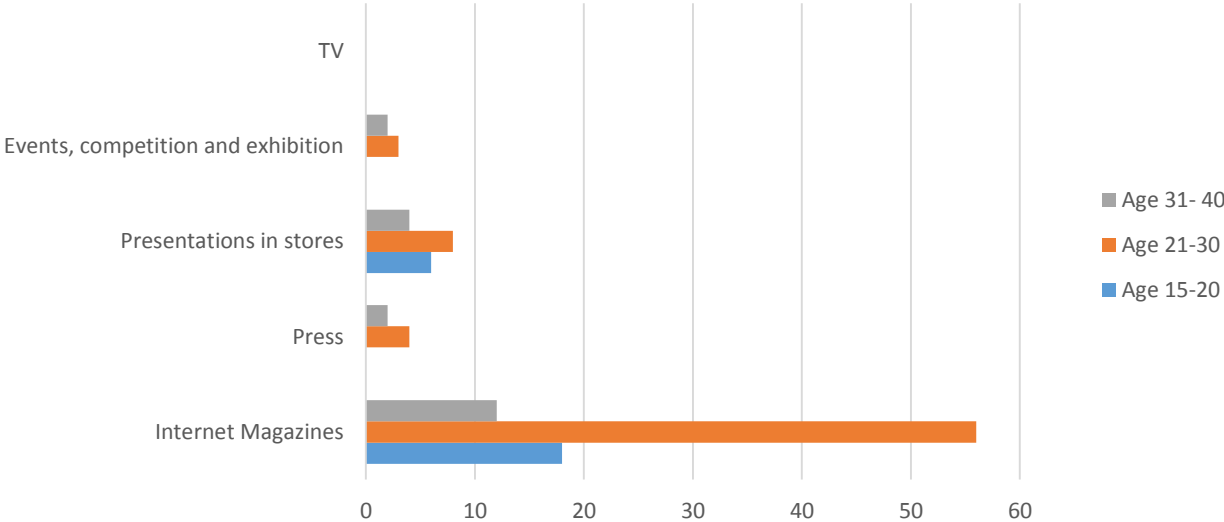
Table 3: Respondent's age structure; Source: own production

Data	Absolute freq.	Relative freq.	Cumulative freq.	Cumulative relative freq.
Age 15-20	13	0,13	13	0,13
Age 21-30	67	0,67	80	0,8
Age 31-40	20	0,2	100	1

It is easy to see that the median age of respondents is between 21-30 years. As was mentioned above, this group, in general, is willing to pay maximally 5% more for these Fair trade products.

5.4 Information channel

To be informed means to have an objective overview about the product. People need to and actually respondents want to be more informed about the concept of Fair trade products, especially in connection with healthy nutritious food. The questionnaire asks the respondents about the best source of information they would like to use to learn about the FT products. The overall winners were the Internet Magazines and Videos (Graph 14).



Graph 14: The best source of FT product information, respondents want to learn from, according to age groups; Source: own production

This result confirms the main aim of this thesis. To find out if the promotion of Fair Trade products to the broader spectrum of customers in the field of fitness is useful. As a result, the questioned people do want to know more about these products via Internet Magazines and video tools. This informational output is beneficial for the hypothesis, whether to promote Fair trade products in fitness communities via online fitness magazines. The overwhelming majority of respondents agree with online magazines as an informational source of information about the Fair trade products. This would probably positively increase the consciousness about this problem and would motivate people to buy these products, even for higher prices.

6 Discussion & Conclusion

Promotion goes hand in hand with marketing, which is an important tool in the market. This analysis revealed, via a current sample of 100 respondents, the approximate situation in the Czech fitness community and its attitude towards Fair Trade products. The situation of Fair Trade products in the Czech market according to information from Hana Chorváthová is sufficient, but willingness to buy these products by people in fitness healthy lifestyles is quite poor. Surveys based on the respondent's answers reveal the main reasons why they do not buy these products, even they though they confirm their knowledge of these products.

The factor of this phenomena could be explained as the respondents not knowing enough to be motivated to buy these products which is not that strong as to beat the price factor. The first and very significant factor as to why the respondents are not willing to buy these products is the price, which is still high. On the other hand, the real profit to the producer is not as high as the trader's or reseller's. This is the main point why the Fair Trade products are expensive. If, for example, producers get 10% of the price it is still good, but the rest of the price goes to people further along the retail chain. This is the key element. If the price would be lower, significantly more people would be prepared to buy these products.

Furthermore, in a positive way, the sample respondents would like to learn more about these products which is an interesting fact. This fact is proving that this analysis clearly answers that Fair trade products need to be promoted in the field of fitness in the Czech Republic. The main question, whether it is worth promoting Fair trade products via Online fitness magazines would be confirmed? The respondents are unanimously approving that they take an interest in this field and as was discovered the most suitable tools are the online magazines or videos. This survey nicely shows how the sample of respondents in the fitness community of the Czech Republic is not well informed about these products for many reasons. This could be improved via an informational channel such as a fitness online magazine

In the ideal situation it would be most beneficial to lower the price of Fair trade products and also to increase the information channels such as thematically written articles, written in an informative way (e.g. processing of the commodity or the producer's background), or in a practical sense i.e. how to use the commodities (e.g. tips for cooking baking and local producer's recipes.). There are many great topics to ensure quality and interesting content to attract the final consumer.

There are plenty of Fair trade online informational sources, but people who are sports active probably do not seek this information. The promotion of Fair trade products in the area of interest which they are familiar with would be beneficial to both sides. It would spread the consciousness and motivate people to buy these products rather than free trade goods, which will increase the sales and as demand rises, so the producer can increase the supply.

Other results from the questionnaire, as to the age or the level of education, assist with better marketing integration. It shows the most numerous groups of data which could be used for successful and accurately directed promotion, via online promotion and marketing and advertising tools.

6.1 Proposal for the use of results in practice

These results could be directly used for Fair trade promotion in the field of the Czech fitness scene via online magazines. Due to a broader questionnaire which covers all the basic and intermediate data, these results could serve as a good tool for targeting the promotion to a concrete group of people with information about their age, education, place of residence etc. This work also helps to fill the research gap and could be the focus for deeper studies of this problem.

Another proposal would be that the producers of the fitness supplements could cooperate with the Fair trade producers and use their commodities in the production. There is a significant correlation between used commodities, so there is a possible attractive point for both sides. As was mentioned, basic commodities such as rice or cocoa processing can be used in the fitness nutrition industry as well. The Fair Trade batch could add additional value and desirability of the product and increase the awareness of the

importance of Fair trade. Additionally, there is a possible way how to lower the cost. Due to direct purchase by the supplement producer from the commodity producer, there is a shortening of the retail chain and the final price would be lower. But this is a case study for more detailed analysis.

6.2 Conclusion

This as yet unexplored topic of my thesis has highlighted the new perspective of how to introduce the Fair Trade products to a broader spectrum of customers. The thesis has established the correlation between the basic Fair Trade commodities and the fitness nutrition trend. This is a beneficial information to be studied furthermore in detail. The survey came up with some interesting facts which show that the respondents are familiar with the Fair Trade products but do not buy them due to their higher price. Nevertheless, the respondents proved that they are willing to learn more about these products and are willing to spend more money on them. There appears to be a significant similarity between the Fair Trade and the “organic” products in the sense of expected price decrease as proven in the past. In the past the “organic” products used to be much more expensive and yet at present their price has decreased and it is not as high as it used to be. The same trend could be therefore expected in the field of Fair Trade products. However, there is a need to stimulate the customers’ motivation.

The same trend could be therefore expected in the field of Fair Trade products. However, there is a need to stimulate the customers’ motivation. The online fitness magazines would directly stimulate the interest in a particular group of people, in this case of the fitness community. As the result from the questionnaire output, it is chance to attract people in the fitness field and ensure the higher interest. Otherwise, the study brought nice results about the willingness to spend more money for these products. The number of people who answered in the questionnaires that they are willing to spend more money was quite large share. There was a positive response from people who neither are aware of these products nor use them. After the short introduction and the explanation of the term Fair Trade in the questionnaire they showed an interest in learning more about these products and also to spend more money on them. This fact is a very positive result of the study which could increase the sales of these products in the Czech Republic. At

the same time, the overall demand could grow influencing positively the farmers themselves. One other helpful output within this study is the connection of Fair Trade commodities and fitness nutrition. The supplement producers themselves could follow the market demand in FT products and they could regularly incorporate these commodities into their concept as a part of their ingredients. In this way, they could purchase cocoa, rice and other commodities directly from the farmers which would lead to lower costs and final product prices making them more attractive to the customer.

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9 Graphs & Tables

Graph 1: The respondent's knowledge about fair trade products, Source: own production.....	25
Graph 2: Knowledge of fair trade products by age groups; Source: own production	26
Graph 3: Sources of knowlegde of Fair trade products; Source: own production	26
Graph 4: Share of buyers of Fair trade products; Source: own production.....	27
Graph 5: Purchasing frequency of respondents; Source: own production	27
Graph 6: Stores where people buy FT products most common, source: own production	28
Graph 7: Main purchase determinants of FT products; Source: own production	28
Graph 8: Reasons why customers do not want to buy fair trade products; Source: own production	29
Graph 9: Knowledge of availability FT products online; Source: own production	30
Graph 10: Most purchasing commodities according to respondent's choice; Source: own production	31
Graph 11: Number of customers and their main preferences, when choosing the goods, throughout all age groups; Source: own production	32
Graph 12: Total percentage allocation of willingness to spend for FT products; Source: own production	33
Graph 13: Willingness to pay for FT products across the respondent's age group; Source: own production	34
Graph 14: The best source of FT product information, respondents want to learn from, according to age groups; Source: own production	35
Table 1: Number of total Facebook fan followers for each interest page; Source: own production.....	23
Table 2: Number of total enterprises in the czech market according to web www.firmy.cz , Source: own production...	23
Table 3: Respondent's age structure; Source: own production.....	36
Figure 1: Fair trade official Certification Mark is based on the drawing of human with an upraised arm. The idea is to present a positive message about fairness, empowerment, progress and hope. (Jilly Hunt), Source: https://www.fairtrade.net	19

10 Attachment

Dotazník: Informovanost o Fair Trade produktech na poli Fitness

Dobrý den,

Jsem studentka Mendelovy Univerzity v Brně a pro svou bakalářskou práci zaměřenou na informovanost o konceptu Fair trade ve fitness odvětví mi dovoluji požádat Vás, o vyplnění tohoto dotazníku. Jedná se o zcela anonymní dotazník, který velmi poslouží i pro budoucí projekt v praxi. Děkuji.

1. Znáte Fair Trade produkty? (pokud ne, přejděte k otázce č. 9)

- Ano
- Ne

2. O Fair Trade produktech jsem se dozvěděl/a:

- Z tisku
- Z televize
- Z Internetu
- Z rádia
- Ze školy
- Z obchodu
- Od rodin či přátel

Jinde:

3. Kupujete Fair Trade produkty? (Pokud ne, přejděte k otázce č. 7)

- Ano
- Ne

4. Jak často kupujete Fair Trade produkty?

- Pravidelně
- Občas
- Nekupuji

5. Kde Fair Trade produkty kupujete?

- Ve specializovaných prodejnách
- V prodejnách bio a zdravé výživy
- Na internetu
- V kavárnách a čajovnách
- V běžných obchodních řetězcích
- Na stáncích na různých akcích

6. Proč Fair Trade produkty nakupujete?

- Jsou kvalitnější
- Pro podporu producentů v rozvojových zemích
- Pro pocit dobrého skutku
- Jsou chutnější

- Jsou vypěstovány ekologickým způsobem
- Na doporučení známých

7. Z jakého důvodu Fair Trade produkty nekupujete?

- Jsou příliš drahé
- Nevím, kde je koupit
- Nevidím rozdíl mezi Fair Trade a běžnými produkty
- Nevěřím této značce
- Jsou těžko dostupné

8. Věnujete se cvičení a posilování? Pokud ano, jak často:

- Ano:
- Ne

9. Všimli jste si, že se Fair Trade produkty nacházejí i v nabídce fitness prodejen a internetových obchodů?

- Ano
- Ne

10. Dbáte spolu se cvičením na kvalitní stravu?

- Ano
- Ne

11. Které z uvedených potravin kupujete? (Ize více možností)

- Káva
- Čaj
- Kakao, Vysokoprocentní čokoláda
- Obiloviny
- Cukr a další sladidla
- Žádné

12. Co je pro vás při výběru potravin nejdůležitější? (seřad'te od 1 – nejvíce po 7 – nejméně)

- Kvalita
- Cena
- Země původu
- Složení
- Obal
- Značka
- Doporučení

Vysvětlení pojmu Fair Trade

Fair Trade, neboli férový obchod, představuje způsob obchodu s producenty z rozvojových zemí, jehož cílem je zlepšit jejich pracovní podmínky, kvalitu života a vyplatit spravedlivé ceny za jejich produkci.

13. Pokud by jste měl/a zájem se o Fair Trade dozvědět více informací, jakou formou?

- Z internetových magazínů nebo videí
- Z tisku
- Prezentací v obchodech
- Na různých akcích (soutěže, výstavy aj.)
- Z televize

14. Jste ochotný/á utratit za Fair Trade produkty více, než za běžné produkty?

- Ano, ale ne více než o 5%
- Ano, asi o 6- 10% více
- Ano, více než o 10%
- Ne

15. Pohlaví

- Muž
- Žena

16. Věková kategorie

- 15 - 20 let
- 21 – 30 let
- 31 – 40 let
- 41 – 50 let
- 51 – 60 let

17. Nejvyšší dosažené vzdělání

- Základní
- Středoškolské
- Vysokoškolské

18. Kraj kde žijete:

.....