

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Management**



**Bachelor Thesis**

**Marketing and labeling of bio products**

**Lucie Křemenová**

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**CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE**

Department of Management  
Faculty of Economics and Management

# **BACHELOR THESIS ASSIGNMENT**

Křemenová Lucie

Agricultural Economics and Management

Thesis title

**Marketing and Labelling of Bio Products**

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### **Objectives of thesis**

The Aim of the bachelor thesis is to focus on labelling and marketing strategies of bio products. This work will identify how these two business branches are intimately connected.

### **Methodology**

The problem of marketing, its tools and communication tools, marketing research will be analysed after studying appropriate literature, internet sources and specialized magazines.

Analytic part will elaborate bio farming and food and its labelling. At the end the main part of bachelor thesis is the questionnaires which will be conducted by internet, and subsequently analysed.

### **Schedule for processing**

1. Literature review to be 80% complete by end October 2011
2. Questionnaire and analysis of results by mid January 2012
3. Work to be completed and ready for proof reading 3rd March 2012

**The proposed extent of the thesis**

30 - 40 pages

**Keywords**

Marketing, marketing communication, communication mix, marketing mix, marketing research, labeling

**Recommended information sources**

FTOREK, J; Public relations jako ovivnovani mneni; Grada publishing; 2007; ISBN: 978-80-247-1903-0  
HRON, J. a TICHÁ, I. Strategické řízení. 1. vydání. Praha: ČZU PEF, 2002. Skriptum. 240 str. ISBN 80-213-0922-9  
KOHOUT, J. Veřejné mínění, image a metody public relations. 1. vydání. Praha: Management Press, 1999. 122 str. ISBN 80-7261-006-6  
KOTLER, P; Kotler on Marketing; 2001; Free Press; ISBN-13: 978-0684860473  
KOTLER, Philip. Marketing, management. 1. vydání. New Jersey: Prentice-Hall, 1988. 568 s. ISBN 0-13-552480-6  
LANCASTER, G & REYNOLDS P; Marketing made simple; Elsevier Science; 2000; ISBN: 9780750647717

**The Diploma Thesis Supervisor**

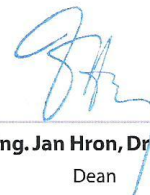
Selby Richard, Ph.D.

**Last date for the submission**

březen 2012



**prof. Ing. Jan Hron, DrSc., dr.h.c.**  
Head of the Department



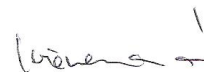
**prof. Ing. Jan Hron, DrSc., dr.h.c.**  
Dean

Prague March 7. 2012

## **Declaration**

I declare that I have worked on my bachelor thesis, entitled "Marketing and Labelling of bio products", by myself and I have used only the sources mentioned at the end of the thesis.

In Prague on 27.3.2012

A handwritten signature in black ink, appearing to be 'L. V. ...', with a small vertical mark above the end of the signature.

## **Acknowledgement**

I would like to thank to Richard Selby, Ph.D. for his useful advices and professional support during my work on this thesis.

# Marketing and labeling of bio products

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## Marketing a značení bio produktů

### Summary

The attention of the bachelor thesis is focused on labelling and marketing of bio products. The thesis is concerned with the development and present conditions of bio products in the Czech Republic. It characterizes the methods of production, control, certification of products and public opinion about them.

Part of the work is a marketing research, using an Internet questionnaire. On the whole the questionnaire completed 103 respondents. The aim was to find out opinion and preferences for some products of ecological farming on the spot of sale.

**Keywords:** Marketing, marketing communication, communication mix, marketing research, labelling.

### Souhrn

Předmětem bakalářské práce je značení a marketing bio produktů. Tato práce se zabývá vývojem a současným stavem bio produktů v České republice. Charakterizuje způsob produkce, kontroly, certifikace produktů a veřejného mínění na ně.

Součástí práce je marketingový výzkum s použitím internetového dotazníku, ve kterém bylo osloveno 103 respondentů. Cílem bylo zjistit názory a preference na produkty ekologického zemědělství v oblasti prodejních míst.

**Klíčová slova:** Marketing, marketingová komunikace, komunikační mix, marketingový výzkum, značení.

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## **2. Introduction**

The reason this topic was chosen is the author's personal notice that people seem to react differently about bio food and organic farming in the Austria and the Czech Republic. After some consideration the main aim of this thesis was chosen to be about the attitudes, needs and wants of the Czech people regarding the bio food chain.

Increased demand for organic food in recent years has resulted in the rapid growth of the number of organic food producers who have taken advantage of this prospective business field.

Compared with the previous period, the increased subsidy scheme for organic farmers and organic food manufacturers has put them in a favoured position in the evaluation of investment projects.

In connection with an agricultural policy that financially subsidizes environmentally friendly agricultural practices, there is a growing demand in the developed countries for Organic Food. Consumers consider organic food compared to conventionally produced food as nutritious, wholesome and tastier.

Consumers now have a fairly clear idea of what the bio foods are and what are the positive benefits of their consumption. They know that eating organic food protects both their health and the surrounding environment. Organic food brings benefits with regard to the health and quality of the food. The Czech organic food range is quite broad and includes mainly the following products: milk and dairy products, bread, flour, pastries, fruits, dried fruit, vegetables and meat.

With the aim to find out the wants and needs of a customer, the questionnaire was prepared for an Internet research. The following text is devoted to the objective comparison of the prices of bio products and conventional products. The resulting conclusion is supported by a chart of the views of Czech educated people according to age groups.

### **3. Aim and Methodology**

#### **3.1. The Aim**

The aim of the bachelor thesis is to focus on the labelling and marketing strategies of bio products. This work defines how these two business branches are intimately connected. Part of the work deals with labelling and its conceptual and basic terms. It is oriented at showing how marketing is important in selling any product. Another part of the work is focused on the Czech success in marketing of bio-labelled products.

The purpose was to find out the consumer wants and needs about bio products and their purchase. The questionnaire was completed by 103 respondents. Respondents came from different places in the Czech Republic and they were segmented into three groups according to their age.

The main purpose of marketing research was to determine if consumers have even met the concept of an organic foods and if they consume or buy them. Furthermore for those, who buy bio foods it was discovered what kind of bio food products were purchased, how often they went shopping and where they got their information.

One of the tasks was also to realize why respondents don't buy the bio-labelled food and what to do to convince them to purchase it in the future.

Out of all the replies, the potential ideal customer was defined and thereby what target group of customer distributors should focus their routine offer of bio food on. There is also stated what is the best method of propagation.

##### **3.1.1. Further aims:**

- To understand the meaning of the term bio food
- Reasons for purchasing or not purchasing bio food
- Where do customers shop for bio food and where do they get information about them from
- What kind of bio food do they buy
- What are the approximate cost of buying bio food

### **3.2. Methodology**

Based on the literature, internet sources and specialized magazines, the key words and themes for fulfilling bachelor thesis will be selected. The problem of marketing, its tools, communication tools, and marketing research will be subsequently analysed after studying all sources.

The analytic part will deal with bio farming, bio food and its labelling. The focus is also to present all the necessary terms. The Czech position about this topic and specific situation on Billa supermarket are outlined. The crucial part of the bachelor thesis is the questionnaire, focused on reactions and feelings of the people about the bio products. There were only pre-selected answers for all the given questions. Whole process will be characterised after analysing the obtained answers to the questionnaire, books and internet sources. At the end, the solution of marketing with bio products will be compared the theory and subsequently distinguished all the potential differences.

The marketing research was done during the period September up till December. For the purpose of questioning, the method of internet questioning is used. Answers were recorded into the prearranged questionnaire. All respondents were a randomly chosen 103 customers. On the whole the questionnaire completed 103 respondents. Finally, the received responses were processed. The answers were recalculated into percentage rates to be easily presented in the graph form.

The decision was made also to compare normal and bio products, because some of the respondents were mentioned the high prices of bio products as the reason of not purchasing bio food. The research was made in the Billa supermarket in Prague. The results are represented in the table 1.

An additional research about tertiary educated people in Czech Republic was made. It appears that education could be one of the crucial points in the purchasing bio products.

## **4. Literature research**

### **4.1. Marketing**

#### *"Marketing Memo: Exceeding Customer Expectations"*

At first, we should know what the market means. It is a group of people, companies or even individuals who are positional buyers of product or service.

Marketing is basically closely associated with market development. It was more likely exchange business character. Later marketing became a management discipline devoted to engineering increases in sales. More recently, it has taken on the character of an applied behavioural science that is concerned with understanding buyer and seller systems involved in the marketing of goods and services (KOTLER and KELLER, 2008).

### **4.2. Marketing mix tools**

There are 7 level of marketing mix (people, planning, product, price, place, promotion, profit)

Marketing mix is characterized by collection of tools influencing the marketing business. Many specialists have researched marketing mix for a quite long time to find proper tools. Pegasus' marketing mix is comprised of the following approaches to pricing, distribution, advertising and promotion, and customer service. In the course of time, four groups of the scheme were created. That was the product, the price, the distribution and the promotion. It was first expressed in 1960 by E. J. McCarthy (KOTLER and KELLER, 2008). He classified these tools into four groups, which he called the four Ps of marketing: Product, Price, Place, and Promotion. Using of 4P is useful for the seller, but from customer point of view is 4C more applicable.

4P's are closely related to 4C (Convenience, Cost, Communication, Customer wants and needs) Place means a customer convenience. Price is the cost to a customer, Promotion is the way of communication with a costumer and at last product is what customer wants and needs. Customer requires, or more likely to say expect, high quality for low price, comfort and Business to Customer (B2C) communication.

### **4.2.1.Product**

Product is the first and most important element of the marketing mix. Product strategy calls for making coordinated decisions on product mixes, product lines, brands, packaging and labelling (KOTLER and KELLER, 2008).

Product is everything what is merchantable. It is everything what customer wants or needs. It is something tangible as a doll or a house most often. Products are also services (manicure), people (pop star), places or organizations (sport group) and thoughts or Ideas (English lessons). The items like Product variety, Quality, Design, Brand, Packaging, Services or Warranties, belong to the product characteristics.

### **4.2.2.Price**

Pricing is a kind of everyday routine of any seller. Every man is in touch with the prices in our neighbourhood. Typical examples are the rents, taxes and interests in banks or capitations. The price is influence able. It is variable and it is easy to change it at any time. The appraised value was always set by seller and buyer. Price is expressing the product value. A firm must set a price for the first time when it develops a new product, when it introduces its regular product into a new distribution channel or geographical area, and when it enters bids on a new contract work. A company can pursue any of the five major objectives through pricing: survival, maximum current profit, maximum market share, maximum market skimming, or product-quality leadership (KOTLER and KELLER, 2008).

### **4.2.3.Place**

Consumers are adequately buying all products put into the marketplace. There are three kinds of market.

*Consumer market* - Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image.

*Business market* - Business buyers buy goods in order to make or resell a product to others at a profit.

*Global market* – Every company must decide which countries to enter; how to enter each country (as an exporter, licensor, joint venture partner, contract manufacturer, or solo manufacturer); how to adapt their product and service features to each country; how to price their products in different countries; and how to adapt their communications to fit different cultures (KOTLER, Philip, KELLER Kevin Lane, 2008).

#### **4.2.4.Promotion**

Every single consumer has different needs and wishes. Therefore, the programs (e.g. electronic) questionnaires or searching these needs are built. Companies need to know how to introduce a new product or its brand. Many large companies have a sales promotion manager whose job is to help brand managers choose the right promotional tools.

Commercials last usually short time. Sales promotion seems most effective when used together with advertising. In one study, a price promotion alone produced only a 15% increase in sales volume. When combined with feature advertising, sales volume increased 19%; when combined with feature advertising and a point-of-purchase display; sales volume increased 24% (KOTLER and KELLER, 2008).

### **4.3. Communication mix Tools**

There are various types of communication. One of them is spoken, second written or by the help of graphical symbols. Most often it is the mass communication. That is a communication through the mass media.

- Impersonal form of communication

It is the type of communication or interaction that is based specifically on social roles, such as communication between a sales representative and a potential customer.

- Personal

Personal selling involves a seller attempting to persuade a potential buyer to make a purchase (LANCASTER and REYNOLDS, 2000).

### **4.3.1. Advertising**

The aim of advertisement is to force customers to buy a product or services. The advertisement is a type of non–personal communication, propagated through various mass media. It is paid for by an identified sponsor. The oldest form of advertising is speech. Sellers offered and sold slaves and cattle. There is the first printed news in the half of 17. century, which brings development of the new trade paper advertising. There are several *reasons for advertising*:

- Increasing the sales of the product/service.
- Creating and maintaining a brand identity or brand image.
- Communicating a change in the existing product line.
- Introduction of a new product or service.
- Increasing the buzz-value of the brand or the company.

and *types of Advertising*:

- Print Advertising - Newspapers, Magazines, Brochures, Fliers
- Outdoor and indoor advertisement-billboards, Kiosks, Trade-shows and Events
- Broadcast Advertising - Television, Radio and the Internet
- Covert Advertising – Advertising in movies

### **4.3.2. Personal selling**

It is the most effective tool for building buyers’ preferences. Personal interaction allows for feedback and adjustments. It is the relationship-oriented type of offering sale for customers. Buyers are more attentive, because it evokes some feelings about seller. It can be either positive or negative. Sales force represents a long-term commitment. On the other hand it is the most expensive of the promotional tools.

### **4.3.3. Sales promotion**

The aim of sales promotion is to raise sell of big packages or get a new customers and win their confidence. It attracts attention. Seems that up to 70% of decisions are made on the spot of distribution. The valuation of the process was made at the beginning, during and at the end of process of sales promotion.

The timing is very important in the season consumption because it is short-lived. It stimulates quick response. There are two types of focusing on distribution:

Sales promotion focused on the final consumer:

Samples, Coupons, Sales and benefits, Multiple-unit pricing, Test usage of product, Exhibition of product and prolonged guarantee.

Sales promotion focused on the in-between seller or the final seller:

Attractive pricing, Discounts, Introductory offers, Gift promotional products, Participation on markets and trade fairs

#### **4.3.4.Public Relations (PR)**

„*The only thing worse than being talked about is not being talked about*“(Oscar Wilde)

Public relations are techniques, used by an institution or a firm for keeping contact with its surrounding and with public. It is browsing around the people and trying to influence them all. It is a systematic long term and purposeful process. It should provide information to public sector and, on the other hand, to get the reactions back. It is relatively inexpensive, certainly not 'free' as many people think. PR dramatizes offered company or product. Among the society, it is a very believable form of promotion. It reaches many prospects, missed by other forms of promotion.

PR tools - there are many public relations tools used by various companies.

- *Media Relations* are developing effective relations with media outlets.
- *The press Conference* is needed for media as television or radio, because they need an interaction.
- *The press release* is the most common material provided to media outlets. These documents provide a brief, yet thorough, description of an upcoming activity, whether it is rush or a service project.
- *Media monitoring* serves to track information, events, reports, articles and news about the company, competitors, business partners or other subjects and topics that interest us in the media. Electronic monitoring is collecting wide range media sources on one spot. It is easing searching and archiving data and its following



work. High usefulness of monitoring is automatic plotting and comparing data between each other.

- *Sponsorship* is a support from group or person. It can be supported in a way of giving money, any other material or a non-material gift.

#### 4.3.5. Direct Marketing

Direct marketing is the use of consumer-direct (CD) channels to reach and deliver goods and services to customers without using marketing middlemen. These channels include direct mail, catalogues, telemarketing, interactive TV, Web sites, and mobile devices, (KOTLER and KELLER, 2008). There are few ways of reaching customers. That is on personal (phone calls, private mailings) basis, or mass-media basis (TV, magazines, etc.).

*Table 1, Direct and indirect marketing advantages and disadvantages.*

<b>Direct marketing</b>	<b>Indirect marketing</b>
Time - consuming	Lower cost
Sell, not produce	Less time consuming
Success depends on you	Higher market hazard
You can charge more money	Success of a producer is different than the success of a seller
Form direct relationship with customers	Indirect relationship with customers

#### 4.3.6. Forms of direct marketing

##### *Addressed marketing – direct mail*

Its benefits are direct address the person's name, which is more personal than the anonym address. The database of customers helps with reaching information about purchase preferences of customer. Thanks to feedback is the communication getting better.

### *Non-addressed marketing – leaflets*

- For geographic aim
- For exclusive offers
- For attracting new customers

The benefits of leaflets are a cheap promotion and up till now an effective form of marketing communication.

## **4.4. Marketing research**

Marketing research consists of specification, collecting, analysis, and information interpretation. It helps to understand the market in which the firm is situated or in which is planning to do the business. Research helps with identification of the problem or opportunities to run the business and to form its marketing and evaluate results.

According to KOTLER, KELLER and BRADY, (2009), the marketing managers often commission formal marketing studies of specific problems and opportunities. They may request a market survey, a product-preference test, a sales forecast by region, or an advertising evaluation. It is the job of the marketing researcher to produce insight into the customer's attitudes and buying behaviour. We define marketing research as the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company. Marketing research is now about a \$16.5 billion industry globally, according to ESOMAR, the World Association of Opinion and Market Research Professionals. A company can obtain marketing research in a number of ways.

### **4.4.1. Process of marketing research**

Business is successful and profitable just in case of customer satisfaction, when customer repeats purchasing of goods or services.

Research studies evolve through a series of steps, each representing the answer to a key question:

1. *Why should we do research?*

This question establishes the research purpose, as seen by the management team that will be using the results. This step requires understanding the decisions to be made and the problems or opportunities to be diagnosed.

2. *What research should be done?*

Here the management purpose is translated into objectives that tell the researchers exactly what questions need to be answered by the research study or project.

3. *Is it worth doing the research?*

The decision has to be made here about whether the value of the information that will likely be obtained is going to be greater than the cost of collecting it.

4. *How should the research be designed to achieve the research objectives?*

Design issues include the choice of research approach reliance on secondary data versus conducting a survey or experiment and the specifics of how to collect the data.

5. *What will we do with the research?*

Once the data have been collected, how will it be analysed, interpreted, and used to make recommendations for action? [1]

All systematic and organised activity of the marketing research must be managed in order to get the best results. Therefore, it is made a methodology even for the marketing research. It starts with needs of consumers, follow with data collection and estimations and ends with complete satisfying of all needs. There are a few partitions on each stadium of research. [2]

- *Problem identification*

The first step in the marketing research is to accurately define the problem, determine its specific difficulties and try to formulate variant hypothesis. This is a preliminary answer onto given questions.

- *Situation analysis*

It is basically confirming on basis of available data and opinions about problem. It is searching for the substance of the problem. The problem can be a specific product, a company, brand or global problems. It is a way of searching for the solution. Researcher is talking to obliged people and search for any other way to get as much information as possible.

- *Plan of researched project*

The plan should serve as a systematic file of instructions how to make research and also as a hint to control the budget. The aim is time management and the process of research.

The plan contains:

- Specification of information
- The method of data collection – observation, questioning or experiment
- The budget – the most effective use of all resources
- Determination of specific tasks

- *Collection of data*

Data collection depends on the way of the technique. The prime information is gathered in the field and the secondary gathered from the “table”.

- *Prepare and analyse the data*

The method of analysing data needs to be ready before the collection starts.

- Classified – manipulations is easier with dividing into categories
- Coding – word expression transfer into numbers for better orientation
- Technically work out – graphs and tablets, its purpose is to give understandable and logical formulation of results

- *Report and Presentation*

The conclusion includes brief statement of the facts. The recommendation is the final aim of research. Results can be presented verbally or documentary.

#### **4.4.2. Techniques of marketing research**

There are plenty types of collection of data to enable human behaviour, the way of thinking, motives and positions. There are two options at hand, quantitative and qualitative research. Complex problem research is the quantitative research. There are multiple variables, there are equations and models. Types of the qualitative research are for example experiments and surveys (cross-sectional studies). Qualitative research goes deeper into problem. The interviewer requires extensive and comprehensive answers from the respondents.

There are three basic marketing research techniques. Questioning, experiment and observation. (HAGUE and JACKSON, 2002)

*a) Questioning*

Questioning belongs to a widespread procedure of marketing research. Questioning uses tools (questionnaires, records) and a proper selected group of respondents. There are few types of questionnaires.

- Personal questioning
  - The main benefit of this type of questioning is direct contact with respondent. On the other hand, this method is huge time-consuming.
- Written questioning
  - It is more comfortable for respondents due to longer time for reflection to reply, and there is no influence from the interviewer side. The biggest disadvantage is low number of returns.
- Telephonic questioning
  - This method is quick, if respondent pick the phone up.
- Electronic questioning
  - Its benefits are the minimum time-consuming, financial demand and addressed questioning
  - The biggest disadvantage is computer use ability and internet use ability.

*b) Experiment*

It is a basically testing of behaviour and relationships under fabricated conditions, where are parameters given in advanced. Tested element is used during the process of experiment

*c) Observation*

Observation is usually without straight contact between the observed person and the observer. There are no questions or any other contact with person. There is just observation of feelings and behaviour. The benefit is that there is no need of interrupting observed person. Not knowing of observation gives better result to observer, but it takes longer time.

## **4.5. Brand**

Brand and product are closely connected. Brand is basically express of a producer and vendor. Brand name is one of the main things influencing merchandise. If the brand is strong on the market, it evokes trustfulness and even higher feelings about expected quality. It is like a weapon against competition, but it needs a widespread advertisement. Strong brand names are for example Apple, Sony, VW, and McDonald's.

### *Identity/Image*

The meaning of image is the perception and belief, held in consumer memory. Buyers respond differently to company and brand images. The primary way to account for Marlboro's extraordinary worldwide market share (around 30 per cent) is that Marlboro's "macho cowboy" image has struck a responsive chord with much of the cigarette-smoking public.

Identity and image need to be distinguished. Identity is the way a company aims to identify or place their product. Image is the way the public perceives the company or its products. An effective identity serves for establishing the product's character and value proposition. It also conveys this character in a distinctive way. It delivers emotional power beyond a mental image (KOTLER and KELLER, 2008).

### *Positioning*

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. The goal is to locate the brand in the minds of consumers to maximize the potential benefit to the firm. A good brand positioning helps guide marketing strategy by clarifying the brand's essence, what goals it helps the consumer achieve, and how it does so in a unique way. The result of positioning is the successful creation of a customer-focused value proposition, a cogent reason why the target market should buy the product (KOTLER and KELLER, 2008).

### *Value*

Value is one of the most important things that matters in establishing a new brand. Brand equity needs to be distinguished from brand valuation, which is the job of estimating the total financial value of the brand. Certain companies base their growth on acquiring and building rich brand portfolios. Getting to know the perception of brand users are we getting also the value of brand. For instance, Nestlé has acquired Rowntree (U.K.), Carnation (U.S.), Stouffer (U.S.), Buitoni-Perugina (Italy), and Perrier (France), making it the world's largest food company, (KOTLER and KELLER, 2008).

## **5. Case study: Bio distribution in Czech Republic**

### **5.1. Organic farming**

Organic farming was defined in European law in 1992, and was recognised in the Czech Republic in January 2001 by law 242/2000. Organic farmers do not use artificial fertilizers or pesticides, polluting the environment and other ecosystems. They hold down the synthetic chemical matter into the water, air and even into plants and animals. There is no pollution into food chain, because they fertilize ecologically. The manure comes from cattle, mulch and green manure. They diversify crops according to their type to prevent the problems with spreading weed and pest. They also must take care of comfort breeding of cattle. [3, 4]

## **5.2. Bio products**

Agricultural *animal or plant* product is grown out of organic farming. It is grown to be worked into bio food. Processor of bio product thinks similar way as organic farmers. During the processing they do not use any artificial flavours, colourings and improving of smell. The “disadvantage” is shorter durability of the product. [5, 6, 7, 8]

### **5.2.1. Bio food**

Organic food is primarily a food product with added environmental value. The nature and method of obtaining organic food are laid down in legislation. Each product is marked with the “organic origin” through the control of ecological agriculture. Bio products come from farmers who are taking care of the soil and plants with disuse fertilizers and pesticides. Farmers also give their pets plenty of care, quality food and living space for grazing and recreation.

In the production of organic food refuse the use of artificial fertilizers, colourings and innovations of smell, taste and consistency. It lets consumer enjoy organic food in its natural colour, flavour, fragrance and appearance. [5, 6, 7, 8]

### **5.2.2. Labelling of bio products**

Organic foods have been checked in the Czech Republic and the food is marked with the green "biozebra" national brand, which guarantees the product fulfil the conditions of organic farming law. Organic food produced in the European Union in addition to the national logo is also mandatory single European logo. This ensures that products from different EU countries must have the same legal standards. The whole system of organic farming, processing of organic products and organic food production in the CR controlled by independent monitoring organizations ABCERT and KEZ, which are responsible for control from Ministry of Agriculture [9, 10, 11, 12]

In Czech Republic, it is also the National programme of labelling ecologically regardful products, which is represented by CENIA the Czech environment information agency. This agency gives the label “ekologicky šetrný výrobek”



Label “Produkt ekologického zemědělství” is given from Ministry of Agriculture in cooperation with the Control of ecological farming (KEZ). [13]



Fig.1. The labels of “Produkt ekologického zemědělství” and “Ekologicky šetrná služba”

These brands guarantees:

- Trustful information about the quality of the product and his influence on environment.
- Guarantees that mark products are restricted bad influences on environment.
- Guarantees high product quality.
- Easier orientation in the marketplace in broad of almost the same products.
- Money savings, because of their quality and durability. [13]

### 5.3. Fair trade

Fair trade is foremost organized social move and market approach. It serves to help the third world countries and sustainable development. Fair trade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fair trade offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plan for their future. Fair trade offers consumers a powerful way to reduce poverty through their everyday shopping. [14]

Fair trade guarantees farmers of developing countries fair price for their goods, advances for payrolls for already negotiated purchase, long-term business relations with customers and ability to take the loan. The farmers also have a background knowhow in

area of marketing and production survey techniques. That means that they have access to make projects for farm development.

Fair trade warrants for standards given by ILO (International law organization). They guarantee gentle handling with employees, prohibition of employing the children and gentle farming production. The organization is enabling consumers to get the best quality with the origin country guarantee. It is also trying to support the poorest countries of the world, as for instance Africa.

The aim of fair trade is to improve living standards of producers and ease them access to world-wide market, support opportunity of disadvantaged producers development and to protect improper use of children. To protect human rights, environment protection and economic certainty. [15]

#### **5.4. Billa's characteristic**

The Billa company was established in 1991. It is the Austrian chain. Billa, Ltd. owns 203 supermarkets with more than 6 200 employees in Czech Republic. In 1999, Billa took over the Julius Meinl chain which led to increase of share on Austrian market. In 2011 it became the retailer of the Year. Already in the nineties Billa expanded into other European countries. Since today, Billa has supermarkets in Italy, Czech Republic, Russia, Slovakia, Croatia, Ukraine and Bulgaria. All international supermarkets were joined under the EUROBILLA. [15]

For customers, who do not have experiences about organic food or simply rush through, the Billa has supermarket a sympathetic guidance system. Organic products are by their nature located in several shelves throughout the store. Therefore they are easy to find. The shop offers a simple solution; the organic part of the rack is always marked with a green stripe organic product labelled *organic*. The organic fruits and vegetables are also a specially signed. They have the logo of organic food. At the first sight it is clear what is organic and what is not. The word bio food usually appears on the Bio sign with price and the place of origin.



Fig. 2. The chain of Billa markets in CR.

Billa has its own label „Naše bio”. These products are still enlarging. Due to Billa director Mr Zoltán Csóka, it draws experiences from the parent company in Austria. The label „Naše bio” was created just for Czech Republic and it will be put for sale just in Czech and Slovakia Billa. Billa wants to give space for inland farmers and their specialities. Therefore Billa became only domestic retail supermarket which introduces its own no imported brand. On Bio summit it was said that Billa wants to cooperate extensively with Czech producers and support that way the Czech organic farming. Nowadays, Billa is cooperating with TopBio, Biopekárna Zemanka or the goat farm of Mr. Mašťalř from Petrovice near Sedlčany. In the end of 2008, Billa Ltd offered 253 various bio foods and the turnover was 18.8 mil. Kč, the bio foods turnover was less than 1%. [16]



Fig. 3. The label „Naše bio” of the Billa company in CR

The best selling item is statistically the dairy. It creates more than 50% of , *Naše Bio*‘chain. More than 80 product include lamb and pork, vegetable, fruit, dairy from goat and cow milk and dry assortment.[17]



Fig. 4. Instances of the bio product labelling in Billa.

The research was made also with the comparison of the prices between bio products and conventional products. Expected result was that bio foods are sometimes even cheaper or about the same in comparison with conventional products. It ended up that just two of them are more expensive. According to the table 1. bio foods are obviously more expensive food in the Czech Republic. There is the chart with comparison of food in Billa in Břevnov. Few items were chosen and compared. Some weights did not match, so I recalculated them to be comparable. Most of the products are about the same level of the price. There is just the honey and the Vienna sausage which markedly differ in price.

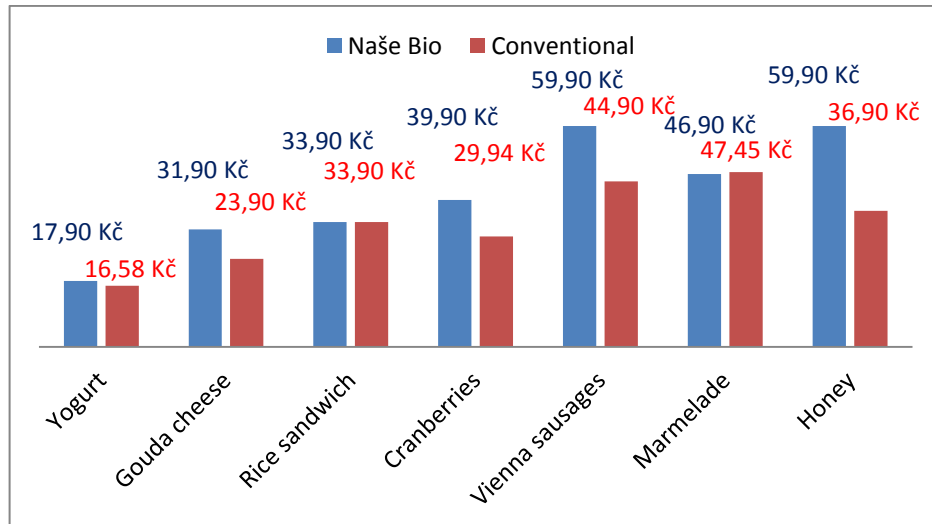


Chart 1. Comparison of bio and conventional selected products.

## 6. Questionnaire for customers

Online questioning went ahead in between September until December. The first question divided people into three categories according to their age. In the following question, the respondents should cross if they have ever heard about the bio products. It is clear that some of the respondents are familiar with the concept of bio products, but it does not mean that they buy organic food. All of the questions were built-up to handle with those who do not buy bio food. On the other hand if they knew about bio products, the questions continue. The questions asked if the respondents already tried the organic food and where. Individual results of all enquire respondents are recorded in the charts. There are percentage parts each answers out of all of them.

Each answer is well-arranged in the graph. There were 103 respondents. Most of the respondents were under the 26 years old, as we can see from the chart 2. The percentage was under 26 it was 50%, 27-50 years old 31% and above 51 just 19% of respondents. The questioning ran through the internet, all of it was online and that is the cause of this superiority of younger ones.

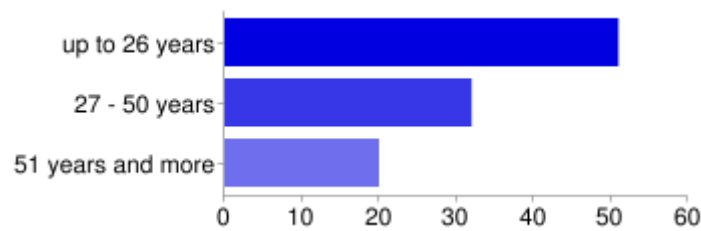
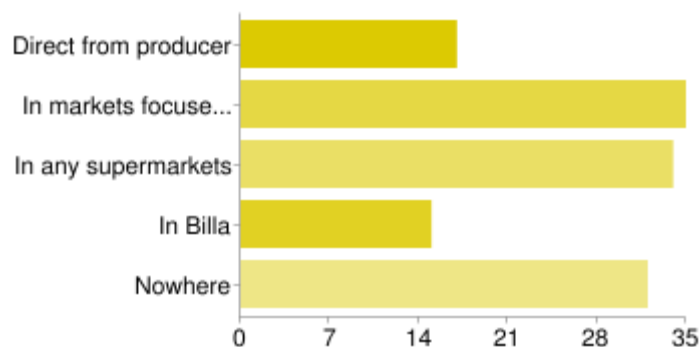


Chart 2. *Distribution of the respondents according to their age.*

From the questionnaire resulted that just 2% of respondents did not know what the organic food is and just 5% of all respondents did not have direct contact with bio food, that means that they did not taste it. We can say that the meaning of bio is well known. The most satisfying was getting to know that people are searching for information what is exactly bio and their care of lifestyle and kind of their knowhow.

The expectations were that not many people shop bio. Interesting discovery was to find out that most of people actually buy bio, not just knowing the meaning and that it actually exist, but they buy and eat it. Only 31% of them do not buy bio food and the reason is probably they do not actually buy any food. The chart surprisingly shows that the leading dealer is the health shop all 34% of respondent go shopping there and closely behind are supermarkets. Eco farms and bio producers are also in large demand.

Chart 3. *Frequency of locations for buying the bio food (according to the respondents).*



The assortment of the bought organic food does not differ that much. The leading item without dispute is vegetable and fruit (44%). That is natural, people want fresh food. The expected leading item was also meat, but it is probably too expensive. The least demand is bread.

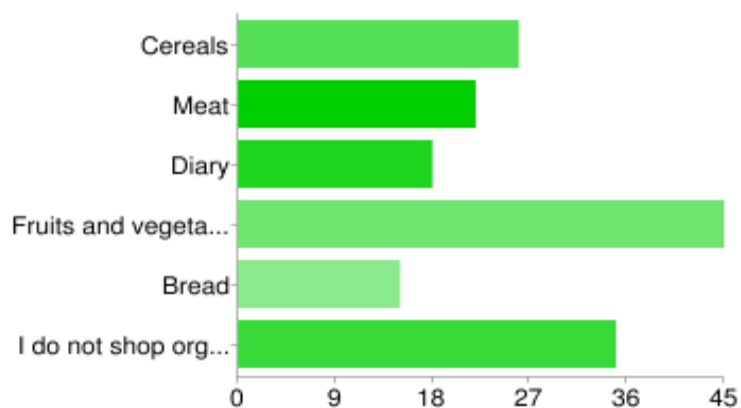
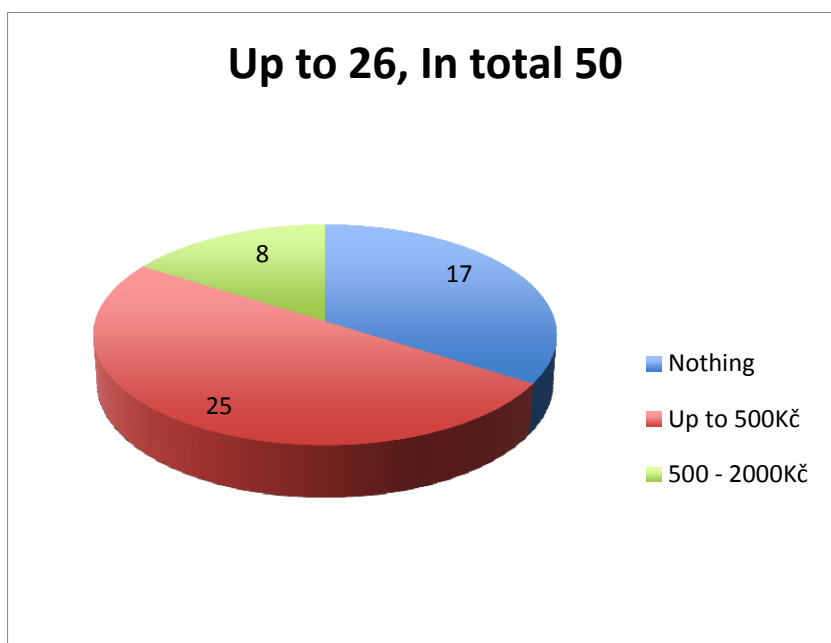


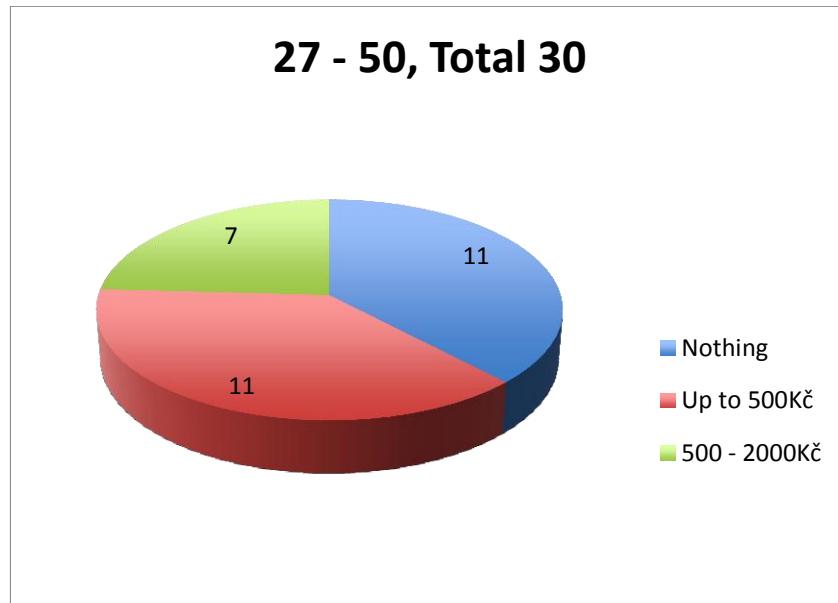
Chart 4. Preferred kinds of bio food according to the respondents.

The question for the respondents, who buys the bio food, were also how much approximately do they spend per month out of their all shopping according to their age. The additional question was also if they are capable of spending more on organic food and 64% agreed in case of guaranteed quality. That led me to make pie chart to find out what differences among these three groups in spending on bio food are. Majority respondents up to 26 years old spent either up to 500Kč or nothing, but higher amount for spending is not also adrift of the rest.



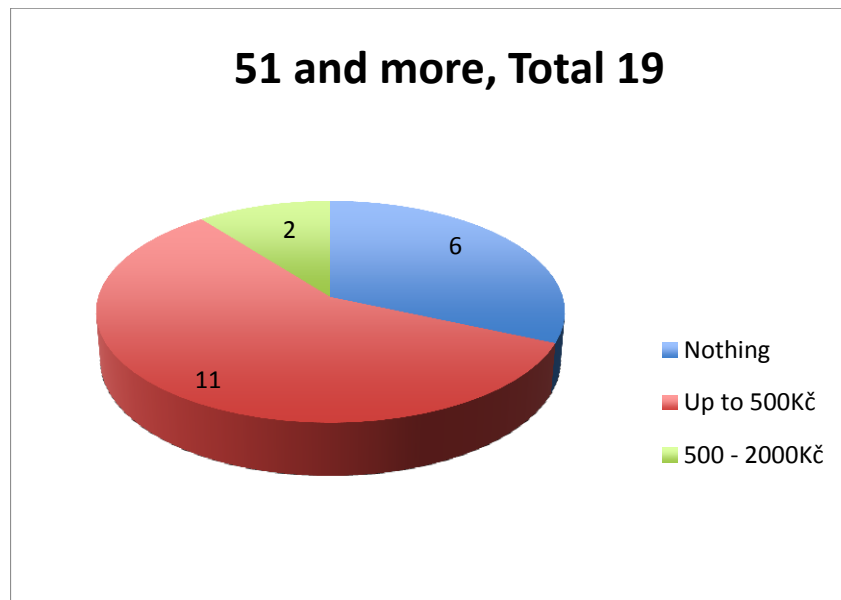
Bar chart 1, Distribution of the youngest respondents according to expenses on organic food per month.

Respondents in between 27-50 years old are equally divided. Each third spend some or no money.



Bar chart 2, *Distribution of the respondents between 27 – 50 years according to expenses on organic food per month.*

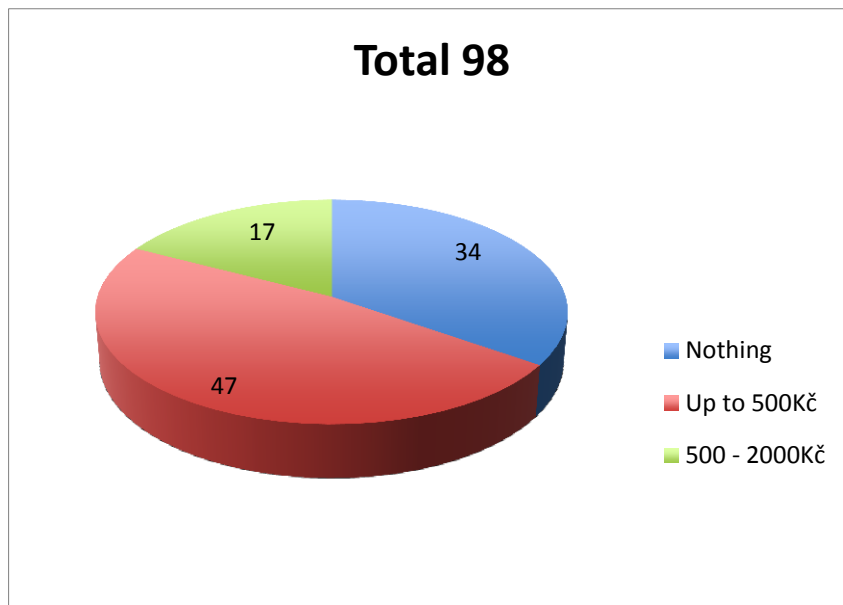
Older respondents are probably poorer than younger majority. The 27-50 year old group of respondents are spending even more on bio. Surprising is that it looks like that they buy more often bio than younger respondents.



Bar chart 3, *Distribution of the oldest respondents according to expenses on organic food per month.*



In total took place 98 respondents, because 4 of them misunderstood question or just click through. Finally it looks like most people spend at least part of purchase on bio. There is obvious that the most respondents spend monthly about 500Kč. At about 17% of respondents spend around 500-2000Kč per month which is nice.



Bar chart 4, *Distribution of the all respondents according to expenses on organic food per month.*

Another question was why they buy bio. There are more reasons, but the question was if they buy bio because it is healthy or because of supporting of domestic eco farmers or both. It was almost equal. Respondents are in the conviction that the food is health and most of them (44%) want to support the domestic farmers.

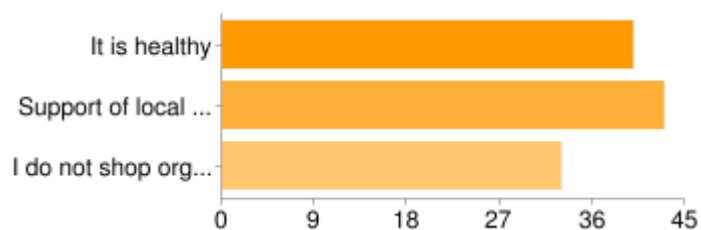


Chart 5. *Reason for buying bio food.*

Out of all offered questions were friends with 34% as a leading source. The second was spot of the sale with 33% and mass media 29%. Respondents (30%) respond that also on the other places for example TV commercials or radio commercials. Just 14% get to know about the new products through the leaflets.

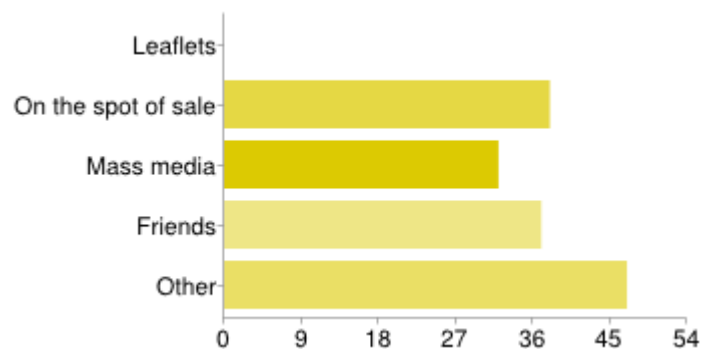


Chart 6. *Prevailing source of information about bio food.*

Last but not least was the task if respondents think that the price is equal to quality. Overbearing answer was “no”, 33% did not know and “yes” answered just 28% respondents. The problem is probably bad marketing, small consumer awareness or lack of interest of the Czech people.

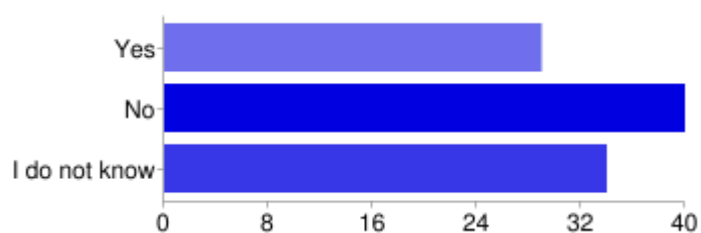
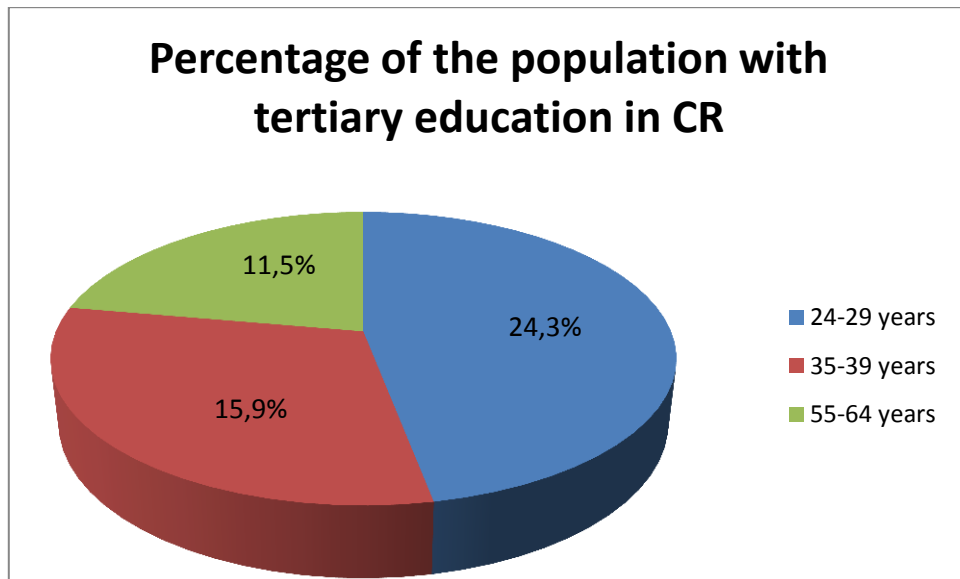


Chart 7. *Does correspond the cost to the quality of bio food?*

Table 2: *Percentage of the population with tertiary education qualifications (ISCED 5 and 6) in the population aged 24-64, by age group, 2010, The Source: Eurostat, Labour Force Survey (data extracted July 2011) [18]*

Age (Years)	CZ (%)
24-29	24,3
30-34	20,4
35-39	15,9
40-44	16,8
45-49	17,1
50-54	14,7
55-64	11,5

From the table 2, the data just for the Czech Republic were set aside and sorted for data relevant to the questionnaire. The reason that many question were answered as they were, could be the level of education. The proportion of the Czech people with tertiary education is higher in the younger age groups, and lower in the higher age groups. It could be said that 11.5% of Czech in the age group 55-64 have a degree, compared to 24.3% of Czechs in the 24-29 age group who have a degree.



Bar chart 5. *Distribution of the respondents according to the education level.*

## 7. Discussion

In the 21st century, especially in the advanced industrial countries, people have drastically changed eating habits. People had been forced to be less fussy about their way of life, to chase movable property and make strong efforts to succeed professionally in strong competition. On the other hand the development of technology and the unprecedented industrialization of agriculture has also had their effects. Man is dependent on food production systems.

The phenomenon of this era is chemistry. Chemical compounds are leached into the environment endangering many species and disturbing the balance of whole ecosystems. Huge amount of chemicals what is used in agriculture belongs to the toxic matter. This pollution has not appeared immediately, but over the last decade.

Despite this, most of the population still buy fruit and vegetables where producers take more notice of impressive appearance than on taste and vitamins content. There are many chemically „improved” products for sale in supermarkets. People consume chickens and calves bred in tight stalls, fed with antibiotics and hormones supporting their growth. Genetically modified food keeps looking better longer. One alternative way to save the environment is ecological agriculture.

Therefore was the research about consuming bio foods made. Wants and needs of the respondents were recognised after analysing questionnaire. Similar researches have been made and they are available online. Unfortunately, none of them is focused on bio products in the Czech market and accompanied with a demographic analysis. The most interesting material gathered were the answers received from the respondents, concerning bio products and their marketing. I have to admit that during the time of processing of bachelor thesis I did not meet with any advertise or any other type of promotion. I am convinced that if there were some more information available and more visible, the demand would change and rise. The Czech marketing is obviously very rather weak, declaring on Billa’s products. The thing is that some of bio products are more expensive and that evokes in Czech customers opinion about expensive bio foods. Bio foods should provide quality. It is proven that customers admit that they would purchase bio food if it would warrant quality. That confirms lack of information and marketing. The bio labelled products are visible in supermarkets, but it seems that people does not react to them as supposed to. The graph with information places show that people react on information on the spot of the sale. TV displays with commercials and more information could convince costumers for purchase. It seems that moving picture attracts more attention. Leaflets do not work at all in these days, it has worked in the past. The world is captured by internet and electronics.

The interesting recognition was that almost all respondents at least knew what was meant by the term „organic food”. There were just two respondents, who did not know what organic food means. The other surprising recognition was that most of them actually bought bio products and just 34% did not.

The second problem was the high price. Whole 39% of respondents thought that price does not correspond to quality, but on the other hand all 64% of respondents were

willing to spend more on organic, if guaranteed quality. I have made a research in Billa and the prices are about the same, just few items are maybe a little more expensive.

The price of a certified product is a bit higher, but on the other side there is finally the reduction of yield. Decent farmer must strive to be compensated for loss of the income producing quality.

At the end there is also research about the significance of the level of tertiary education in the Czech Republic. Most of older people above 50 are not enough educated and that could be also the reason for a lack of information about bio products.

## **8. Conclusion**

An electronic research has been made with the aim to specify the attitude of the Czech consumers to bio foods market. As many as 103 respondents answered in a way suitable for the purpose of this research. The distribution of the respondents covers aboard wide spectrum of people according to age and education.

Processing of the results indicates substantial effect of the age and education level of the respondents on their relation to bio foods.

It appears that the market of organic food in the Czech Republic suffers from lack of information, in particular among the older people with limited access to internet.

Comparing to western countries like Austria, the Czech consumers hesitate to buy bio foods assuming their higher price. It is pity to know that this suspicion is not right as the analysis show on several instances on several goods.

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### 9.3. Supplements

- 1) Questionnaire for customers

Age	Do you know what the organic food is?	Have you ever met with an organic food?	Where do you shop organic food the most?	What kind of organic food do you shop the most?	How much approximately do you spent for an organic food per month?	Do you think that the price is equal to quality?	Why do you shop organic food?	Are you capable with spending more on organic?	Where from do you know about new products?
up to 26 years	Yes	In supermarkets	In any supermarkets, in Billa	Meat, Dairy	up to 500K€	Yes	Support of local farmers	Yes, if it guarantees quality	Mass media On the spot of sale, Mass media, Friends
up to 26 years	Yes	By friends	Nowhere in any supermarkets	I do not shop organic food Cereals, Fruits and vegetables	Nothing	No	I do not shop organic food	Yes, if it guarantees quality	Friends
up to 26 years	Yes	By friends, In supermarkets	In any supermarkets	Fruits and vegetables	up to 500K€	I do not know	It is healthy, Support of local farmers	Yes, any time	Friends
up to 26 years	Yes	By friends, In supermarkets	Direct from producer, in markets focused organic food, in any supermarkets	Cereals, Meat, Dairy, Fruits and vegetables	500 - 2000K€	No	Support of local farmers	Yes, if it guarantees quality	Leaflets, On the spot of sale, Friends
up to 26 years	Yes	In supermarkets	In Billa Direct from producer, in markets focused organic food, in any supermarkets	Cereals, Fruits and vegetables	up to 500K€	I do not know	Support of local farmers	Yes, if it guarantees quality	On the spot of sale
27 - 50 years	Yes	By friends, In supermarkets	Direct from producer	Meat, Fruits and vegetables, Bread	up to 500K€	No	Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Friends
27 - 50 years	Yes	By friends	Direct from producer	Dairy	up to 500K€	I do not know	Support of local farmers	No	Mass media
up to 26 years	Yes	In supermarkets	In markets focused organic food In markets focused organic food	I do not shop organic food Fruits and vegetables, Bread	Nothing	Yes	It is healthy, Support of local farmers	No Yes, if it guarantees quality	Other Mass media, Friends, Other Leaflets, Mass media, Friends
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Friends
up to 26 years	Yes	No	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Other
up to 26 years	Yes	In supermarkets	Direct from producer	Meat	500 - 2000K€	No	Support of local farmers	Yes, any time	Mass media
up to 26 years	Yes	By friends	Direct from producer	Fruits and vegetables	up to 500K€	No	Support of local farmers	Yes, if it guarantees quality	Friends
up to 26 years	Yes	In supermarkets	Direct from producer	Meat, Dairy, Fruits and vegetables	up to 500K€	I do not know	Support of local farmers	Yes, if it guarantees quality	On the spot of sale
up to 26 years	Yes	In supermarkets	In markets focused organic food	Fruits and vegetables	up to 500K€	Yes	Support of local farmers	No	Other
up to 26 years	Yes	In supermarkets	In markets focused organic food	Cereals	up to 500K€	Yes	It is healthy	Yes, any time	On the spot of sale
up to 26 years	Yes	In supermarkets	In markets focused organic food, in Billa Direct from producer	Cereals, Meat, Fruits and vegetables I do not shop organic food	500 - 2000K€	Yes	It is healthy I do not shop organic food	Yes, if it guarantees quality Yes, if it guarantees quality	Mass media Other
27 - 50 years	Yes	By friends	Direct from producer in any supermarkets, in Billa	Fruits and vegetables	Nothing	I do not know	I do not shop organic food	Yes, if it guarantees quality	Other
up to 26 years	Yes	By friends, In supermarkets	In any supermarkets, in Billa	Fruits and vegetables	up to 500K€	Yes	It is healthy, Support of local farmers	Yes, if it guarantees quality	Friends
up to 26 years	Yes	In supermarkets	In any supermarkets	Fruits and vegetables	500 - 2000K€	Yes	Support of local farmers	Yes, any time	Other
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food I do not shop organic food	Nothing	Yes	I do not shop organic food I do not shop organic food	Yes, if it guarantees quality No	Other Other
up to 26 years	Yes	No	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Other
27 - 50 years	Yes	In supermarkets	In markets focused organic food, in any supermarkets	Fruits and vegetables	500 - 2000K€	No	Support of local farmers	Yes, if it guarantees quality	On the spot of sale
up to 26 years	Yes	In supermarkets	In any supermarkets	Bread	up to 500K€	I do not know	Support of local farmers	Yes, if it guarantees quality	Mass media
27 - 50 years	Yes	In supermarkets	In any supermarkets	Fruits and vegetables	500 - 2000K€	No	It is healthy	Yes, if it guarantees quality	On the spot of sale
up to 26 years	Yes	By friends, In supermarkets	In markets focused organic food, in any supermarkets	Cereals, Meat, Fruits and vegetables	500 - 2000K€	I do not know	It is healthy	Yes, if it guarantees quality	Friends, Other
27 - 50 years	Yes	In supermarkets	In markets focused organic food, in any supermarkets, in Billa	Fruits and vegetables, Bread	500 - 2000K€	Yes	Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Mass media, Other
27 - 50 years	Yes	By friends	Direct from producer, in markets focused organic food, in any supermarkets, in Billa, Nowhere in markets focused organic food, in any supermarkets	Cereals, Meat, Fruits and vegetables, Bread	500 - 2000K€	Yes, No	It is healthy, Support of local farmers	Yes, if it guarantees quality	Leaflets, On the spot of sale, Friends, Other
27 - 50 years	Yes	In supermarkets	In markets focused organic food, in any supermarkets	Cereals, Fruits and vegetables	500 - 2000K€	I do not know	Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Friends
up to 26 years	Yes	In supermarkets	In Billa In markets focused organic food	Cereals Meat, Fruits and vegetables	up to 500K€	Yes	It is healthy Support of local farmers	Yes, if it guarantees quality Yes, if it guarantees quality	On the spot of sale Other
up to 26 years	Yes	By friends, In supermarkets	In markets focused organic food, in Billa	Meat, Fruits and vegetables	up to 500K€	Yes	Support of local farmers	Yes, if it guarantees quality	On the spot of sale Leaflets, Mass media
up to 26 years	Yes	In supermarkets	In any supermarkets	Cereals	up to 500K€	I do not know	It is healthy	Yes, if it guarantees quality	Friends, Other
up to 26 years	Yes	By friends	In any supermarkets	Meat, Dairy I do not shop organic food	up to 500K€	Yes	It is healthy	Yes, if it guarantees quality	Leaflets
27 - 50 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	Yes, if it guarantees quality	Friends, Other
up to 26 years	Yes	By friends	Nowhere	I do not shop organic food	Nothing	Yes	Support of local farmers	Yes, if it guarantees quality	Friends, Other
up to 26 years	Yes	No	Nowhere	I do not shop organic food Cereals, Dairy	Nothing	I do not know	It is healthy, Support of local farmers	Yes, if it guarantees quality	Friends, Other
up to 26 years	Yes	By friends, In supermarkets	In markets focused organic food	Fruits and vegetables, Bread I do not shop organic food	up to 500K€	I do not know	Support of local farmers I do not shop organic food	Yes, if it guarantees quality	Leaflets, Friends, Other
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food	up to 500K€	I do not know	I do not shop organic food	No	Mass media
up to 26 years	Yes	By friends	Direct from producer	Fruits and vegetables	up to 500K€	Yes	Support of local farmers	Yes, if it guarantees quality	Leaflets, Friends, Other



Age	Do you know what the organic food is?	Have you ever met with an organic food?	Where do you shop organic food the most?	What kind of organic food do you shop the most?	How much approximately do you spent for an organic food per month?	Do you think that the price is equal to quality?	Why do you shop organic food?	Are you capable with spending more on organic?	Where from do you know about new products?
27 - 50 years	Yes	In supermarkets	In any supermarkets	Bread I do not shop organic food	500 - 2000Kč	I do not know	It is healthy I do not shop organic food	Yes, if it guarantees quality Yes, if it guarantees quality	Other
27 - 50 years	Yes	By friends	Nowhere	Fruits and vegetables	Nothing	Yes	It is healthy	Yes, if it guarantees quality	Mass media
up to 26 years	Yes	By friends	In markets focused organic food in any supermarkets	Diary, Fruits and vegetables	up to 500Kč	Yes	It is healthy	Yes, any time	Friends
up to 26 years	Yes	In supermarkets	In markets focused organic food	Meat, Fruits and vegetables	up to 500Kč	No	It is healthy Support of local farmers	No Yes, if it guarantees quality	On the spot of sale
51 years and more	Yes	In supermarkets	In markets focused organic food	Meat, Fruits and vegetables	up to 500Kč	No	It is healthy Support of local farmers	No Yes, if it guarantees quality	Leaflets, Other
51 years and more	Yes	In supermarkets	Nowhere	I do not shop organic food	up to 500Kč	No	I do not shop organic food	No	Leaflets
51 years and more	Yes	By friends	In markets focused organic food	Cereals, Fruits and vegetables	up to 500Kč	I do not know	Support of local farmers	No Yes, if it guarantees quality	Mass media
up to 26 years	Yes	By friends	In markets focused organic food	Cereals	500 - 2000Kč	Yes	It is healthy	Yes, if it guarantees quality	Other
51 years and more	Yes	In supermarkets	In markets focused organic food	Cereals, Fruits and vegetables	up to 500Kč	I do not know	It is healthy	Yes, if it guarantees quality	Friends
up to 26 years	Yes	By friends, In supermarkets	Direct from producer, in markets focused organic food, in any supermarkets	Fruits and vegetables, Bread	up to 500Kč	Yes	It is healthy, Support of local farmers	Yes, if it guarantees quality	Other
51 years and more	Yes	By friends	In markets focused organic food, in any supermarkets, in Billa	Cereals, Meat, Dairy, Fruits and vegetables, Bread	500 - 2000Kč	Yes	It is healthy, Support of local farmers	Yes, if it guarantees quality	On the spot of sale
51 years and more	Yes	By friends	In markets focused organic food	Fruits and vegetables, Bread		No	It is healthy	Yes, if it guarantees quality	Mass media
up to 26 years	Yes	By friends	Nowhere	I do not shop organic food	Nothing	Yes	I do not shop organic food	Yes, if it guarantees quality	On the spot of sale
27 - 50 years	Yes	By friends, In supermarkets	In any supermarkets, in Billa	Cereals, Fruits and vegetables	up to 500Kč	Yes	It is healthy, Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Friends
up to 26 years	Yes	In supermarkets	In markets focused organic food, in any supermarkets	Meat	up to 500Kč	I do not know	It is healthy	Yes, if it guarantees quality	On the spot of sale
27 - 50 years	Yes	In supermarkets	In any supermarkets	Cereals, Dairy, Bread	500 - 2000Kč	I do not know	It is healthy	Yes, if it guarantees quality	Friends
51 years and more	Yes	By friends, In supermarkets	Direct from producer, in markets focused organic food	Dairy	up to 500Kč	No	It is healthy, Support of local farmers	Yes, if it guarantees quality	Other
51 years and more	Yes	By friends, In supermarkets	In markets focused organic food, in any supermarkets	Cereals, Meat, Dairy, Fruits and vegetables, Bread	up to 500Kč	I do not know	It is healthy	Yes, if it guarantees quality	Leaflets, On the spot of sale, Mass media
51 years and more	Yes	In supermarkets	In Billa	Bread	Nothing	I do not know	I do not shop organic food	No	Mass media
51 years and more	Yes	In supermarkets	Direct from producer, in markets focused organic food	Cereals, Dairy	Nothing	No	I do not shop organic food	Yes, if it guarantees quality	Mass media
51 years and more	Yes	By friends, In supermarkets	Direct from producer	Cereals, Fruits and vegetables	up to 500Kč	No	Support of local farmers	Yes, if it guarantees quality	Mass media
51 years and more	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	Yes, if it guarantees quality	Mass media
27 - 50 years	Yes	No	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	Yes, if it guarantees quality	On the spot of sale
51 years and more	Yes	In supermarkets	In any supermarkets	Meat, Dairy	up to 500Kč	I do not know	Support of local farmers	Yes, if it guarantees quality	On the spot of sale
up to 26 years	Yes	By friends, In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Mass media
27 - 50 years	Yes	By friends, In supermarkets	In any supermarkets	Fruits and vegetables	up to 500Kč	No	Support of local farmers	No	Other
up to 26 years	Yes	By friends, In supermarkets	In any supermarkets, in Billa	Cereals, Dairy, Fruits and vegetables	up to 500Kč	I do not know	It is healthy, Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Friends
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	No	Mass media
up to 26 years	Yes	By friends	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	Yes, if it guarantees quality	On the spot of sale, Friends
up to 26 years	No		Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	Yes, if it guarantees quality	Friends
up to 26 years	Yes	In supermarkets	In any supermarkets	Meat, Fruits and vegetables	up to 500Kč	No	Support of local farmers	Yes, any time	Mass media
up to 26 years	Yes	In supermarkets	In markets focused organic food, in any supermarkets	Cereals, Meat		Yes	It is healthy	Yes, if it guarantees quality	Other
up to 26 years	Yes	By friends	Direct from producer	Meat	500 - 2000Kč	No	Support of local farmers	Yes, any time	Friends
51 years and more	Yes	By friends	In markets focused organic food	Fruits and vegetables	up to 500Kč	No	It is healthy	No	On the spot of sale
up to 26 years	Yes	By friends, In supermarkets	Direct from producer, in markets focused organic food	Dairy, Fruits and vegetables	500 - 2000Kč	No	Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Other
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Mass media
27 - 50 years	Yes	By friends	In any supermarkets	Cereals	up to 500Kč	I do not know	It is healthy	Yes, if it guarantees quality	Mass media, Friends
51 years and more	Yes		In markets focused organic food	I do not shop organic food	Nothing	No	It is healthy	No	Other
27 - 50 years	Yes	By friends	In markets focused organic food	I do not shop organic food	Nothing	No	I do not shop organic food	No	On the spot of sale
27 - 50 years	Yes	By friends, In supermarkets	In markets focused organic food in any supermarkets	Cereals, Dairy	up to 500Kč	Yes	It is healthy, Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Friends
27 - 50 years	Yes	In supermarkets	In any supermarkets	Fruits and vegetables	up to 500Kč	I do not know	It is healthy	No	Other
27 - 50 years	Yes	In supermarkets	Direct from producer	Meat	up to 500Kč	No	Support of local farmers	Yes, any time	Mass media, Friends
27 - 50 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	Support of local farmers, I do not shop organic food	No	On the spot of sale
27 - 50 years	Yes	By friends, In supermarkets	In Billa	Dairy	up to 500Kč	I do not know	It is healthy	Yes, if it guarantees quality	On the spot of sale
51 years and more	Yes	By friends, In supermarkets	In markets focused organic food, in any supermarkets, in Billa	Cereals, Fruits and vegetables, Bread	up to 500Kč	No	It is healthy, Support of local farmers	Yes, if it guarantees quality	On the spot of sale, Friends

Age	Do you know what the organic food is?	Have you ever met with an organic food?	Where do you shop organic food the most?	What kind of organic food do you shop the most?	How much approximately do you spent for an organic food per month?	Do you think that the price is equal to quality?	Why do you shop organic food?	Are you capable with spending more on organic?	Where from do you know about new products?
27 - 50 years	Yes	By friends, In supermarkets	Nowhere	I do not shop organic food	Nothing	Yes	I do not shop organic food	Yes, if it guaranties quality	Leaflets, On the spot of sale, Friends
27 - 50 years	Yes	By friends, In supermarkets	In Billa	Fruits and vegetables	up to 500K€	Yes	Support of local farmers	Yes, if it guaranties quality	Friends
27 - 50 years	Yes	By friends, In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	Yes, if it guaranties quality	On the spot of sale
51 years and more	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Mass media
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Other
27 - 50 years	Yes	By friends	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	No	Leaflets
27 - 50 years	Yes	In supermarkets	In any supermarkets	Meat, Fruits and vegetables	up to 500K€	I do not know	It is healthy	Yes, if it guaranties quality	On the spot of sale
51 years and more	Yes	By friends, In supermarkets	In any supermarkets	Cereals, Dairy, Fruits and vegetables, Bread	500 - 2000K€	Yes	Support of local farmers	Yes, if it guaranties quality	Leaflets, On the spot of sale, Friends
27 - 50 years	Yes	By friends, In supermarkets	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	No	Mass media
51 years and more	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Other
27 - 50 years	Yes	By friends	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Mass media, Friends, Other
27 - 50 years	No								
up to 26 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	I do not know	I do not shop organic food	No	Mass media, Other
51 years and more	Yes	In supermarkets	In markets focused organic food	Fruits and vegetables	up to 500K€	I do not know	Support of local farmers	Yes, if it guaranties quality	Mass media
27 - 50 years	Yes	By friends	Direct from producer	Meat, Fruits and vegetables	500 - 2000K€, Nothing	I do not know	Support of local farmers	Yes, if it guaranties quality	Friends
27 - 50 years	Yes	In supermarkets	Nowhere	I do not shop organic food	Nothing	No	I do not shop organic food	No	Mass media