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Attitudes towards Fair-Trade Products by Czech Consumers

BACHELOR'S THESIS

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Declaration

I hereby declare that I have done this thesis entitled "Attitudes towards Fair-Trade products by Czech Consumers" independently, all texts in this thesis are original, and all the sources have been quoted and acknowledged by means of complete references and according to Citation rules of the FTA.

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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BACHELOR THESIS ASSIGNMENT

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Tropical Agriculture

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Thesis title

Attitudes towards Fair-Trade Products by Czech Consumers

Objectives of thesis

The main objective is to determine whether Czech consumers take interest in the path of the products they buy, from the producers to the consumers. To find out if they know about Fairtrade organization and how does it influence their purchase intentions. And finally, to explore, the main characteristics which influence the knowledge and willingness to buy a Fairtrade certified product.

Methodology

The data will be collected through an online questionnaire survey that will be distributed among Czech adults' consumers to identify consumers' attitudes towards Fairtrade certification. Firstly, I will be evaluating the awareness and consumption habits. Secondly, it will be analyzed the extent to which socio-demographic characteristics (age, gender, and place of birth, i.e.) influence the knowledge and consumption habits related to fair-trade labeled products. Thirdly, the questions will be connecting the participants to their purchase intentions (place of purchase, frequency, source of information).

The proposed extent of the thesis

30-40 pages

Keywords

Fairtrade, Consumer attitudes, Czech consumers, Ethically-labeled products, Food certifications

Recommended information sources

Ambrožová Mariana, Částek Ondřej (2013) Purchasing behavior of Fairtrade customers. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis, LXI, No. 7, pp. 1957–1967 DOI: http://dx.doi.org/10.11118/actaun201361071957

R. Dragusanu, D. Giovannucci, N.Nunn. (2014) The Economics of Fair Trade. Journal of Economic Perspectives, 28 (3): 217-36 DOI: 10.1257/jep.28.3.217

Ruggeri G, Corsi S, Nayga R. (2020) Eliciting willingness to pay for fairtrade products with information. FOOD QUALITY AND PREFERENCE, 87 DOI:10.1016/j.foodqual.2020.104066

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Abstract

In recent years the trend of ethically produced goods significantly increased and although Fair Trade is globally known initiative, most of the Czech consumers are unaware of Fair Trade practices and the underlying criteria. Previous studies showed that consumers are willing to pay more for ethically labelled products because of moral principles and the feeling of contribution. It is also evident that consumers around the world are beginning to think more ethically and are focusing on topics like sustainable development, circular economy, ecology, child labour and adequate workers treatment and payment. Studies also show that Generation Y, also known as Millennials, people born between 1985-2000 are more likely to purchase Fair Trade and pay extra. The objective of the thesis was to analyse whether Czech consumers are aware of Fair Trade products, what aspects drive them to purchase Fair Trade and if they are willing to pay more for Fair Trade. It was also set to determine whether socio-demographic characteristics like gender, education and age influence the knowledge and willingness to buy Fair Trade. The primary data were collected via online questionnaire-survey with 135 participants in the Czech Republic. The results showed that members of Generation Y are more likely to know about Fair Trade and to pay extra, mainly because of moral principles. It was also confirmed that consumers who do not purchase Fair Trade have little or no knowledge at all about Fair Trade and therefore it is recommended to extend promotion and information about Fair Trade practices and available products.

Key words: Consumer Behaviour, Ethical Consumer, Consumer Approaches, Ethically-labelled products, Consumer Willingness

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1. Introduction

Fair Trade is certified way of trading. The Fair Trade certificate means the people who produced the product, have received a fair wage for their work, which allows them decent living conditions and community development. According to Fairtrade International, Fair Trade changes the way trade works through better prices, decent working conditions and a fairer deal for farmers and workers in developing countries. Their mission is defined as a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential, and decide on their future (Fairtrade International 2018).

Dragusanu, Giovannucci and Nunn (2014) described Fair Trade as labelling initiative aimed at improving lives of the poor in low-income countries by offering better terms to producers and helping them to organize. Ruben, Fort and Zúñiga-Arias (2009) complement that a widely recognised definition presents Fair Trade as a trading partnership based on dialogue, transparency, and respect seeking greater equity in international trade.

As for their main definition, all of the organizations from Fair Trade movement, agreed on one definition and that is the following: "Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade." (Fair Trade Advocacy Office 2019). Fair Trade organizations support and enforce sustainable development, by connecting producers and consumers, ensuring fair wages, good work conditions and many more.

The history of Fair Trade is published in very similar ways and narratives and is told to origin in 1946. According to WFTO web page, it all started in the United States, where Ten Thousand Villages bought needlework from Puerto Rico and started trading with

poor communities in the South. The first formal "Fair Trade" shop which sold those products opened in 1958 in the USA (World Fair Trade Organization 2018).

Over the course of last three decades, global citizens became increasingly conscious of how their spending can portray their values and influence markets. Shoppers are voting with their wallets to support business ethics (Nguyen 2020). As the trend of ethical consumerism is on the rise, in 2008 Boston Consulting Group conducted a survey with approximately 9,000 adults aged from 18 to 65, in nine countries. Their questions explored behaviour when shopping for green and ethical products. According to the survey, 34% of respondents said they are unaware of green and ethical products or their offerings when they shop (Roche et al. 2009).

Fairtrade Česko a Slovensko published data, which show that nearly 58 % of Czech consumers are aware of Fair Trade and 35% know exactly what Fairtrade certification represents (Fairtrade Česko a Slovensko: Povědomí o Fairtrade v ČR 2020). This thesis focuses on current Czech consumer awareness about Fairtrade and what are their attitudes or motives of purchase of Fair Trade products.

2.   Literature Review

2.1.   Fair Trade Worldwide

There are over 1.7 million farmers and workers across 74 countries involved in Fair Trade (Fair Trade Foundation 2021). Fair Trade has become a global movement and is active all over the world. To look more into the organizations individually we can learn that Fair Trade International (FI) has over 25 organizations, which operates on international level, with its standards in line with ISEAL Code of Good Practice on Standard Setting. The standards for example ensure fair wages, health and safety and adequate housing. As of now, there are moreover than 120 countries that sell the Fair Trade marked products (Lithuanian Consumer Institute 2013). The leading country who sells the most Fair Trade products is the United Kingdom, (available data from 2017), with Germany and USA ranking behind (Figure 1). The World Fair Trade Organization (WFTO) is leading the monitoring of supply chains and speak for Fair Trade chain from production to sale. The WFTO operates in 75 countries. The network carries out its mission through campaigning, policy, advocacy, marketing, monitoring, certification, and market access (Lithuanian Consumer Institute 2013). European Fair Trade Association (EFTA) is active in nine European countries. The point of EFTA is to support organizations and to motivate them. Its purpose is to make the exchange of information and networking easier (Lithuanian Consumer Institute 2013).

Figure 1 Estimated retail sales of Fairtrade International in selected countries

Source: Statista (2018)

According to Fair Trade International 2019-2020 annual report, there were 1,822 Fair Trade certified producer organizations in 2019. There was over 1.7 million farmers and workers in 74 countries. Fair Trade products were sold in over 145 countries and farmers and workers earned over €190 million for the top 7 products. Top products are bananas, cocoa, coffee, tea, flowers and plants, cane sugar and seed cotton.

Half of all Fair Trade production organizations are in Latin America in total 52%, making it 842 organizations in 24 countries, 31% are in Africa and the Middle East with 597 organizations in 29 countries and finally 17% are in the Asia and Pacific region with 268 organizations in 20 countries reference. However, there are more farmers in Africa and in the Middle East together than in the other regions in total.

Fair Trade sales reached over £9.8 billion in 2018 (Figure 2) from 158 countries. On average each Fair Trade producer organisation receives £108,000 in Fair Trade premium (Fair Trade Foundation 2019). Fair Trade Organizations income was mainly from membership fees (79%), sales (7%) and contributions and donations (14%). According to WFTO annual report, the membership contributions were 46%. Project income was utilized in accordance with donor requirements and constituted approximately 52% of the annual income. In total €1.234.461 (WFTO ANNUAL REPORT 2019).

Figure 2 Revenue of Fairtrade International products worldwide from 2004 to 2018
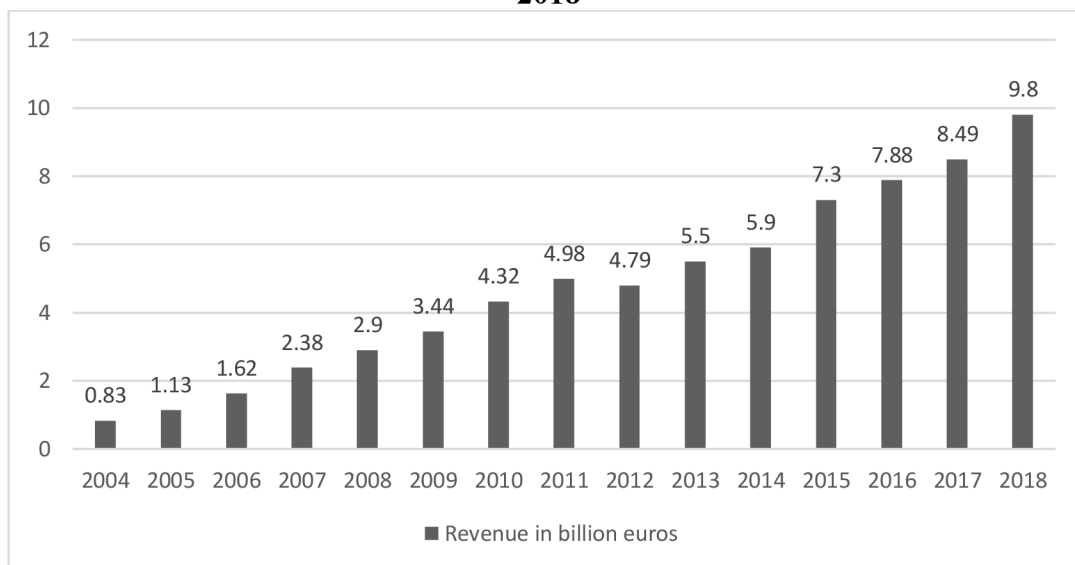
Source: Statista (2019)

To learn more about promotion in countries, it is crucial to mention, there are so called Worldshops or Fair Trade shops over the world which offer and promote Fair Trade products. They also organize activities to educate people on Fair Trade practices. For example, in the United Kingdom, there is an organization called BAFTS which is a network of shops and suppliers devoted to promoting Fair Trade retail in the UK. BAFTS shop members are retailers who source at least 60% of their stock from certified Fair Trade suppliers (Fair Trade Network UK). There are currently 41 shops in working according to their website. It is key to mention, that these shops are in many cases non-profit organizations, run by local volunteers. These shops are not only in the UK, but also in most of European countries such as Italy, Germany, Belgium, Netherlands. We can find these shops even in the USA, and other countries as well. However, only one shop is available in the Czech Republic.

Promotion does not only happen in stores but also online. Fair Trade International and World Fair Trade Organization both have social media and are actively posting about their activities. This is not only great for promotion but also to target younger audience and consumers. Social media are changing and constantly evolving. Organizations can post and react on news right away and it is guaranteed that people will see it. Of course, having a website is essential in 21th century, but to be quick and modern, social media for example, Instagram, Twitter, Facebook, LinkedIn. are crucial for promotion.

2.2.   Criticism challenging Fair Trade

It is also important to mention, there is also a lot of criticism across the globe regarding Fair Trade. There are a lot of views and opinions that state, that Fair Trade is not entirely fair and is in fact counterproductive. This problem is generally called the Fair Trade debate, which includes the topics like where does the money go or other ethical issues. It is also discussed that Fair Trade may harm non-Fair Trade farmers. For example, Jacek Spendel (2010) says in his article following "Fair Trade fails almost in every aspect it promises to make a difference. Researching every single presumption brings us new evidence that shows that Fair Trade propaganda is simply nothing more wishful thinking, if not to say: lies". Peter Griffiths (2011) in his article Ethical Objections to Fair Trade, is very disapproving towards Fair Trade and his website starts with him explaining. "Fair

Trade is extraordinarily successful at making wealthy westerners feel that they are warm, caring people. However, there are a lot of reasons to doubt whether it is of much benefit to farmers in the Third World. It is argued, in fact, that it harms far more farmers than it helps." (Fair Trade: Why Fair Trade isn't fair). David Henderson (2008) stated that Fair Trade is unfair mainly to the consumers. Consumers are believed to think, that the higher price is because of the big cut to the farmers, but in fact, most of it goes to certification fees and co-operatives.

2.3.   Fair Trade during global pandemic

Currently Fair Trade organizations, enterprises and supply chains are at risk due to global pandemic caused by spread of the SARS-CoV-2, (Covid-19). At the beginning of 2020, the world changed. Farmers and workers, already living in hazardous circumstances, have become unsure with the pandemic affecting all of food supply chains. Delays of fertilizers, delays to shipments, closing of business, firing people etc. Wide majority of people in the global South do not have options like ours - to get protective medical equipment, work from home, live some time from savings, get support from the state. This could lead to millions of people in Africa, Asia and Latin America being plunged into poverty in practice. Fair Trade tries to help as much as possible even in this situation and published a call to G-20 leaders to 1) Put people first, 2) Provide urgently a stimulus package to support a green and fair transition, 3) Support Fair Trade Enterprises and Fair Trade supply chains (The Fair Trade Advocacy Office 2020).

According to report by Accenture, consumers have evolved during the pandemic, with 60 % of them reporting more environmentally friendly, ethical, or green purchases since the start of pandemic (Accenture 2020). Globally 65 % respondents in a poll by Ipsos Mori (2020), believe that climate change should be prioritized in recovery after pandemic. Another research in the US, executed by survey of 500 consumers, revealed that pandemic pushed people to shop more locally and support small businesses. When respondents were asked, if during the pandemic they were more inclined to shop locally or in national retail outlets, 53 % said, they did shop and would rather continue to shop locally. When asked why, more than 80% said, they want to support their local community in time of need

(ZypMedia 2020). When asked for recommendation to promote local and green products, consumers want them to be more active on social and digital advertising.

2.4.   Fair Trade in the Czech Republic

Fair Trade has a branch in the Czech Republic – Fair Trade Česko a Slovensko. This branch is active since 2004 and they represent Fair Trade International in the Czech Republic and Slovakia. They monitor the Czech and Slovak market and are actively helping to get Fair Trade certified products to the Czech Republic and Slovakia. The most sold Fair Trade product in the Czech Republic and Slovakia is cocoa and coffee (Výroční zpráva za rok 2019: Fair Trade Česko a Slovensko, Z.S.). Fair Trade certified products can be, on this day, found in any supermarket. Especially coffee, cocoa, cotton, sugarcane, tea, chocolate, and bananas. In Table 1, we can see an overview of the amount of primary materials used to produce Fair Trade products sold in the Czech Republic.

Table 1 An overview of the amount of raw products used in the Czech Republic per year

Primary material	2018 (kg)	2019 (kg)
Cocoa	2,024,525	2,886,486
Coffee	930,612	1,200,574
Cotton	228,342	229,695
Sugarcane	111,890	181,302
Tea	22,177	7,935

Source: Fairtrade Česko a Slovensko (2019)

According to Fair Trade Česko a Slovensko press release, the additional surcharge for Fair Trade products in 2020 (the extra money to develop the community and improve efficiency of cultivation) increased by more than a third to 27 million Czech crowns. In Figure 3, we can see comparison between years 2017 to 2020. Data also shows, that in 2020 was sold more than 968 tons of Fair Trade coffee in the Czech Republic, 2,632 tons of cocoa and 508 tons of bananas (Fairtrade Česko a Slovensko 2021).

Figure 3 Additional charge for Fair Trade products in Czech Republic from 2017 to 2020

Fair Trade additional charge in million CZK

Year	Fair Trade additional charge in CZK
2017	10.6
2018	18.5
2019	19.3
2020	27.0

■ Fair Trade additional charge in CZK
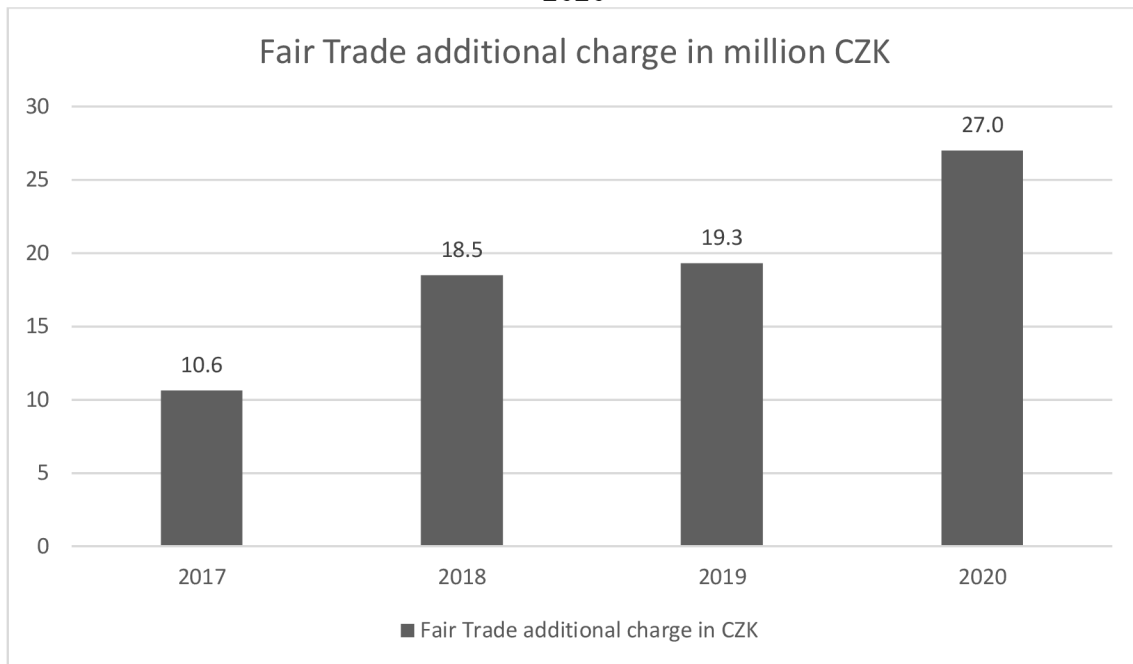
Source: Fairtrade Česko a Slovensko

The campaign Fair Trade Towns is an initiative, which gathers information about places, which support Fair Trade. This campaign is active in the Czech Republic since 2011. Nowadays, 13 towns in the Czech Republic hold a title Fair Trade Town and more are pending. Fair Trade towns must meet five criteria's to be titled. These include a control group of at least 5 members, a declaration of Fair Trade support, Fair Trade products must be available for purchase, local people must support Fair Trade by organizing events, and a control group communicates with media and shares ideas further (NaZemi 2021). Cities involvement strengthens and fulfils goals of sustainable development. Sustainable development alongside with circular economy is one of the main important goals of the European Union. The project is sponsored by the Ministry of the Environment of the Czech Republic (NaZemi 2021). Fair Trade Towns represent the means that local people can promote and develop ethical systems that transform the economies where they live as well as help those economies of low-income countries (Samuel et al. 2020). Fair Trade Schools are a part of Fair Trade Towns initiative. Fair Trade School status can be granted to any school in the Czech Republic (NaZemi 2021). Fair Trade Schools initiative is a good example, how to teach kids from the young age about sustainable development and how to treat the environment and economics. Currently more than 30 schools are involved in this project and more are joining (NaZemi 2021).

Another interesting project running in the Czech Republic is Make Fruit Fair! (NaZemi 2021). This campaign is an initiative of nearly 19 countries, which are supporting and cooperating with small businesses and farmers not only on banana plantains in Africa, Latin America and in the Caribbean. This campaign wants to ensure, that workers who grow, harvest and pack tropical fruits everyday have proper living and working conditions. The so-called Story of a banana campaign is spreading awareness about big companies practices and what it is like to be a worker on a plantain (Make Fruit Fair! 2021).

The Czech Republic continues to spread awareness about Fair Trade practices and products, even engaging in Fair Trade weeks and celebrating World Fair Trade Day. World Fair Trade Day is happening every year at the second Saturday of May. The purpose is to display small-scale producers and the contributions they make to healthy and sustainable future (Fair World Project 2021). With Fair Trade week in the Czech Republic, people can visit interesting talks, gatherings and interesting events like Fair Trade markets or Fair Trade Breakfast (Martínková 2018).

2.5.   Fair Trade Products

There are a lot of products that are Fair Trade certified. These include cereals, cocoa, coffee, fibre crops, flowers and plants, fresh fruit, oilseeds and oleaginous fruit, nuts, honey, herbs, herbal tea and spices, gold and precious metals, vegetables, tea, sugar, sports balls and prepared and preserved fruit and vegetables. Majority of the products come from low-income countries (Fairtrade International 2021). Fair Trade products are labelled with a Fair Trade logo. In the Table 2 below we can see the most sold Fair Trade products by volume and income.

Table 2 Estimated volume of products sold by Fair Trade producers (2019)

Product	Volume	Unit	Premium Earned	Conventional products	Organic products
Bananas	747,425	MT	€36.8 million	42 %	58 %
Cocoa (cocoa bean)	233,497	MT	€44.3 million	88 %	12 %
Coffee (green bean)	218,162	MT	€85.4 million	40 %	60 %
Cotton (cotton lint)	10,265	MT	€1.5 million	29 %	71 %
Flowers and plants	933,783	1000 items	€8.0 million	100 %	--
Sugar (sugar cane)	175,855	MT	€10.3 million	69 %	31 %
Tea (Camellia sinensis)	8,041	MT	€4.2 million	64 %	36 %

Source: Fairtrade International (2020)

2.5.1. Fair Trade Logo

Logo on a product is a very important aspect of overall appearance. A strong corporate logo influences consumers bond with a product. It is found that corporate logo is very important for brand familiarity and recognisability (Foroudi et al. 2014). Consumers nowadays are connecting with brands and so it is no surprise we can see Fair Trade logo having aspects that can help emphasize. On a Fair Trade logo, we can see a bright blue and green colours. Blue indicates blue skies and represents optimism; the green colour represents growth. In the middle, we can see a person with raised arm, representing empowerment (Fair trade).

Fair Trade logo, of course is a part of a label. We can recognize Fair Trade as an eco-label. Eco-labels identify products that are produced in environmentally friendly way (Khachatryan et al. 2019). Many consumers believe that products with eco-labels taste better (Sörqvist et al. 2015). A study about the effects of Fair Trade logo on product taste evaluation has shown, Fair Trade logo causes high expectation in consumers; therefore

they may adjust their taste experience to their high expectation (Shi et al. 2016). This study aimed to examine how the interaction with Fair Trade logo influences consumers taste evaluation. 74 Chinese students participated to measure the effect of Fair Trade logo and a second language to report taste experience (Fair Trade logo vs non Fair Trade logo, Chinese vs English). Analysis of variance was used to examine the two main effects on the rating of product taste and purchase intention. Participants were presented with green tea prepared by researchers; one group of the participants were presented with teabags with Fair Trade logo and the other group without. In the end, the tea tagged with Fair Trade logo and English description led to significantly better-reported taste. Another study focusing on evidence of consumers taste of fairness discovered that consumers rate Fair Trade labelled products more positively, based on their feelings by consumption of ethical goods (Lotz et al. 2013). In three studies of this research, all the participants reported that the products tasted significantly better when labelled Fair Trade. However, in the beginning of the study the majority of participants stated, that they do not believe ethically labelled products taste differently. At the end, it was found that consumers rated Fair Trade more positively because of the positive affect after consuming ethical product. This indicates Fair Trade logo is a very important aspect of consumers' decision-making process. The role of informing consumers about the ethics behind the product is usually delegated in the logo (Ruggeri et al. 2021).

Figure 4 Fair Trade Logo

Source: Fairtrade International

2.6.   Consumer Decision Making Process

Consumer decision making process is something that determines whether consumer buys a product or not. According to Lamb et al. (2011) decision making process has five stages which we can see in Figure 5.

Figure 5 Decision Making Process

```
┌─────────────────┐
│  1. Needed      │
│  recognition    │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│  2. Information │
│  research       │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│  3. Evaluation of│
│  alternatives   │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│  4. Purchase    │
└─────────────────┘
         │
         ▼
┌─────────────────┐
│  5. Post purchase│
│  behaviour      │
└─────────────────┘
```
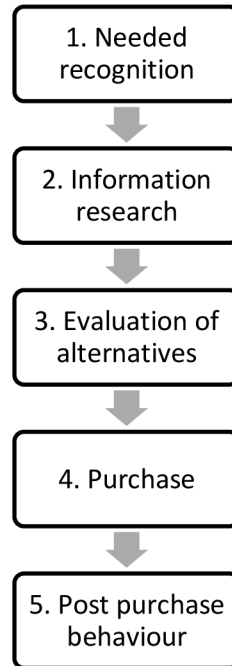
Source: Own processing according to Lamb et al. (2011)

It is stated that these five steps can be used to understand how consumers make decisions. The first step, recognition is triggered when a consumer is exposed to either internal or external stimulus. Internal stimulus can be explained with hunger. We are hungry, so we buy food. External stimulus, however, is based on a recommendation, advertisement, colour, package etc. The need to purchase can be also by unfulfilled needs. The most common needs are, when something is not working properly, when we are about to run out on something or when we find a superior product. The second step, information research usually occurs when consumers are actively searching for alternatives and researching information about a product to determine which one to purchase. We can define internal information research, which is information stored in memory, and external information source, which is usually defined by marketing influences and personal experience. Third step usually happens with obtained information from personal

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experience and external sources, and information stored in memory. Next step is purchase. The consumer must decide, whether to buy, where to buy and at what price. It varies on the price of the product, with more expensive goods the process can take longer and need more research, on the other hand, if we know the product, for example new jeans, we know what to expect and we know the prices, it takes shorter time. And there is so-called impulse purchase, which is unplanned. For post purchase behaviour, consumers are usually expecting something when buying a certain product. If the expectations are met, it usually determines the post purchase behaviour. We can be either satisfied with our purchase or unsatisfied, which will change our future decision-making process (Lamb et al. 2011). Consumer decision making process can be different based on age. Younger generation tend to be the opinion leaders and are more likely to try out new innovative products, while older generation are making their decisions based on their history with the product and price (San & Yazdanifard 2014).

The crucial part of decision-making process is also consumers' attitudes. The consumer attitudes consist of consumer beliefs, feelings, and behavioural intentions. Consumer can hold either positive or negative beliefs towards a product. Some can be neutral, and some can vary depending on the situation. For each belief, there is extent of importance. Feelings are also very important and can be based on beliefs. Consumers can hold certain feelings towards a brand or a product. Behavioural intention depends on a situation, we may not like something but still buy it because we need it, or we may not like a restaurant, but we go there, because we have a meeting (Perner 2018). The behaviours are constantly changing; however, they are very hard to alter. It usually depends on the ability, resources, and social influence.

Our attitudes are based on cognitive, affective and behaviour components (Niosi 2021). Affect can be explained by our feelings, cognition are our thoughts and beliefs, and behaviour is what we intend to do with it. These can happen in any order. Most natural order is, that we think about the product, evaluate feelings, and act. However, we can be driven by impulse, we do not think about it so much, maybe we remember a commercial and we take action earlier than evaluate feelings. Nevertheless, feelings on the other hand, can drive our whole decision-making process. We can like a name of a product, a colour

or package and that determines whether we purchase. In that case, we see a product, we have a feeling and buy it.

A Belgian research expressed, that personal values describe characteristics of consumers that sociodemographic variables cannot capture. Personal values appear to be extremely relevant in explaining differences in attitudes and behaviour with respect to Fair Trade (Pelsmacker et al. 2005)

Figure 6 ABC Model of Attitudes

ATTTITUDE (overall evaluation) towards composting		
AFFECTIVE (feelings and emotions) "composting is important to me"	**BEHAVIOURAL** (past and future activity) "I compost wherever I go"	**COGNITIVE** (thoughts and beliefs) "composting reduces CO2 emissions"
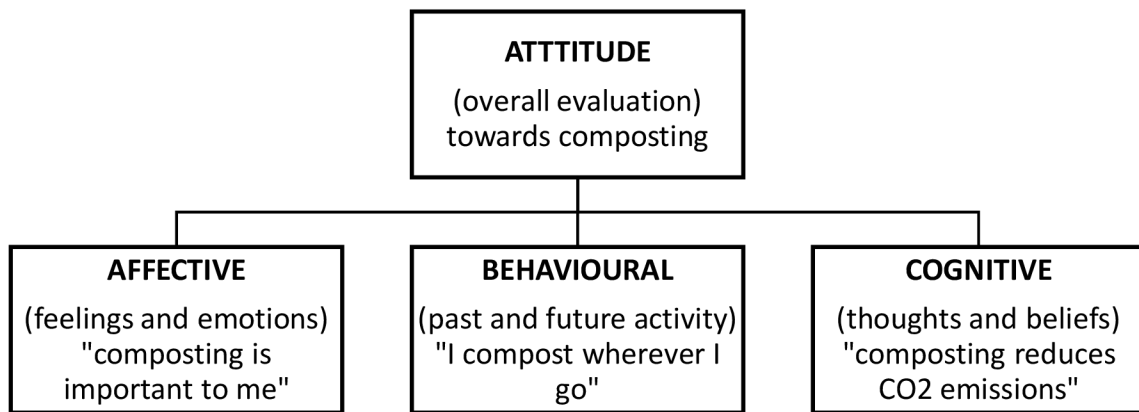
Source: Niosi 2021

2.6.1. Consumer Willingness to Pay

Willingness to pay, is the maximum a consumer is willing to pay for a product or service (Stobierski 2020). Consumers are more likely to pay more if they believe the product or service has a higher quality than the regular one. If the product or service is unique in some way and offers something that the others do not, willingness to pay increases. For these reasons, it is very important for companies to keep their products or services unique. Consumer usually buys product or service if their willingness to pay is higher than the actual price (Breidert 2005). Willingness to pay is significantly determined by consumers' attitudes and behaviours.

There are factors that clearly positively influence willingness to pay, these factors can be physical features, presentation of the product or service, customization etc. Purchase environment (upper shelf in the store, place near the cash register, atmosphere) similarly influence willingness to pay (Le Gall-Ely 2009). More circumstances impact willingness to pay, for instance an individual's income, consumers preferences, values, emotions, quality, reviews and recommendations, brand recognition and needless to say – situation (Spacey 2019).

Ethically produced goods are usually more expensive than regular products. Ethical consumption behaviour allows consumers to express their feelings of responsibility and their appreciation of ethical products (Pelsmacker et al. 2005). A survey by Fairtrade International and GlobeScan seen in Table 3, revealed how consumers think about how their spending can make positive changes, this data is however already 10 years old. Another survey in Belgium from 2019, showed what percentage are consumers willing to pay extra for Fair Trade food (Table 4).

Table 3 My Shopping Choices Can Make a Positive Difference to Farmers and Workers in Poor Countries

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
			%		
Australia	13	42	36	7	2
Austria	16	48	24	12	2
Belgium	11	47	36	4	2
Canada	16	50	27	5	2
Czech Republic	8	40	39	8	5
Denmark	13	49	30	6	2
Finland	9	51	25	13	2
France	18	46	21	3	2
Germany	12	46	28	10	4
Ireland	19	52	24	5	--
Italy	17	44	33	5	1
Japan	3	38	46	11	2
Netherlands	7	45	37	8	3
New Zealand	9	46	34	10	1
Norway	7	46	35	8	4
Poland	16	47	27	9	1
South Korea	15	48	30	7	--
Spain	9	34	51	7	3
Sweden	21	44	28	5	2

Switzerland	12	47	31	8	2
U.K.	11	48	34	6	1
U.S.	14	37	40	6	3

Source: Fairtrade International and GlobeScan (2011)

Table 4 Percentage are consumers willing to pay extra for Fair Trade food

Characteristic	Share of respondents
I am not prepared to pay more	53 %
I am prepared to pay 1-5 % more	18 %
I am prepared to pay 6-10 % more	17 %
I am prepared to pay more than 10 % in addition	12 %

Source: Statista (2019)

2.7. Ethical Consumer

Ethical consumerism is a form of political activism based on positive, responsible, and social processes (Nguyen 2020). Harrison et al. (2005) are explaining in their book "The Ethical Consumer" that consumers participate in creating the societies of which they are part by their purchases, just as they influence their environments in political elections. The expression „consumer votes" is therefore widely used by economists to describe the process of consumer product choices. Barnett et al. (2005) state, that reoccurring concern about ethical consumerism, is that ethical practices are reserved only for those who are able to spend time, energy, money to buy organic, Fair Trade and overall ethical.

The behaviour of ethical consumer is divided into key behavioural patterns. First, consumers are becoming more sceptical and are researching for more information before their purchase. Second, ethical consumers are likely to boycott brands who are failing with environmental and justice standards. Thirdly, ethical consumption is tied with certifications, such as Fair Trade. Fourth point is that consumers, who are ethical, are more likely to experiment and try new things. Lastly, ethical shoppers are more likely to voice their concern in ethical movements (Nguyen 2020).

Hwang & Kim (2018) conducted a research, in which they are determining, if ethical consumers are happy. This study, focused on Fair Trade consumers who purchase Fair

Trade coffee regularly. A survey with 471 participants was analysed using partial least squares. The results showed that guilt was associated with empathy, which affected self-actualization. Narcissism affected self-actualization which than elicited happiness. Overall conclusion of this research stated that guilt and empathy play key roles in ethical consumers' happiness while purchasing Fair Trade.

2.7.1. Consumer Approach (Active, Passive, Radical)

Active consumer carries the knowledge about what and how of the cocreation (Ridell 2013). Active consumers research information, build an opinion or criticism, generate discussion, and pass it onto other parties for larger audience (Mohoyt 2012), According to Spacey (2018), active customers are those who purchased recently, make purchases frequently or pay for subscriptions. Passive consumers are more likely to respond to influential triggers, and passivity is associated with instability in customer relationship (Roos & Gustafsson 2011). Litter (2009) in his book suggests, that ethical consumption, Fair Trade, consumer protests, boycotts, green goods, and downshifting, might be understood as an expanding phenomenon known as radical consumption. Doherty et al. 2013 explained that radical consumers actively seek out Fair Trade alternatives, because of their strong belief in the principles of Fair Trade. This drives consumers to shop using solidarity channels where they create a relationship, making them feel as a part of a movement. Fair Trade is at a stage, where the market has all three types of consumer activity at the same time, but the balance is shifting from radicals to passive consumers whose purchases are habitual rather than as an active decision to consume Fair Trade (Doherty et al. 2013).

2.8. Consumer Attitudes towards Fair Trade Products

Consumers who support Fair Trade are often labelled as socially responsible, ethical, green, and eco-friendly (Stenn 2013). Previous studies have shown that Fair Trade products inspire people to purchase, because of their feeling of contribution to greater good. Socially oriented companies can achieve competitive advantage in areas, where trust is crucial for consumer choices (Castaldo et al. 2009),

A study conducted in Canada, by Ladhari & Tchetgna (2015) found that consumers value social justice and equality and have a negative effect with social status and power focused products. It has become clear that personal values influence the consumers' intention to purchase a product. Fair Trade consumers need to be reassured, that the products meet social and environmental standards (Ladhari & Tchetgna 2015). It is also proven, in a study from Ohio, that consumers who have more knowledge about Fair Trade are more likely to purchase Fair Trade labelled product and have more positive approach (Kelley 2013). This result complements another research, conducted in Belgium, which states that interest, knowledge and overall concern influence buying behaviour of Fair Trade labelled products (Pelsmacker & Janssens 2007).

Furthermore, studies show, Fair Trade consumers are willing to pay premium for products, in exchange for information. The interest in Fair Trade certificated products increases with information about the Fair Trade system. In the light of this information, it is proposed to put more information regarding Fair Trade on the package of the product to increase the interest in the consumer to purchase (Ruggeri et al. 2021). Findings confirm that environmental concern, consumer innovativeness, consciousness for fair consumption and trust in the label are relevant indicators in consumers decision making process regarding Fair Trade labelled products. Consumers are also sensitive about environmentally safe production; it is proposed to educate consumers about supporting environmental protection by buying fair products (Konuk 2019).

But who buys Fair Trade? A survey that was implemented in the state of Michigan, found that those who are politically liberal, young, female and have higher level of education are more likely to purchase Fair Trade product (Taylor & Boasson 2014). From the perspective of neuroscience, a research focusing on brain activity in regarding which products are consumers likely to buy, showed the brains frontal lobe was more active in appearance of Fair Trade logo, and willingness to buy increased by 30 %. To supplement the study, participants were presented with two pieces of the same identical chocolate and were told one of them is Fair Trade. When rating the taste, Fair Trade chocolate got much higher results (Enax et al. 2015). This confirms the idea, that the perception of Fair Trade products is very high for consumers and are expecting high quality goods.

It is relevant to say, that Millennials or Generation Y, are the buying power of Fair Trade (Easter 2014). Millennials are people born between early 1980s and late 1990s (Aleksić & Rangus 2020). The Fair Trade webpage corresponds with this fact, stating, that millennials, demonstrate greater trust and loyalty with Fair Trade label and are more likely to choose Fair Trade product, when they shop (Fair Trade Foundation 2019). Research determined that millennials think more ethically, than previous generations (Young & McCoy 2016). The reason can be, that millennials practically grew up in an era, where ethically processed products are on the rise, and for most of them it is a standard. A study by Roland Berger on decoding Generation Y and how to attract them to brands, showed that millennials put quality first and think about the price second. Generation Y are buyers who consume product which helps them define who they are and what is important to them and Generation X is more likely to look for the cheapest item instead of thinking of deeper value (Ordun 2015). Generation X are people born in 20-year period between 1965 and 1984 (Rosen 2001). Generation X term is known for the X referring to a group which feels excluded from the society (Tapscott 2009). A study by Fona International (2019), found that Generation X tends to buy something they already know and what is convenient. A survey from United States (Table 5), which was done in 2018, shows data of shoppers who are willing to pay extra for sustainable products by generation. Before Generation X, there were so called Baby Boomers. Anyone born between 1946 and 1964 is considered a Baby Boomer (Tapscott 2009). A study in Australia took a sample of 1031 random people aged 40-70 (in 2010) to examine Baby Boomers food shopping habits. It was found that shopping for high quality goods was positively influenced by universalism and age for men and women but also positively influenced by benevolence for men and by education for women (Worsley et al. 2010).

Table 5 Shoppers willing to pay extra for sustainable products by generation

	No extra	Extra 1-5 %	Extra 6-10 %	Extra 11-20 %
Generation Y (Millennials)	25 %	23 %	27 %	25 %
Generation X	38 %	23 %	21%	18 %
Baby Boomers	41 %	24 %	20 %	15 %

Source: Statista (2018)

2.8.1. Consumer Attitudes towards Fair Trade Products in the Czech Republic

Institute for Evaluations and Social Analyses (INESAN) conducted a research that was focused on Czech consumers purchasing Fair Trade. The research discovered, nearly half of total consumers are, to some extent, interested in the origin of the product they buy (Bernášková 2015). Another study about ethical consumerism in the Czech Republic have shown, that the most important motive for purchasing a Fair Trade product by Czech consumers, are in 90 % moral principles. It was also clear that a logo is a very important aspect of their decision-making process (Ambrožová & Částek 2013). It became evident, that Czech consumers are not well aware of Fair Trade practices, so it is very much advised to increase awareness and establishing itself into the market more (Humhej 2014).

Investigation from Institute for Evaluations and Social Analyses also established that consumers are willing to pay more for a product, if the product reflects a higher quality. For a Fair Trade certification, which means higher wages of people in the production process, nearly third of respondents answered they are willing to pay higher price than for a regular product. Women, middle aged people and people with university education are more likely to pay more for Fair Trade product, on average 8 % extra than for regular products (INESAN 2020).

3.   Aims of the Thesis

The general objective of this thesis was to determine, whether age difference plays a significant role in consumer behaviour and knowledge of Fair Trade products. The study analyses the differences between factors and behaviour, willingness to pay and consumer approach in three selected generations. For purpose of this thesis, these generations were divided as (i) Baby Boomers (born between 1946 – 1964) (ii) Generation X (born between 1965 – 1984) and (iii) Generation Y also known as Millennials (born between 1980 – 2000). The specific objective was to find out which of these generations know about Fair Trade and are willing to pay more for Fair Trade products. As stated in the Literature review, Millennials or Generation Y are supposedly the buying power of Fair Trade and think more ethically than other generations. It is also clear from previous studies, that lack of information and knowledge about Fair Trade is one of the reasons consumers do not buy Fair Trade certified products. The specific objectives were to identify which of the generations stated above are more aware of Fair Trade, which generation is more likely to pay extra for Fair Trade and if millennials are in fact the buying power because of their ethical thinking. In the Table 6, we can see the factors that are influencing Fair Trade purchase behaviour based on previous studies.

Table 6 Summary of factors influencing Fair Trade consumers

Factors	Author(s), year	Description
Feeling of contribution	Castaldo, 2009 Stenn, 2013	Consumers who are socially responsible are more likely to purchase Fair Trade
Social and Environmental Standards	Ladhari & Tchetgna, 2015 Konuk, 2019	Consumers are sensitive about socially and environmentally safe production
Knowledge, concern, information	Kelley 2013, Pelsmacker & Janssens, 2007	Interest in Fair Trade certified products increase with information and knowledge about Fair Trade practices
Age	Easter, 2014 Young & McCoy, 2016	Millennials are more likely to purchase Fair Trade products

Gender	INESAN, 2020	Women are more likely to pay extra for Fair Trade products
	Taylor & Boasson, 2014	Females are more likely to purchase Fair Trade
Education	INESAN, 2020	People with university education are willing to pay more for Fair Trade products
	Taylor & Boasson, 2014	People with higher education are more likely to purchase Fair Trade

Based on literature review, three hypotheses were identified as following:

H_1: Consumers of Generation Y in the Czech Republic are more willing to pay extra for Fair Trade than consumers of Generation X and Baby Boomers.

H_2: The importance of the factors (Price, Taste, Loyalty, Prestige, Brand, Quality, Recommendation, Commercial, Availability, Variety, Moral aspects, Mood) affecting Fair Trade purchasing behaviour differs among Generation Y, Generation X and Baby Boomers in the Czech Republic.

H_3: Most of the Czech consumers are active consumers when purchasing Fair Trade.

4.   Methods

This thesis was written based on primary data collection. Literature review was crucial to understand Fair Trade and its mission in order to establish principles in consumers' decision-making process. It was also necessary to understand the consumer decision-making process and attitudes towards Fair Trade worldwide, and in the Czech Republic and Fair Trade activity in the Czech Republic. The literature review was exhibited by available literature, scientific papers, reports and articles mostly published in online scientific databases like ScienceDirect and Google Scholar.

Primary data was collected via quantitative data collection method by online questionnaire survey using Google Forms. The questionnaire was distributed among Czech adults using online tools.

4.1.   Data collection

The target group were adult population of the Czech Republic. The data collection was distributed via online questionnaire compiled using Google Form. This questionnaire was sent out by social media channels like Facebook and Instagram and some of it also by email correspondence. It was also distributed among the representatives of the "older" generation known as Baby Boomers in the immediate vicinity, with the help of my family to include people who do not have access to the Internet, but the dominance of social networks largely determines the resulting age structure.

4.2.   Questionnaire Design

The questionnaire was assembled in Czech language for respondents to better understand. In total, the questionnaire contains 33 questions, but this number did not apply to all groups. 23 questions were identified for the group buying Fair Trade products; for a group not buying Fair Trade products, 10 questions were identified. Some of the questions were inspired by research on Fair Trade conducted by the Institute of Evaluation and Social Analysis (INESAN) in 2020 to assess developments. The full text of the questionnaire can be found in the Annex I. The questionnaire was divided into three parts. First part was used to identify socio-demographic characteristics of the respondents (gender, age,

education, employment) Then the respondents were divided into two groups according to whether they have purchased Fair Trade in the past or not. The group which answered they have already purchased Fair Trade product then continued to a third part of the questionnaire whilst the group which never purchase Fair Trade was asked three additional questions.

The third part was determining their intentions and knowledge about Fair Trade. In the vast majority of cases, the questions were closed with the possibility of one answer for a reason to not discourage respondents with excessive choice of the answers. The questionnaire was designed to determine the changes of behaviour, knowledge and intentions between Baby Boomers, Generation X and Generation Y.

4.3. Data Analysis

Data was manually keyed into Microsoft Excell for the purpose of graph creating and analysis. The collected data were firstly sorted by gender and also by generation and comparison was made of each selected question. Each gender was evaluated with given questions to determine purchase intention, willingness to pay and purchase frequency. From the collected data graphs were created so that they have the greatest telling effect and are as clear as possible. It was determined which generation purchases based on moral factors and what aspects influence them when purchasing a product. The questionnaire also held a question about source of information and recommendation for future propagation. The questions were also sorted by generation to determine which channels do they prefer. Sorting by gender was compared at the end. The original target was set to at least 100 respondents whereas 135 respondents participated in the end. All questions were obligatory, and questionnaire was divided to parts based on their answers. Hypothesis were then tested with statistical analytical testing and P-value was set. The testing was done using SPSS software and Excel. It was used to perform the Pearson Chi-squared test to determine the willingness to pay extra for Fair Trade, the Multiple Regression analysis with ANOVA (analysis of variance) to determine the relationships between the variables (taste, price, loyalty, prestige, brand, quality, recommendation, commercial, availability, variety, moral aspects, and mood) and shopping decision. For determining the consumer approach T-test was conducted.

Results

Research sample is formed with 135 respondents. In the terms of gender, women predominate with 53 % while men make 47 % in total. People of Generation Y (43 %) with secondary (40 %) and university (36 %) education are mainly represented. With regards of economic activity, respondents were primarily employees (47 %). All identification data are listed in the following tables. In the results we recorded another Generation, Generation Z or Zoomers, that are part of a new Generation, which can be born after 2000 up to the present day.

Table 7 All respondents

Variables	Absolute frequency	Relative frequency
Gender		
Men	71	53 %
Women	64	47 %
Generation		
Generation Y (1985 – 2000)	58	43 %
Baby Boomer (1946 – 1964)	34	25 %
Zoomer (2000 – 2015)	8	6 %
(type in answer)		
Education		
Primary	9	7 %
Secondary	54	40 %
University	48	36 %
Skilled with graduation	17	13 %
Skilled	7	5 %
Economic activity		
Employee	64	47 %
Entrepreneur	25	19 %
Working student	20	15 %
Retired	9	7 %
Student	9	7 %
Household or maternity leave	6	4 %
Unemployed	2	1 %

Source: Own processing

For greater clarity and possible assessment of selected characteristics of the respondents, the questionnaire was evaluated in several parts, depending on the above-mentioned groups into which the questionnaire divided the respondents.

The purpose of the first question was to find out whether respondents knew or whether they had already encountered the Fair Trade brand. A total of 58 respondents (43%) expressed knowledge about Fair Trade goods. 44 respondents (33%) answered that they do not know Fair Trade and have not yet encountered it. 33 (24%) respondents answered that they know Fair Trade, but do not know exactly what it means.

Figure 6 Knowledge of Fair Trade brand by consumers

Do you know or have you ever encountered Fair Trade brand?

- 24 %
- 43 %
- 33 %

- Yes
- No
- I know about it, but I don't know exactly what Fair Trade means
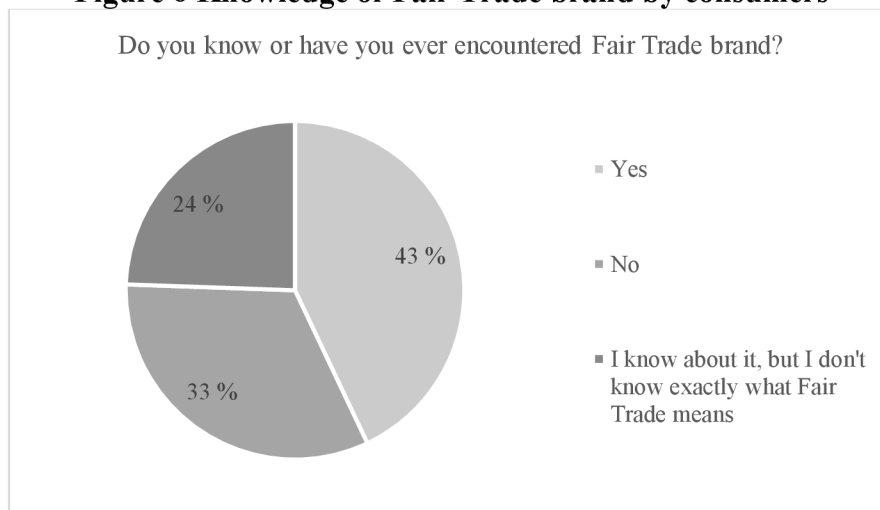
Based on this finding, most of the respondents have already encountered Fair Trade, but 33% do not have the exact knowledge about the certification.

The second question focused on knowledge of the concept of Fair Trade. 48 respondents stated, that when they think of the term Fair Trade, they think about Fair market. This question also had an open field for respondents to write their own answer, which was used only once, and the answer stated Fair sale.

Figure 7 Fair Trade perception

What do you imagine when you think of Fair Trade?

What do you imagine when you think of Fair Trade?	Value
Fair market	48
Movement for maintaining fair prices for workers	37
Certification of products made in developing countries	27
Bio product	10
Premium product	6
Specific product (coffee, chocolate, bananas ..)	6
Fair sale	1
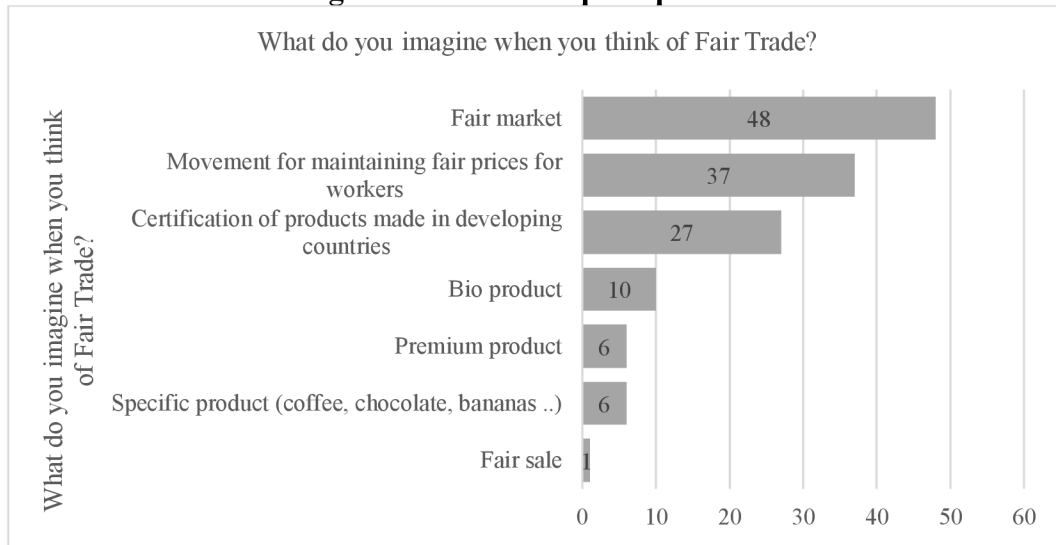
Source: Own processing

Based on these data, it is clear that the majority of respondents are aware of the representation of the term Fair Trade, if not in the exact words.

From the total of 135 respondents, 70 of them answered that they have already purchased Fair Trade certified product and 65 of them that they have not. Based on these numbers, the group is divided almost by half. It is also clear, that those who answered in previous questions, that they do not know Fair Trade or what it means, some of them also bought this product without even realizing. To give this data more interesting characteristic, 40 women and 30 men answered they have already purchased a Fair Trade product, 38 respondents with secondary education and 30 respondents with university education and the majority of them were employees. When we divide this answer by Generation, we can see that 63 % of the respondents fall in a category of Generation Y (1985 – 2000), or Millennials, which complements the statement from Young & McCoy (2016) that Millennials are more likely to purchase Fair Trade. In the other perspective, the majority of respondents who have not purchased Fair Trade yet, fall in a category Baby Boomer (1946 – 1964) and take up to 40 %.
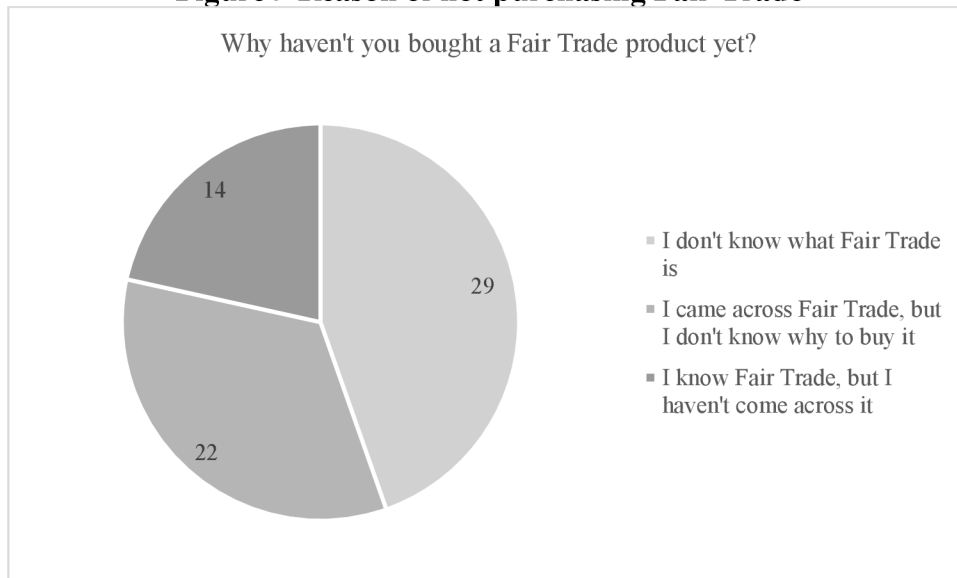
Figure 8 Fair Trade purchases, by generation

I have already purchased Fair Trade product

- Generation Y (1985 – 2000)
- Generation X (1965 – 1984)
- Baby Boomer (1946 – 1964)
- Zoomer (2000 - 2015)

63 %
20 %
11 %
6 %

Source: Own processing

This is the part, where the questionnaire was divided in two parts. One part was for the respondents who have not yet bought a Fair Trade product. When asked why they haven't bought a Fair Trade product yet, the majority of respondents (29) answered that it is because they do not know what Fair Trade is.

Figure 9 Reason of not purchasing Fair Trade

Why haven't you bought a Fair Trade product yet?

- I don't know what Fair Trade is
- I came across Fair Trade, but I don't know why to buy it
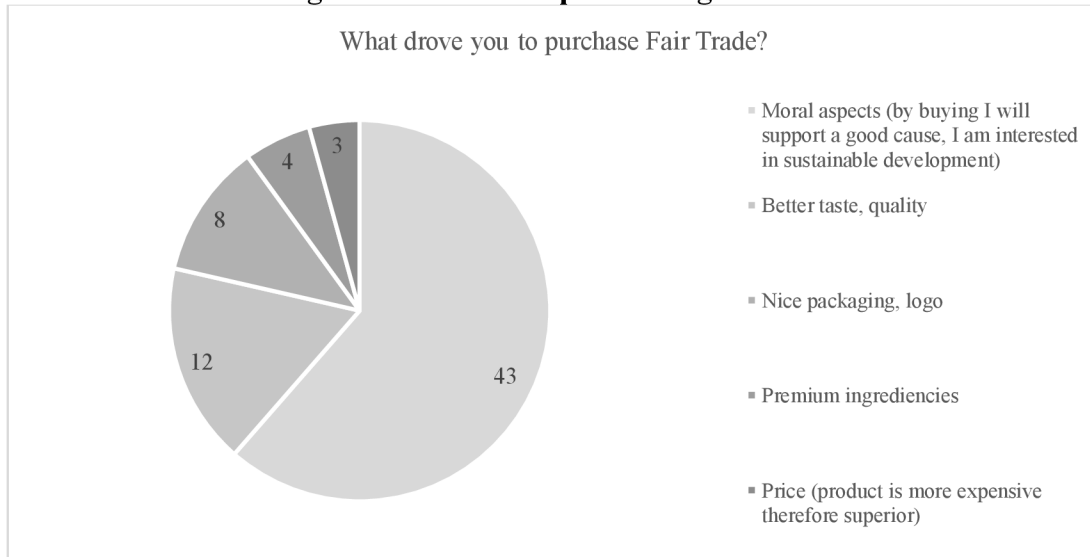- I know Fair Trade, but I haven't come across it

29
22
14

Source: Own processing

This data show, that respondents do not buy Fair Trade because of their lack of knowledge. When asked what channels would be the best when learning more about Fair Trade, 26 respondents said that the best way is online, 21 said that it is better right in the shop and 9 of them would like to attend offline promotion such as talks, conferences or markets.

Respondents who answered that they have already purchased Fair Trade were asked what drove them to that decision, out of 70 people, 43 stated that it was moral aspects like by buying they will support a good cause or are interested in sustainable development.

Figure 10 Reason of purchasing Fair Trade

What drove you to purchase Fair Trade?

- Moral aspects (by buying I will support a good cause, I am interested in sustainable development)
- Better taste, quality
- Nice packaging, logo
- Premium ingrediencies
- Price (product is more expensive therefore superior)

Source: Own processing

Out of 43 people who chose moral aspects as the main reason of purchasing Fair Trade, 30 of them were members of the Generation Y, known as Millennials.

Figure 11 Moral aspects, by Generation

What drove you to purchase Fair Trade, by Generation

- Moral aspects (by buying I will support a good cause, I am interested in sustainable development)
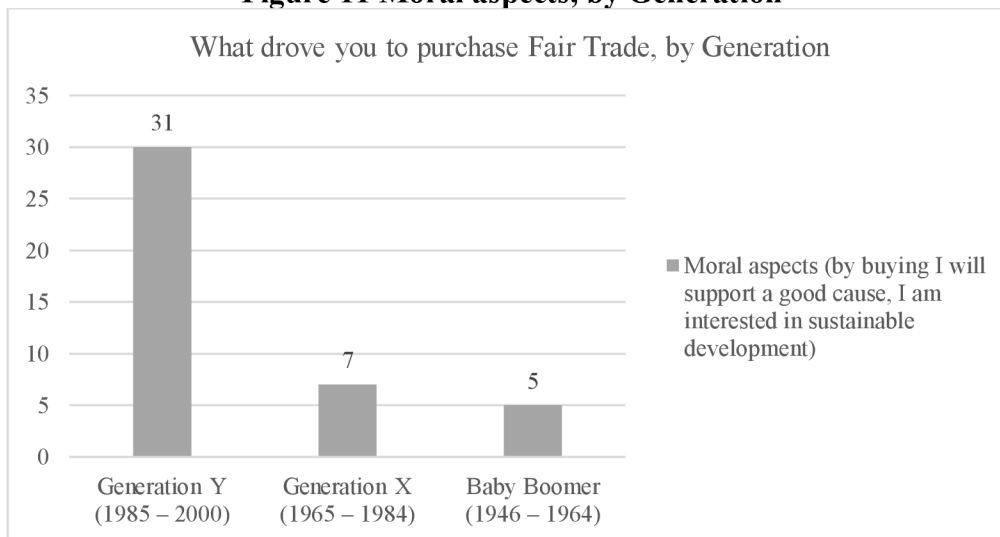
Source: Own processing

This complements statement, that Millennials are more likely to buy Fair Trade based on their moral principles.

Respondents who purchased Fair Trade were also asked, where did they learn about Fair Trade. Most of the respondents learned about it from Internet (32).

Figure 12 Information sources about Fair Trade

How did you learn about Fair Trade?

In the graph below, these answers are divided by Generation.

Figure 13 Information sources, by Generation

Information sources difference, by Generation

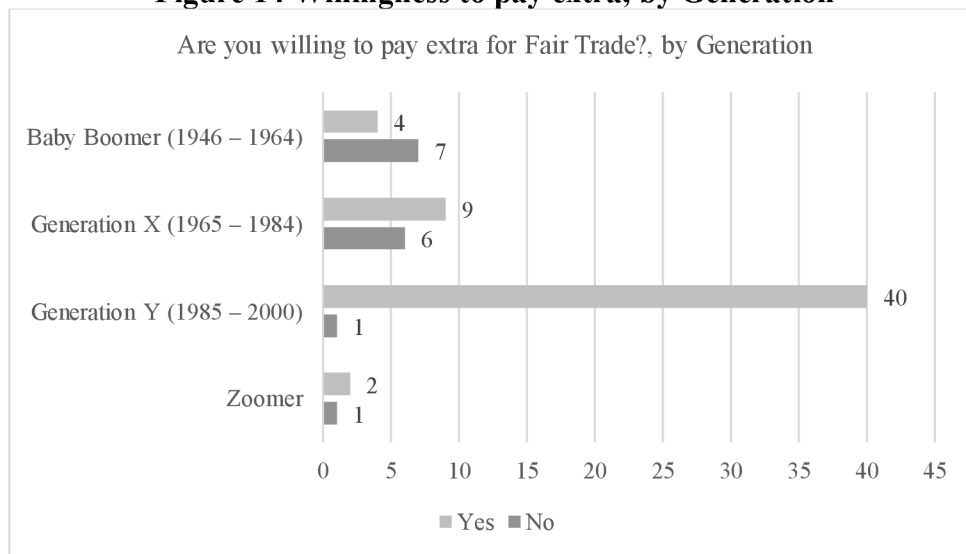■ Generation Y   ■ Generation X   ■ Baby Boomers
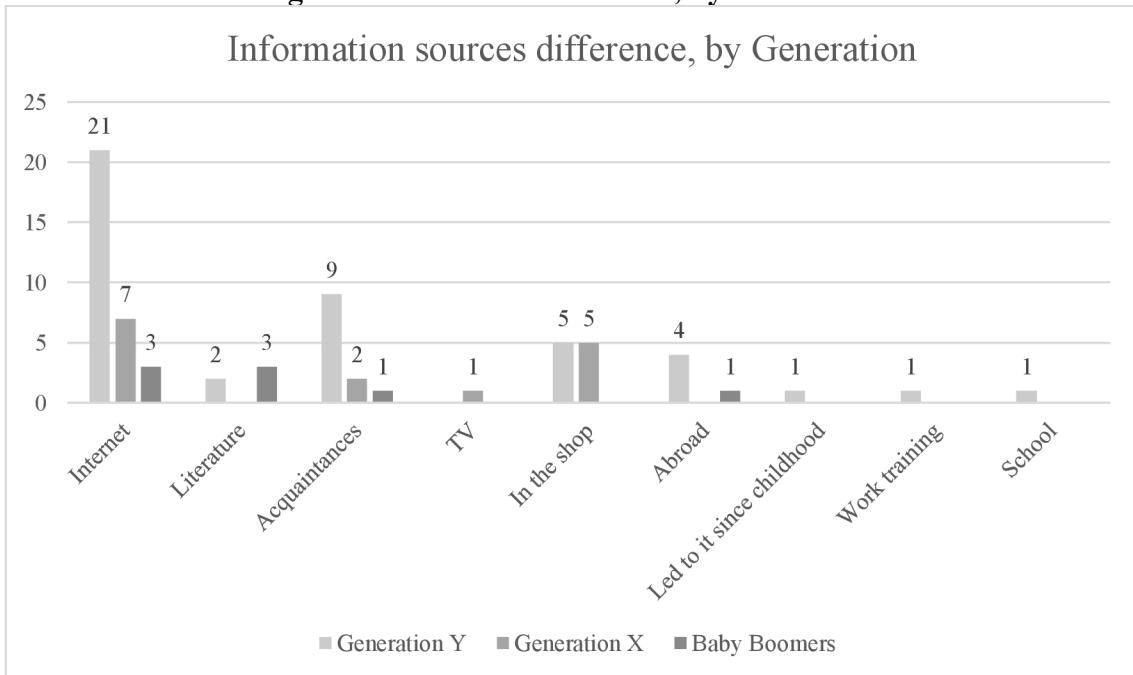
Source: Own processing

Another question focused on the willingness to pay for Fair Trade product. Out of 70 respondents, 55 of them stated that they are willing to pay extra for Fair Trade product, whereas 15 of them answered that they are not willing to pay extra.

Out of 55 respondents who answered that they are willing to pay more, majority of them (40) were members of Generation Y. The majority who voted for no, were part of Generation Baby Boomers and Generation X, with a count of 13 votes.

Figure 14 Willingness to pay extra, by Generation

Source: Own processing

A chi-square test for independence with a=.05 was used to assess whether members of Generation Y in the Czech Republic are more willing to pay extra for Fair Trade than members of Generation X and Baby Boomers. The chi-square test is statistically significant x^2(2, N=71) =80.579, p<.001, with phi coefficient of 1.065, indicating large effect of relationship. As seen in the analysis, it shows significant outcome and null hypothesis is rejected meaning that members of Generation Y in the Czech Republic are more willing to pay extra for Fair Trade than members of Generation X and Baby Boomers.

Table 8 Cross tabulation

GENERATION * Willingness To Pay Extra Fair Trade

				Willingness		
				No	Yes	Total
GENERATION		Count	5	0	0	5
		Expected Count	.4	.8	3.8	5.0
	Baby Boomer	Count	0	4	4	8
		Expected Count	.6	1.4	6.1	8.0
	Generation X	Count	0	4	10	14
		Expected Count	1.0	2.4	10.6	14.0
	Generation Y	Count	0	4	40	44
		Expected Count	3.1	7.4	33.5	44.0
Total		Count	5	12	54	71
		Expected Count	5.0	12.0	54.0	71.0

Table 9 Chi-Square Test

	Value	Df	P value/Asymp. Sig. (2-sided)
Pearson Chi-Square	80.579[a]	6	**.000**
Likelihood Ratio	44.108	6	**.000**
N of Valid Cases	71		

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .35.

Table 10 Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	1.065	**.000**
	Cramer's V	.753	**.000**
N of Valid Cases		71	

This data confirms the first hypothesis. "H_1: Members of Generation Y in the Czech Republic are more willing to pay extra for Fair Trade than members of Generation X and Baby Boomers." Another question focusing on willingness to pay was asking, how much more they would pay for a Fair Trade chocolate, assuming the average price of basic chocolate is 20 CZK.

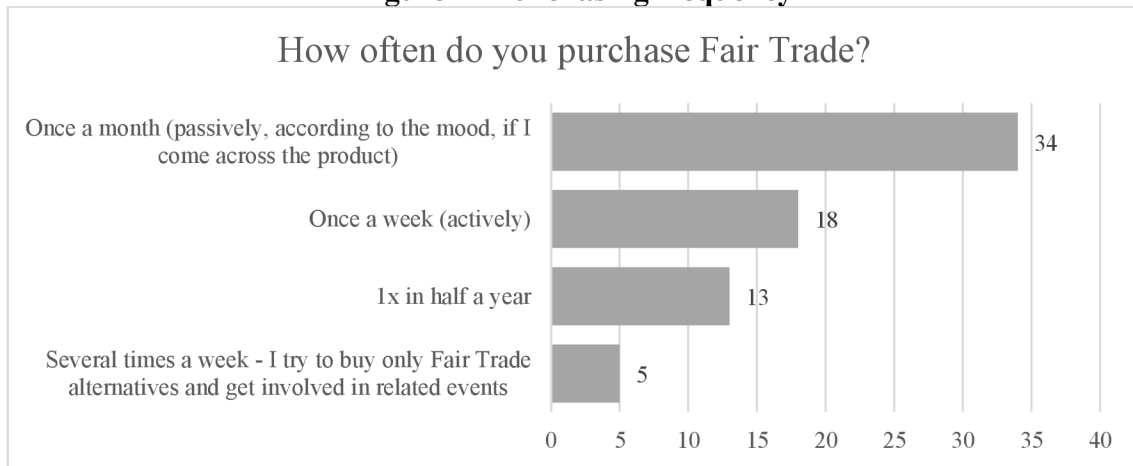**Table 11 How much are Generations willing to pay more for Fair Trade chocolate?**

	25-30CZK	35-40CZK	45-50CZK	50-100CZK
Generation Y	4	5	20	11
Generation X		3	1	5
Baby Boomers			3	1

Source: Own processing

Table 11 shows, that Generation Y is more likely to pay more for Fair Trade chocolate when the average price is 20 CZK.

When asked how often respondents purchase Fair Trade products, majority people stated that they are purchasing Fair Trade rather passively, once a month according to mood or encounter.

Figure 15 Purchasing frequency

How often do you purchase Fair Trade?

Once a month (passively, according to the mood, if I come across the product)	34
Once a week (actively)	18
1x in half a year	13
Several times a week - I try to buy only Fair Trade alternatives and get involved in related events	5

Source: Own processing

A one sample T-test was used to compare how often most of the Czech consumers are active consumers when purchasing Fair Trade (M=2.19, SD=1.03) against the global average value of 1.75. Neither Shapiro-Wilk statistic was significant, indicating that the assumption of normality is not violated. The mean difference is below the global average value. The T-test is statistically significant (70)=3.554, p-value<.001, two-tailed. But the difference is low (Cohen's d=.42). According to the analysis, we have found that null hypothesis has been rejected and the data shows significant outcome meaning that most of the Czech consumers are in fact taking active approach of consumerism when purchasing Fair Trade.

Table 12 One sample T-test

Mean	2.185714286
Standard Deviation	1.025654364
Count	70
Standard Error of Mean	0.122589144
Degrees of freedom	69
Hypothesized mean	1.75
t-statistics	**3.554264855**
p-value	**0.000689247**

This test shows that majority of the consumers are buying Fair Trade actively, meaning the third hypothesis, "H$_3$: Most of the Czech consumers are active consumers when purchasing Fair Trade." is therefore confirmed.

When respondents were asked, if the topics related to Fair Trade are interfering with them, majority of respondents answered with definitely yes.
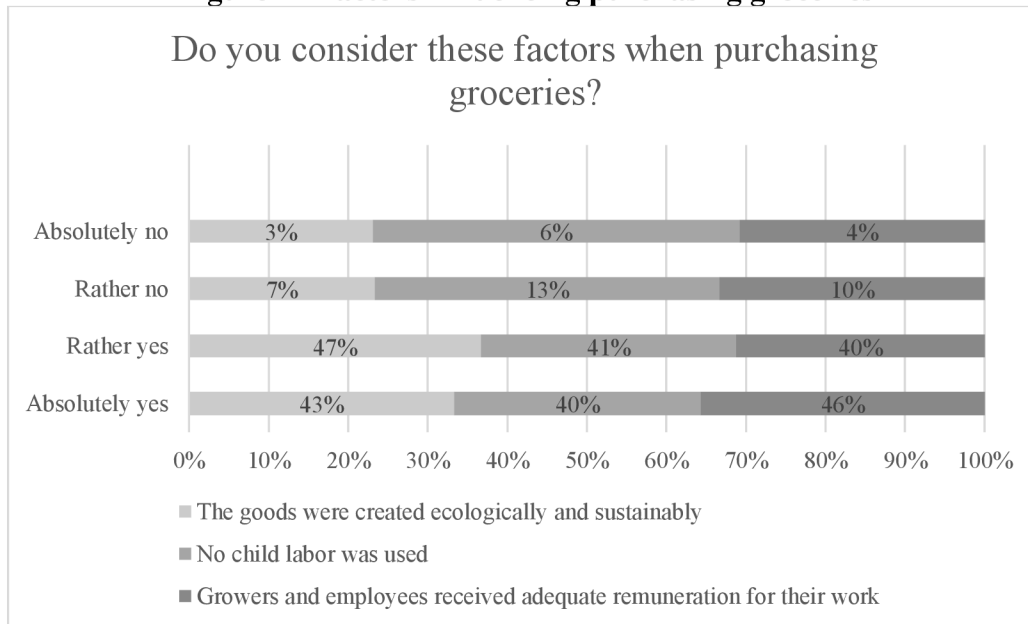
Figure 16 Topics related with Fair Trade
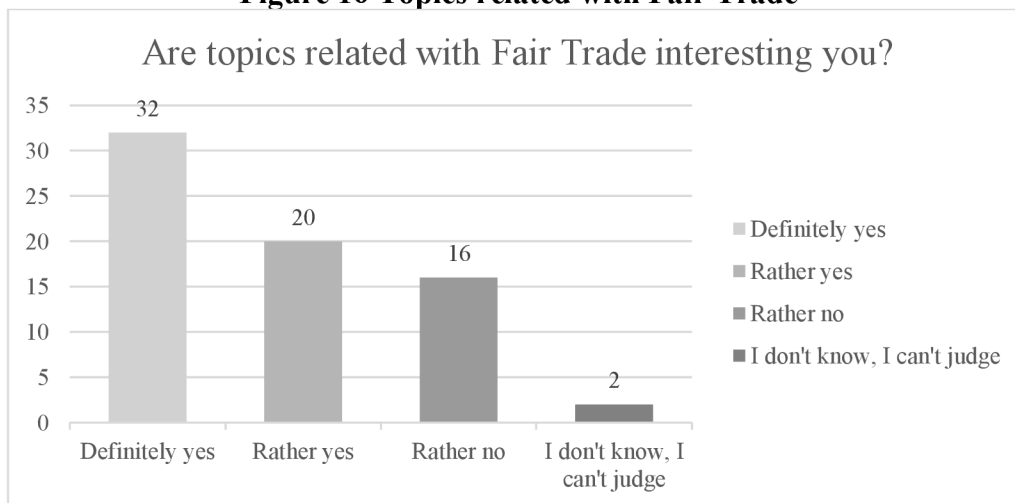
Source: Own processing

The questionnaire then focused on consideration of factors when purchasing groceries.

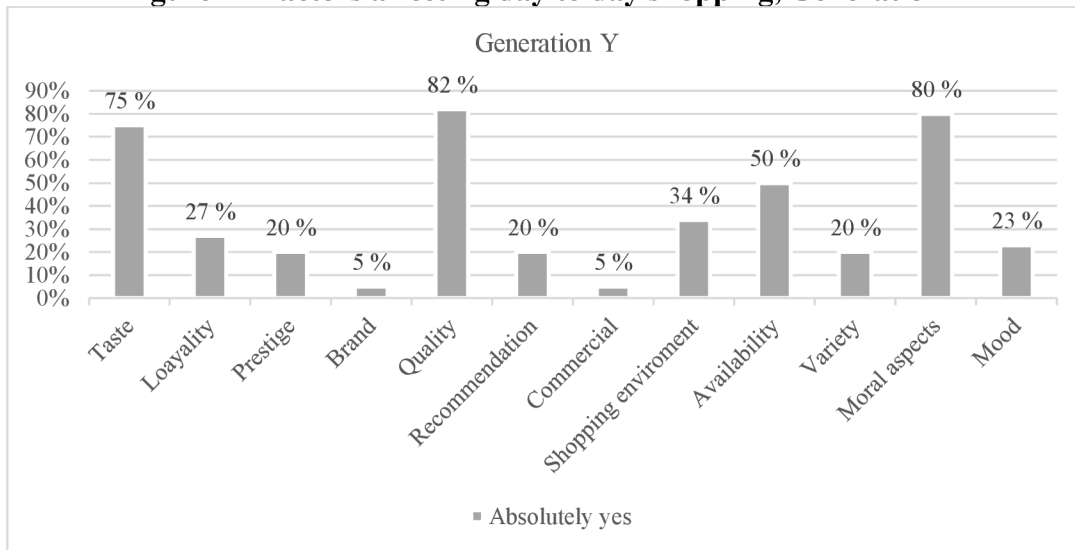**Figure 17 Factors influencing purchasing groceries**

Source: Own processing

Most of the answers were in a light of absolutely yes and rather yes, meaning respondents are considering these factors when purchasing groceries. According to this data, respondents are mostly considering if the growers and employees received adequate remuneration for their work with 46 % stating, they are absolutely considering this and 40 with rather considering. Respondents also think strongly about child labor and we can see in the graph that majority is also considering this factor when purchasing. And lastly, respondents are very much considering if the goods were produced ecologically and sustainably, with 43 % absolutely yes and 47 % rather yes.

Respondents were then asked on various of factors affecting day to day shopping like: Price, Taste, Brand Loyalty, Prestige, Brand, Quality, Recommendation (friends, family), Commercial, Shopping Environment, Availability, Variety, Moral Aspects (sustainability, eco, bio, no child labour etc.) and Mood. After the question "What is an important factor for you when shopping?", each of the factor presented with answers Absolutely yes, Rather yes, Rather no, Absolutely no and I do not know. From the responses, the most fundamental factors answered with Absolutely yes by generation were picked. Firstly, let's take a look at Generation Y.

Figure 18 Factors affecting day to day shopping, Generation Y

Generation Y

Taste 75 %, Loayality 27 %, Prestige 20 %, Brand 5 %, Quality 82 %, Recommendation 20 %, Commercial 5 %, Shopping enviroment 34 %, Availability 50 %, Variety 20 %, Moral aspects 80 %, Mood 23 %
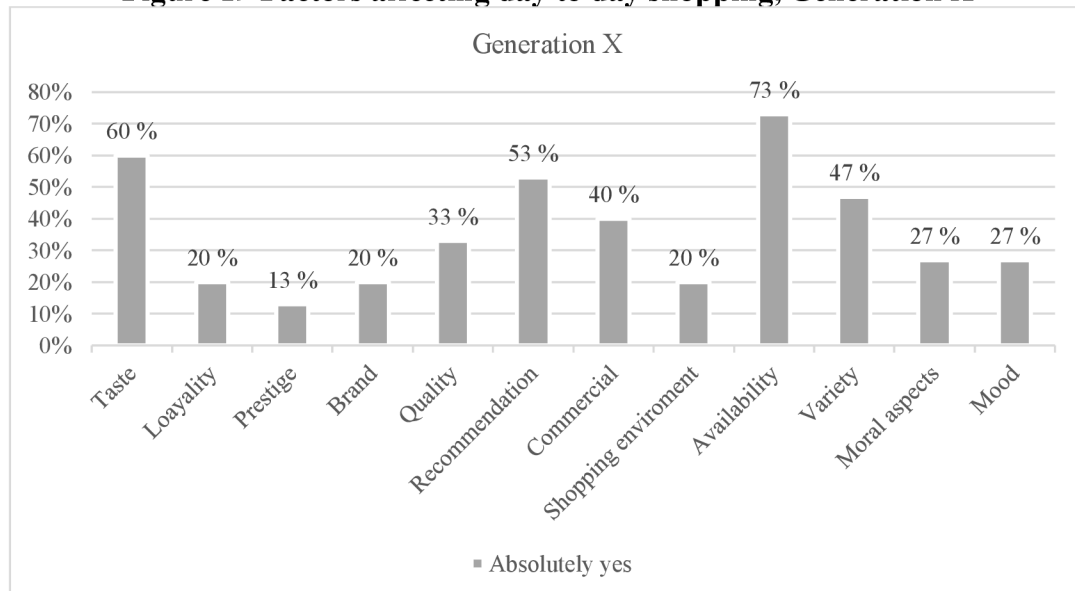
■ Absolutely yes

Source: Own procesing

As we can see from the graph, members of Generation Y feel strongly about factors like Taste (75 %), Quality (82 %) and Moral aspects (80 %). These three are leading their decision making and affecting their day to day shopping.

When we take a look at Generation X, we can see that their purchasing behaviour depends mostly on Availability (73 %) of the product.

Figure 19 Factors affecting day to day shopping, Generation X

Generation X

Taste 60 %, Loayality 20 %, Prestige 13 %, Brand 20 %, Quality 33 %, Recommendation 53 %, Commercial 40 %, Shopping enviroment 20 %, Availability 73 %, Variety 47 %, Moral aspects 27 %, Mood 27 %

■ Absolutely yes

Source: Own processing

And lastly, Baby Boomers are strongly driven by Recommendation (91 %), Taste (91 %) and Availability (82 %).

39

Figure 20 Factors affecting day to day shopping, Baby Boomers
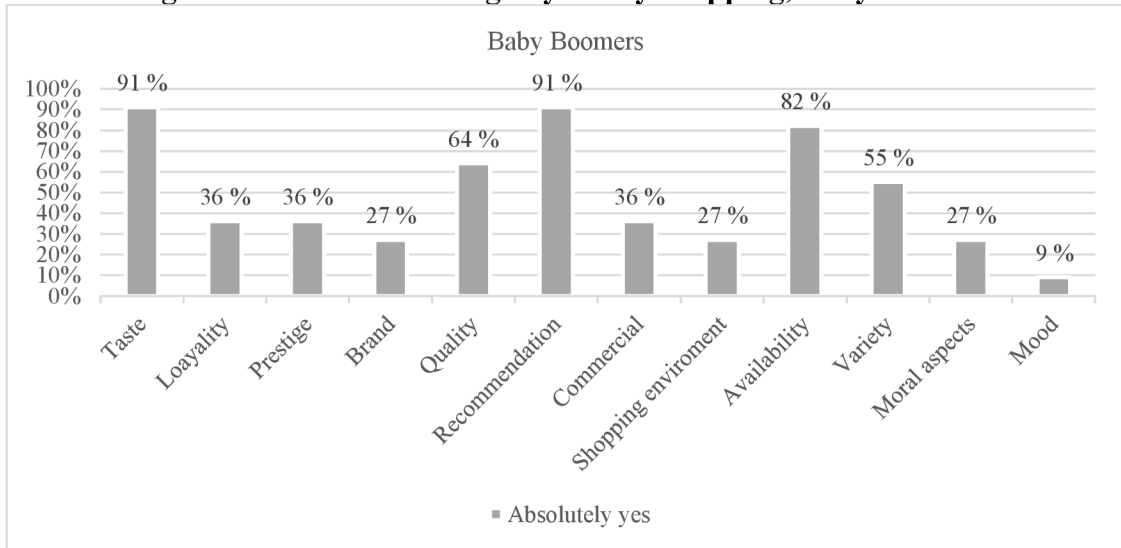
Source: Own processing

The regression analysis has been conducted for testing the formulated hypotheses "H2: The importance of the factor affecting Fair Trade purchasing behaviour differs among Generation Y, Generation X and Baby Boomers in the Czech Republic.". The following table includes the result of multiple regression between the independent variables and shopping decision. The result shows the value of R2, the standardized regression coefficients (Beta), t statistics and associated p-value.

Table 13 Summary Output

Regression Statistics

Multiple R	0.513047
R Square	**0.263217**
Adjusted R Square	0.108105
Standard Error	1.026027
Observations	70

Table 14 ANOVA

	Df	SS	MS	F	Significance F
Regression	12	21.43714	1.786428	1.696945	0.091689
Residual	57	60.00572	1.052732		
Total	69	81.44286			

The below multiple regression analysis indicates that 1 out of 11 independent variables is significantly related to shopping decision. On the other hand, Price (Beta=0.125,t=1.053), Taste (Beta=-0.03), Prestige (Beta=-0.021,t=-0.17), Brand (Beta=-0.197,t=-1.17), Quality (Beta=-0.169,t=-0.841), Recommendation (Beta=-0.05,t=0.348), Commercial (Beta=0.02,t=0.12), Availability (Beta=0.20,t=1.529), Variety (Beta=0.14,t=1.07), Moral aspects (Beta=0.18,t=1.32), Mood (Beta=0.009,t=0.073) have no significant relationship with Fair Trade purchasing behaviour. Whereas, the independent variable, Loyalty (Beta=0.293, t=2.063) is significant at $p<0.05$. The standardized coefficient of loyalty is 0.293, meaning that if the value of loyalty is increased by 1 unit then the value of Shopping behaviour will be increased by 0.293 units.

Table 15 Multiple regression analysis

	Coefficients (Beta)	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	1.288966	0.761093	**1.693571**	**0.095805**	-0.2351	2.813029	-0.2351	2.813029
Price	0.125112	0.11874	**1.053664**	**0.296483**	-0.11266	0.362885	-0.11266	0.362885
Taste	-0.02974	0.196396	**-0.15144**	**0.880162**	-0.42302	0.363534	-0.42302	0.363534
Loyalty	0.293062	0.142028	**2.063402**	**0.043639**	0.008655	0.577468	0.008655	0.577468
Prestige	-0.02143	0.12547	**-0.17079**	**0.864991**	-0.27268	0.22982	-0.27268	0.22982
Brand	-0.19677	0.16766	**-1.17365**	**0.245417**	-0.53251	0.13896	-0.53251	0.13896
Quality	-0.16941	0.201266	**-0.84172**	**0.403465**	-0.57244	0.233619	-0.57244	0.233619
Recommendation	-0.04769	0.136996	**-0.3481**	**0.729051**	-0.32202	0.226642	-0.32202	0.226642
Commercial	0.019553	0.162298	**0.120475**	**0.90453**	-0.30544	0.344548	-0.30544	0.344548
Availability	0.202691	0.132531	**1.529385**	**0.1317**	-0.0627	0.46808	-0.0627	0.46808
Variety	0.138905	0.130101	**1.067672**	**0.29017**	-0.12162	0.399428	-0.12162	0.399428
Moral aspects	0.176979	0.133575	**1.324946**	**0.190476**	-0.0905	0.444458	-0.0905	0.444458
Mood	0.009071	0.123932	**0.073191**	**0.94191**	-0.2391	0.257241	-0.2391	0.257241

The relationship is further supported by coefficient of determination or R^2 value (0.263) which implies that around 26.3% variance intention is explained by all the independent variables. A higher value of R^2 indicates a better prediction of a dependent variable. R^2 values of 0.75, 0.50, and 0.25 indicates substantial, moderate, and weak, The R^2 value of 0.263 shows that a close to weaker effect of all the independent variables on dependent variables.

Thus, the hypothesis is on the contrary, hypothesis is accepted as Loyalty has a significant relationship with shopping decisions. Based on these findings, we can safely assume that the second hypothesis, "H_2: The importance of the factor affecting Fair Trade purchasing behaviour differs among Generation Y, Generation X and Baby Boomers in the Czech Republic.", is not confirmed with a statement, that each Generation is affected by a Loyalty factor and take into account this aspect when shopping.

5.   Discussion

Based on our results, we documented that Czech consumers are aware of Fair Trade and are active consumers. More than a half of the respondents already purchased Fair Trade certified product in the past and that Czech Generation Y consumers are more likely to pay extra for Fair Trade goods. When looking on education, we found out that people with Secondary and University education are more likely to purchase Fair Trade. Majority of the respondents who purchased Fair Trade were also employees. However, the lack of knowledge is still a big influencer in the shopping behaviour of respondents. Even people who have bought Fair Trade answered that they do not know what Fair Trade exactly represents. Most of the respondents who know about Fair Trade know about it from internet, but it was recommended from people who are unaware of Fair Trade to use more offline channels and introduce products right in the shop in the form of a hostess or flyers.

A study from Ohio stated previously in the Literature review by Kelley (2013) proved, that consumers who have more knowledge about Fair Trade are more likely to purchase with another research from Belgium complementing that, with Pelsmacker and Janssens (2007) proving, that knowledge and overall concern influence buying behaviour of Fair Trade. It is clear from our results, that these statements are true and that Czech consumers need to be more educated about Fair Trade practices and how to recognize Fair Trade from regular products. Respondents who bought Fair Trade are also obviously interested and touched by the topics that Fair Trade represents, like sustainability, ecology, no use of child labour and adequate pay for workers. This also complements Castaldo (2009) and Stenn (2013) who both agree that consumers who are socially and environmentally responsible are more likely to buy Fair Trade.

Needless to say, moral aspects are driving power of Fair Trade purchasing with Generation Y, because of the feeling of contribution. The majority of respondents buy Fair Trade products a great degree as a result of moral principles. Meaning that their ethical beliefs are most important when they make purchasing decisions. The thought of supporting farmers, sustainable development and prohibiting child labour makes consumers more inspired to buy Fair Trade products. In addition, quality,

recommendations, and taste are as well important factors and this shows that only moral principles are not enough to convince them to buy Fair Trade products.

Respondents stated that they would be more inclined to purchase Fair Trade if they knew more about it and had information about what Fair Trade represents and therefore what are they paying for.

As for the hypothesis, the first hypothesis "H_1: Consumers of Generation Y in the Czech Republic are more willing to pay extra for Fair Trade than consumers of Generation X and Baby Boomers." Was confirmed using the Chi-square test, determining that Generation Y is in fact more willing to pay for Fair Trade then other Generations. This complements study by Young & McCoy (2016) and by Fair Trade Foundation (2019) stating, that Millennials are more likely to purchase Fair Trade.

The second hypothesis "H_2: The importance of the factors affecting Fair Trade purchasing behaviour differs among Generation Y, Generation X and Baby Boomers in the Czech Republic." Was refuted. Based on our findings using multiple regression analysis, Loyalty is the driving factor of each generation. Our hypothesis wanted to confirm, that each generation takes into consideration different aspect and is influenced by different factor. Our test determined that Generation Y, Generation X and Baby Boomers are mostly influenced by Loyalty.

The third hypothesis, "H_3: Most of the Czech consumers are active consumers when purchasing Fair Trade." Was determined using one sample T-test against the global average. Based on the data, the hypothesis was confirmed stating that Czech consumers are active consumers when it comes to Fair Trade.

6.   Conclusion

Fair Trade has been a discussed issue in the recent years, yet we cannot say after conducting the online questionnaire survey that Fair Trade is known to most people. The questionnaire survey results are pointing to the need for informing people, not only in terms of awareness of what Fair Trade means, but why buy these products. In this bachelor thesis the factors influencing Czech consumers for buying Fair Trade were summarized, however still half of the respondents were unaware of Fair Trade and want to learn more using online and offline tools. Most respondents who had experience with purchasing Fair Trade know about it from the Internet and it is also clear that members of older Generation should be targeted. I would also recommend more education about Fair Trade from the early age, for example in schools. Although the concept of Fair Trade in the Czech Republic is still quite unrecognized, I believe this trend will be increasing rapidly in the becoming years also because of the Covid-19 pandemic, which according to studies made people think more ethically and shop locally with regards to ecology and sustainable development. It is needless to say that Czech market with Fair Trade products has a great potential and should be acknowledged in the future to boost up sustainable development and give people more information about what happens when their products is being made. It is also important to focus on better display in the shops for better visibility for people who do not actively look for Fair Trade because majority of respondents are still purchasing Fair Trade passively, when they encounter the goods.

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Appendices

List of the Appendices:

Appendix 1: Questionnaire survey developed for Czech consumers in Czech language

Appendix 1: Questionnaire survey developed for Czech consumers in Czech language

Postoj českých spotřebitelů k Fair Trade

Dobrý den, jmenuji se Sandra Karráová, jsem studentkou bakalářského studia na fakultě Tropického zemědělství České zemědělské univerzity v Praze a za účelem vypracování své bakalářské práce bych se vás ráda zeptala na pár otázek. Tyto otázky jsou anonymní a nebudou využity jinak než pro účely mé práce. Cílem mé práce, je zjistit přístup českých spotřebitelů k Fair Trade. Dotazník vám zabere jen pár minut. Předem děkuji.

Jsem:

○ Muž

○ Žena

Spadám do věkové kategorie:

○ Baby Boomer (1946 – 1964)

○ Generace X (1965 – 1984)

○ Generace Y (1985 – 2000)

○ Other:

Nejvyšší dosažené vzdělání:

○ Základní

○ Vyučen

○ Vyučen s maturitou

○ Středoškolské

○ Vysokoškolské

Jsem:

○ Student

○ Pracující student

○ Podnikatel

○ Zaměstnanec

○ Osoba v domácnosti nebo na mateřské

○ V důchodu

○ Nezaměstnaný

Znáte či setkali jste se někdy se značkou Fair Trade?

○ Ano

○ Ne

○ Vím o ní, ale nevím, co přesně znamená Fair Trade

Co si pod pojmem Fair Trade představíte?

○ Bio produkt

○ Prémiový produkt

○ Hnutí za udržení spravedlivých cen pro pracovníky

○ Certifikace produktu vyrobených v rozvojových zemích

○ Férový obchod

○ Specifický produkt (kafe, čokoládu, banány..)

○ Other:

Koupili jste si někdy produkt certifikovaný Fair Trade značkou?

○ Ano

○ Ne

Postoj českých spotřebitelů k Fair Trade

Nekoupil jsem si Fair Trade produkt

Proč jste si ještě nekoupili Fair Trade produkt?

○ Znám Fair Trade, ale nenarazil jsem na něj

○ Nevím co je Fair Trade, narazil jsem na něj, ale nevím proč ho koupit

○ Znám Fair Trade, vím, kde na něj narazím, ale nevěřím této organizaci.

○ Nevím co je Fair Trade

○ Other:

Chtěli byste se dozvědět více o praktikách Fair Trade?

○ Ano

○ Ne

Jestli ano, jaké formy získávání informací by podle vás byly nejlepší?

○ Přímo v obchodě (letáčky, hosteska, billboard, rádio hlášení)

○ Online (sociální sítě, články, internetové diskuze)

○ Offline (besedy, konference, trhy, akce)

Postoj českých spotřebitelů k Fair Trade

Již jsem zakoupil Fair Trade produkt

Co vás k nákupu vedlo?

○ Lepší chuť, kvalita

○ Cena (produkt je dražší a proto kvalitnější)

○ Prémiové ingredience

○ Morální aspekty (zakoupením podpořím dobrou věc, zajímám se o udržitelný rozvoj apod.)

○ Hezký obal, logo

○ Other:

Jak jste se o Fair Trade certifikaci dozvěděli?

○ Od známých

○ Internet

○ V obchodě

○ Literatura

○ V zahraničí

○ Other:

Nakupujete Fair Trade produkty často?

○ 1x týdně (aktivně)

○ 1x do měsíce (pasivně, dle nálady, pokud na produkt narazím)

○ 1x za půl roku

○ Několikrát týdně - snažím se kupovat jen Fair Trade alternativy a zapojuji se do akcí s tím spojených

Jste ochotni si připlatit za Fair Trade produkt?

○ Ano

○ Ne

Kolik byste byli ochotni zaplatit za Fair Trade čokoládu v případě, že průměrná běžná cena čokolády je 20 Kč?

○ 25-30 Kč

○ 35-40 Kč

○ 45-50 Kč

○ 50-100 Kč

Dotýkají se vás témata související s Fair Trade principy ?

○ Rozhodně ano

○ Spíše ano

○ Spíše ne

○ Rozhodně ne

○ Nevím, nedokážu posoudit

Zohledňujete následující při nákupu potravin ? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Zboží vzniklo ekologicky a udržitelně	○	○	○	○	○

Zohledňujete následující při nákupu potravin ? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Nebyla využita dětská práce	○	○	○	○	○

Zohledňujete následující při nákupu potravin ? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Pěstitelé a zaměstnanci dostali odpovídající odměnu za práci	○	○	○	○	○

Co by vás do budoucna ovlivnilo ke koupi Fair Trade produktu?

○ Více informací o tom co Fair Trade dělá a za co platím

○ Nižší cena

○ Výraznější obal, logo

○ Other:

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Cena	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Chuť	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Loajalita ke značce	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Prestiž	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Značka	○	○	○	○	○

X

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Kvalita	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Doporučení (od kamarádů, známých)	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Reklama	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Prostředí (charakteristika a atmosféra obchodu)	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Dostupnost produktu	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Rozmanitost (více na výběr)	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Morální aspekty (udržitelnost, bio, dětská práce, ekologie apod.)	○	○	○	○	○

Co je podle vás důležitým faktorem při koupi? *

	Určitě ano	Spíše ano	Spíše ne	Určitě ne	Nevím
Nálada	○	○	○	○	○