Mendel University in Brno
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The role of alternative food chain Náš Grunt, s. r. o. in support of the regional production

Diploma thesis

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Brno 2015

I would like to thank my gratitude of the thesis, Mrs. Ing. Simona Miškolci, Ph.D., for responsibly and patiently guided me during the creation, constructive criticism and for her valuable advices. I would like to thank my family and friends for unending support during my whole study.

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Abstract

Bc. Strmisková, P. *The role of alternative food chain Náš Grunt, s.r.o. in support of the regional production*. Brno, 2015. Diploma thesis.

The aim of the thesis is to define the role of alternative food networks in the region that are based on the elementary socioeconomic factors, to assess the possibility of market appreciation of regional production in the selected alternative food chain and to identify potential benefits for consumers and the development of the region. This methodology, which is used in this work, is a survey of opinions and preferences of consumers on the purchase of agricultural products in the selected alternative food chain. The survey was based on the analysis and synthesis of literature and conducted research in the particular area. Moreover, it includes the definition of significant factors influencing the purchasing behavior of consumers and evaluation of their perception of social benefits in the particular alternative food chain of specific region within the context of regional development.

Keywords

Alternative food networks, quality food, local production, regional food, consumer demand, sociological research

Abstrakt

Cílem diplomové práce je na základě socio-ekonomického výzkumu faktorů formování spotřebitelské poptávky vymezit roli alternativních potravinových sítí v regionu, posoudit možnosti tržního zhodnocení regionální produkce ve vybraném alternativním potravinovém řetězci a vymezit potencionální přínosy pro spotřebitele a rozvoj regionu. Průzkum názorů a preferencí spotřebitelů pro nákup zemědělských produktů ve vybraném alternativním potravinovém řetězci byl proveden na základě analýzy a syntézy informací z odborné literatury a provedených výzkumů v dané oblasti. Součástí průzkumu je vymezení významných faktorů ovlivňujících nákupní chování spotřebitelů ve vybraném alternativním potravinovém řetězci zvoleného regionu a evaluace spotřebiteli vnímaných společenských přínosů tohoto řetězce v kontextu rozvoje regionu.

Klíčová slova

Alternativní potravinové sítě, kvalita potravin, lokální produkce, regionální potraviny, spotřebitelská poptávka, sociologický výzkum.

CONTENT

1. Introduction

Today, multinational companies have growing influence on food market and there is a growing presence of global food network, where food is the primary mean of increasing profit. Furthermore, globalization processes have a significant impact on food systems, which leads to a” delocalization" of agro food system.

The globalization of food production has significantly changed the overall structure of the food system at the regional level, where local farmers lost interconnection with the population, and thus making it unsustainable. Furthermore, there is a bigger competition across producers, sectors and regions, and an increasing pressure on prices of products. This means that the primary producers are losing their influence on the structure and the scale of agriculture production, and so local farmers, communities and landscape diminish. As a consequence, high quality products from the food market are displaced and a purchasing power of low quality goods is rising. Nevertheless, a consumer demand still has a critical and long-term impact on the food market, its structure and methods of production.

The current shift of consumer’s preferences has been registered and primarily determined by symptoms of anxiety, such as food panic, disorders and fears about the quality of products. Indeed, these changes reflect the collapse of conventional food chains despite the assurance of sufficient food quality and quantity. A consumer’s choice on the food market is a complex process and has also altered with the time. Customer does not only seek high quality product, its characteristics or health benefits, but also starts looking into environmental and regional impacts as well.

Therefore, the price of offered products has become marginal for a growing number of consumers. Therefore, the trend in the society becomes a long-term phase-out of globalization and unification of food, support of regional food and expanding consumer’s interest in regional products and food industry. Regional foods have many positive advantages, especially in supporting local suppliers and producers, cutting off food miles, job creation, sustainability, high quality and environmental benefits.

Indeed, a return to basic raw materials produced in a region would be a possible solution to unsustainable food system that would also help local economy by utilizing their own sources. The fundamental base for the long-term sustainability of food production systems is therefore respecting local production, ecological and social contexts that globalized markets have a tendency to externalize.

A short food chain (or so-called alternative food networks) hence represents a sustainable option to get biodiversity from a farmer to a consumer's plate, save energy, reduce food miles over a long distance, enhance civil responsibility and preserve local economic value. Furthermore, this alternative food network should constitute a new paradigm for rural development, where a role of agriculture of the region is redefined, its relationship to urban areas is identified and potential unexploited resources are found through local initiatives.

Alternative food networks have an important impact mainly on the urban population, as they are the primary market demanding and consuming their products. Moreover, the food networks comply with all aspects of sustainable development of the region, such as economic (by allowing producers to obtain greater share in profits), environmental (reducing the pollution associated with food transportation and consciousness of consumers who are concerned about ecological impacts of food related procedures) and social (supporting the communal sense and relationship between buyer and seller, city and rural areas).

One says that we are witnessing a great battle. On one hand, we continue to improve industrial production, on the other hand, however, we strive to promote sustainable food systems, ecology and protection rights of communities and farmers. Eventually, we have to decide between the traditional and industrial food systems.

2. The aim of the work

The aim of this thesis is, on the basis of the definition of the role of alternative food networks in the development of region and characteristics of Náš Grunt Ltd, to assess the possibility of market appreciation of regional production and to define the potential benefits of this form of alternative food system for the development of the region.

The objective of this thesis will be achieved by addressing following research parts:

- To characterize current trends of food market in the context of the development of alternative food networks and their benefits for the region's development.
- To describe the Our Grunt's strategy and to analyze benefits of market appreciation of regional products through a network of retail stores.
- To conduct a primary survey of the views and preferences of consumers shopping in this network of retail outlets in order to define the profile, preferences and attributes of expected food quality.
- To discuss the results of the primary survey with secondary sources of information about consumer behavior and evaluate the role of Náš Grunt s.r.o.

3. Literature review

Subsequent chapters reflect current trends in the food market in connection with the development of alternative food networks and their benefits for the region's development. Among the most important processes that are currently affecting both world civilization as the whole and individual nation states, are the processes of globalization (internationalization), but also regionalism (integration). The regionalization is a response to impacts of globalization.

Globalization and regionalization of the world economy take place in a very close connection. They are processes that are complementary but also contradictory. Unlike globalization, which leads to the universalization of the world economy, regionalization has resulted in disintegration of the global economy into smaller economic units. Both processes have very complex and contradictory social and economic consequences.

The impact of globalization is not limited only on economy but penetrates through the whole structure of society. At the micro level, transnational corporations gain their importance, who’s increasingly powerful and dense networks have already created some sort of structure in a dimension parallel to the dimension formed from a system by nations. Furthermore, the interdependence of individual subjects of international economic relations is rapidly growing. The fragmentation takes into account regional differences and reflects the polycentric nature of the world economy. At the micro level means a trend maintains or possibly even strengthening the competitiveness of smaller companies with a flexible innovation potential in some sectors of the economy. (Jenicek, 2010)

The transition from supply oriented models to demand oriented models of agro food chains emphasizing not only the role of consumers, but also their ethical responsibilities. Consumers send impulses for the formation of these chains through their decision- making on the market.

There is a problem with a high degree of information asymmetry. This information asymmetry decreases the opportunity of the enforcement of consumer requirements. In the background of this situation, is the current trend of alternative food systems that reflect consumer requirements for quality, safety and ethical aspects of food production together with the increase of distrust to current food chains production and its distribution. The aim of alternative food systems is to increase the economic, social and environmental health. However, the use of the potential of alternative food systems depends on local conditions, productive and institutional ones, and local actors.

3.1 The changing role of agriculture in society

Agriculture is the process that connects the community with nature, and dependent on natural environment, which is transformed through farming animals and crops. Indeed, agriculture is the result of constant interaction between man and nature; and farming systems (agroecosystems) produced by humans are modifications of natural ecosystems. From the Neolithic Revolution to the present day, agriculture underwent a number of changes. Along with the development of technology and education, a human approach to agriculture have also been developed as the source of livelihood. Population growth, the development of transportation and technology occurred in the history have caused various transformations of agriculture (Renes, 2009).

"Until a few generations ago, most people lived in rural areas and had some connection with food production. Farmers were the lead decision makers about food people had to buy and eat what they produced, which depended largely on their ability to farm and breed suitable varieties of plant and animals." Today, most people in industrialized countries, and in growing number of developing countries, are remote from their food supplies. "*The farmers' lead role a decision-maker has gone. A major shift in these power relations came with industrialization and the few patterns of production it brought.* "(Tansey & Worsley, 1995: 85)

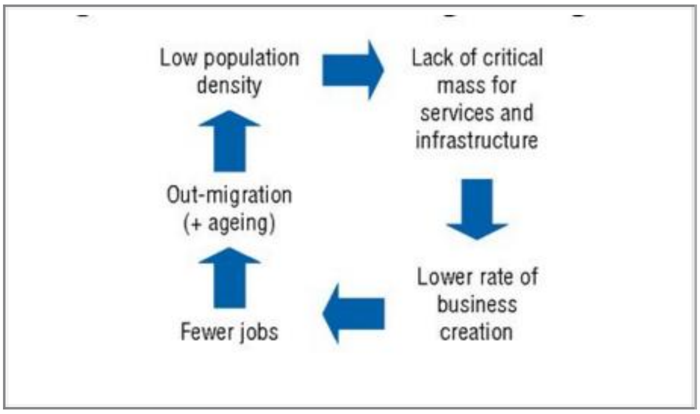
The shift from small-scale farming for local markets to large-scale industrial farming for national and international markets has been underway for centuries, in some places happening slowly and steadily, in others suddenly and rapidly.

But in the fifty years the overall process has accelerated dramatically, thanks to policies promoting economic globalization. (NorbergHodge, Merrifield & Gorelick, 2002)

The problem of globalization in agriculture lies in the creation of „a global food system" that is very powerful and transitionally organized system of food production. Disposes with the production unit of the corporate type and has many unfavorable consequences for a daily life in the regions (countries) and locations. The pressure of global markets, driven by multinational corporations' practices, results in the destruction of traditional agricultural structures of agricultural production in countries, replaces the diversity of agricultural production by monoculture or commercially exploitable crops. These often rapid and radical changes have negative effects on the social structure and cohesion of countries on foreign markets. (Dlouhý, Dlouhá, Mezřický, 2006)

The commercialization of agriculture meant a change from the original long-term strategy of farmers, whose priority was to support the family economy and pass on to future generations, to a short-term strategy of commercial farmers who are profit oriented. The unambiguous success of industrial agriculture was the increase of productivity in the form of agricultural outputs. This one-sided orientation and omission of environmental and social contexts in agriculture and rural areas, however, have led to a number of problems (Pepřík, 2014).

Negligible is thus an adversely affect of agriculture devastation on the demographic development of rural population and small settlements. In the developed countries, the social problems of rural areas are associated with the restructure, which is caused by the rapid decline in employment in agriculture and weakening role that are defining activities in shaping a rural area (Wilson, 2009). Migration from rural areas, especially the outflow of young people, aging rural population and a general decline of agricultural activities, coupled with 7 a decrease in productivity of the workforce, are the dominant effects of general prevailing conditions in rural areas. (OECD, 2006).



Picture 1Circle of declining rural regions (Source: OECD, 2006, p. 32)

Woods (2011) in connection to the modernization mentions the modern paradigm. Indeed, in practice, there were four parallel of modernization of rural areas:

- *Modernization of agriculture*− the transition from existential farming to commercial, followed by mechanization and industrialization of agriculture processes, application of agrochemicals, biotechnology and related reorganization specializing in the agri-food sector;
- *Economic modernization diversification of rural economies* − from dependence on traditional towards more modern industries;
- *Infrastructural modernization* − electrification, telecommunication networks, repair of road networks, the development of regional airports, etc.;
- *Social modernization*− promotion of traditional folk culture, education, social emancipation and engaging of responsible and informed practices of good citizenship, thus civil society.

Ploeg (2000) concluded that the modern paradigm has reached its intellectual and practical limits. Criticism of modernization of rural areas in Europe and other parts of the developed "north" has occurred since the 1970s, however in the most cases has been associated with the overproduction, environmental degradation and spatial inequalities. On the basis of agriculture transformation, Marsden et al. (2002) identified three models of rural development:

- *Agroindustrial logic,*
- *Postproductional dynamics and*
- *Dynamics of rural development.*

The model of dynamics of rural development according to Csáki and Lerman (2001) is based on bottom-up initiatives, whose origins can be found in peripheries of rural communities, seeking for economic resources in the rural areas themselves. Indeed, bottom-up approach complements and reinforces traditional economic and structural policies in the region, provides the foundation for an integrated and comprehensive approach to regional development and maximizes its resources (human, social, institutional and financial). This new concept of agriculture in society is explained by Reop and Wiskerle (2012) as a potential redefinition of a role of agriculture in building a new link of producers with consumers, and creating an experimental area for the development of new practices in providing foods that are more in compliance with their values, needs and wishes, which are built on reproduction and revaluation of local resources.

3.2 Global Food Network

The global food system is characterized by large scale, highly mechanized, monoculture and chemically intensive methods of production oriented to the remote and increasingly globalized markets. (NorbergHodge, Merrifield, Gorelick, 2002)

Nowadays, food retailing worldwide is characterized by the rise to dominance of large national and transnational supermarket chains that typically control a large fraction of the food retail dollar in the local markets they operate within. The market dominance of these supermarket chains comes at the expense of smaller, independent and local food retailers and local shopping strips. (Burch, Lawrence, 2005).

The current agrofood system is described by Richard Le Heron (2013, p. 53), as "*a complex assemblage of actors producing cheap food for the predominantly urban masses, and expensive food for the elite.*

This assembly is dominated (oildependent) by a complex of livestock production and feed production to ensure the supply of meat for those who can afford it. They contain contradictions that deliver the food price crisis and raise the question of food security and sovereignty. "

The impact of globalization leads to a "relocation" of agro food system. These foods should be grown, harvested, stacked up on vehicles then transported to the place of destination and finally filled on store shelves. This process is time consuming, but also (and especially) dangerous due to a high consumption of chemicals, which keep the food fresh and not matured, and energy consuming, which is largely produced by burning fossil fuels, hence the process also increases the percentage of greenhouse gases in the atmosphere. (Rachel, 2008)

"So that is why the industrial food system of the West is increasingly perceived as problematic. The physical, social and intellectual distance between consumers and their food stems from a food system that privileges quantity and efficiency over quality, with an underlying assumption that food is a commodity, rather than a source of nourishment and pleasure. In the wake of various food and health scares, there is a growing demand from consumers to change the food they eat, which in turn acts as a catalyst for the industry to adapt and for alternative systems to evolve. " (Blay Palmer, 2008, p. 4)

Manifestations of anxiety such as food panic, food riots, and concerns about the health conditions of food reflect the collapse of conventional food chains despite promises that they can provide food in sufficient quality and quantity. Its weaknesses include the inability to get food to the hungry population and the negative effects of the consumption of certain foods on human health and body. (Le Heron 2013)

Nonetheless, awareness is steadily growing that global food is altogether too costly – to our health and that of our children, to the environment, and to local economies everywhere.

People also beginning to realize that relying more on locally grown, organic food can help solve a whole range of social and environmental problems at the same time. While enjoying the benefits of preparing and eating fresher, more wholesome foods, they are also discovering the sheer pleasure of shopping at farmers' markets, of knowing the people who produce their food and of connecting more closely with where they live. Shortening the links between farmers and consumers may in fact be the most strategic and enjoyable way to bring about fundamental change for the better. (Norberg – Hodge, Merrifield, Gorelick, 2002)

Van der Ploeg (2006) adds, that the consequences of industrial agriculture leads to a global crisis of agricultural production. In addition, he argues that agricultural production chronically stagnates and at the places where it rises, it is however at the expenses of the environment.

This recognition shall be raised by a number of people, whether it is possible for an individual being to influence this longterm status. One outcome of these considerations is the growing trend of using local and seasonal food. (Procházková, Novotna, 2013) The current system is not the best possible future or even only option to satisfy human needs, although it might be often referred to. (Fraňková, 2015)

In addition, Reisch, Eberle, Lorek (2013) agree and state, that the contemporary food production and consumption cannot be regarded as sustainable and raises problems with its wide scope involving diverse actors. Moreover, in the face of demographic change and a growing global population, sustainability problems arising from food systems will likely become more serious in the future. For example, agricultural production must deal with the impacts of climate change, increasingly challenging landuse conflicts, and rising health and social costs on both individual and societal levels.

3.3 Growing asymmetry of information

According to Al Suqri and AlAufi (2015) information asymmetry can be defined as a situation in which one party to a transaction has more information than the other party. This difference in distribution of information places one party at advantage. Information imperfection can be described as information uncertainty, inconsistency and imprecision.

The definition of asymmetric information refers to a phenomenon, in which economic entities have on one side of the market much better information on prices, quality and other characteristics than the entities on the other side of the market. (Jay, 2002)

Von Hayek (1948) in his approach emphasizes, that the perceived information is temporally and locally contingent and may be differently interpreted by economic entities, depending on their experiences, knowledge and motivations. Furthermore, the literature on information inconsistency according Sugri Al and AlSufi (2015) mentions various sources (education, positions, experience) and outcomes (adverse selection and moral hazard).

Sojka (2002) concludes, that the negative choice leads to extruding high quality goods from the market due to the fact that consumers choose goods of lower quality. Moreover, moral hazard has little to do with morality but relates to human behavior (in French, "les moeurs" means the customs of the society). *In economic theory, moral hazard stands for the change in unobservable behavior induced by the existence of a contract, which provides protection against risk.* (Zweifel, Eisen, 2012: 268)

Švarc and Zeman (2009) point out, that information asymmetry could be also the reason that consumers pay higher prices for inadequate quality of goods and services. This could cause a phenomenon, in which a seller with lower quality goods pushed out of the market higher quality products on the grounds of higher profits.

The equilibrium correlation between price and quality generally increases with the level of information in the market and can be negative when this level is sufficiently low).

3.4 Changes in consumer preferences

There are significant changes in consumer preferences, especially the growing customer demand for high quality and security of food products, and sufficient information about their origins and composition. The growing demand for regional production and food products with high added value is growing. This demand also reflects the rising alternative food networks and their profits on the food market. (Vitek, 2015)

Consumers want to avoid the problem of asymmetric information, and therefore they are highly concerned about the origin of the agricultural raw materials, food production technology and processes. Furthermore, they ask for a guarantee of harmless effects on health; there is an increasing demand on food quality, where the quality is viewed as the nutritional composition of foods, their diabetic characteristics, hygienic conditions, minimization of contaminants etc. The demand for food with high added value arises. (Bečvářová, 2005a)

Ciolos (2012) warned, that Alternative food systems represent a solution for consumers who prefer quality and traditional products from farms. Consequently, they create an added value for the agricultural sector, which is urgently needed. Furthermore, they solve the problems of food waste, which occurs at different stages of the standard food supply chain.

Several studies have explored consumer preferences for locally produced food. Motives for “buying local” include perceived quality and freshness of local food and support for the local economy. Consumers who are willing to pay higher prices for locally produced foods place importance on product quality, nutritional value, methods of raising a product and those methods’ effects on the environment, and support for local farmers. (Martinez, p.4)

The main pressure on alternative marketing channels of foods, comes therefore from changes in expectations (and partly habits) of consumers who are embark on a new demand for higher quality, supported by reliable information on the origins and production conditions of "their" food. This development is part of the modern processes of globalization and its consequences: the intensifying competition among retailers leads to conflicts in price negotiation between stores and their suppliers. At the same time, there is an increasing interest in local production due to the globalisation process.

According to Goodman (2009), however, an access to alternative food systems is determined by a certain level of economic and cultural capitals, which allow to pay for better quality food with higher price. The consumer may have access to the necessary knowledge, sufficient time for shopping and preparation of alternative foods. Consuming high quality, fresh, and safe food can be affordable mainly among wealthier consumers, members of the urban middle class white and thus alternative food systems are referred to as an exclusive club of privileged consumers. Therefore, alternative food systems reflect the values and motivation of this group. Due to aforementioned reasons Kušková (2009) believes that greener consumption will be occupied minorities with higher incomes than to become available in the foreseeable future for all citizens.

Susanne Freidberg (2004) points out, when it comes to criticism of food production and its conditions, retailers shift their responsibilities away and blame suppliers and manufactures. However, these offenders are abided by strict standards with rigid prices that limit in their own profits. Freidberg, within the concept of "ethically complex”, rejects this partial focus and raises the demand for a more comprehensive approach to responsible/ethical consumption involving all actors of food networks. Thanks to alternative food systems consumers have turned back to the "local" and "natural" foods in belief that they are a guarantee of quality, traditional values, environmentally friendly solutions and practices, which respect the welfare of farm animals. (Murdoch and Miele ,1999).

3.5 Alternative food networks

The processes of industrialization and globalization of food production led to a mutual alienation of production and consumption. After several decades of a relatively smooth functioning of the food production system, the public trust began to decline. A postwar development of the agri-food system was driven by a desire to bypass natural influences in food production, but it turned out that the biological effects persist and limit the possibilities of globalization and industrialization of the sector. (Murdoch, 2000).

Friedberg (2004) adds, that a symbol of the limits become a "food panic", which first appeared in the 1980s. Those limits led to the development of alternative food networks. Furthermore, the development of alternative food networks came primarily from the crisis of consumer confidence in the modern system of food production and distribution. As a result, food panics many people began looking for safe food outside the conventional food chain.

According to one of the founders of the studies APS, Sarah Whatmore, their common features are ” redistribution *of value within the food network is contradicting with the logic of "volume production (or bulk production), an effort to restore a confidence between producers and consumers and the formulation of new forms of political organization and market management.* "(Whatmore et al. 2003, p. 389)

Venn et al. (2006) also identified the following four main parameters of the alternative food systems:

1) The convergence of food production and consumption, creation of alternative economic space;

2) The unconventional distribution channels;

3) Anchored in a specific place and community relationships between actors based on trust;

4) Emphasis on quality, tradition and cultural heritage.

The defining characteristics of alternative food systems according to Jarosz (2008), can be considered a shorter distance between a producer and a consumer; the small sized farms, and ecological or holistic way of farming as a contrast to the large-scale industrial production; the existence of a (special) instead of buying food as food cooperatives, farmers' markets, community supported agriculture programs, and local school meals; commitment to social, economic and environmental dimension of sustainable production, distribution and consumption of food.

In response to the global model, many local food initiatives are emerging around the world. These are typically oriented toward local and regional consumption, with relatively short distances – or food miles – between producers and consumers. In many cases, people are actively seeking the remnants of their own farming heritage and combining them with more recent advances in smallscale organic agriculture. (Norberg-Hodge, Merrifield, Gorelick, 2002)

Martinez (2010) explains that local food markets typically involve small farmers, Heterogeneous products, and short supply chains in which also farmers perform marketing functions, including storage, packing, transportation, distribution and advertising. The local food movement also reflects an increasing interest by consumers in supporting local farmers, and in better understanding the origin of their food. (Ilbery and Maye, 2005; Pirog, 2009 in Martinez, 2010)

These alternative food choices are defined in many ways, with adjectives such as ‘specialty’, ‘quality’ and ‘local’ used to describe an array of food-supply network choices of specific ethnic, organic, fair-trade or artisan products. What these products seem to have in common is their appeal to quality-seeking consumers of food. (Blay-Palmer, 2008). According to Whatmore et al., (2003, p. 389) not only do these alternative food networks construct a new trust between producer and consumer, but they also “*redistribute value through the network against the logic of bulk commodity production”.* They go on to note that these alternative food networks are nourishing *“new market, state and civic practices and visions”.*

Local food systems can meet all aspects of the region's sustainable development - economic (allowing producers to share in profits with the greater extent), environmental (reducing the pollution associated with transporting food and use of consumers who are interested in how the land is farmed) and social (support the sense of community and relationship between buyer and seller, urban and rural). (The Commissione Policy on Farming and Food, 2002)

The convergence of small producers and consumers of food lead to a redistribution of value, power and control in food networks. On the production side have alternative food systems ensure fair returns to small farmers' compressed" on the edge of economic viability, and through them to revive the rural economy. On the consumption side, they are associated with the expectations to ensure the food security, access to healthy and fresh products to residents. In addition, contacts of farmers and consumers, strengthens the relationship between city and countryside, food regains its social and spatial dimension. (Marsden et al., 2000) More and more consumers are starting to understand the multiple benefits of adopting responsible eating habits, and this is leading to the rise of a variety of different initiatives, designed to shorten food supply chains and create new alliances between producers and consumers.

The formation, operation and development of new (alternative) food supply chains are also one of the key dimensions of emerging models of rural development (Renging, et al., 2003).

Their emergence is created thanks to a new, socially constructed definitions of food quality. Ilbery and Maye (2005a) consider that the main characteristic of the alternative food systems is the 'turn to quality'. In this sense, the quality should be regarded as food safety in addition to ethical considerations which lead to a new food economy and geographical alternative agricultural production, since quality products are often produced in areas where industrial agriculture is not developed (Murdoch et al. 2000).

The turn towards quality in consumption and lifestyles has in recent years been matched by a profound shift in farming models. In metropolitan regions and their peri-urban areas demand by local inhabitants and a reorganization of food production are driving a territorial transition towards sustainability. (Corrado, 2013)

Getting local food into urban areas is a viable, useful and admissible alternative in contrast to increasingly globalised food chains. Not only farmers, but also local producers, are seeking out ways how to sell their goods to producers directly– through markets, farm shops, etc. This of direct sales to consumers has become a key part of rural development in several European Union member states too.

Christine Maritz (2011) point out that small farmers and other food producers and civil organizations reject the impact, on which their domestic food markets have disposition of international market forces, is rooted in the concept of food sovereignty. As part of the development debate goes on, now it becomes an increasingly used concept, which aims to gain more control over the production, trade and consumption of food. There is a difference between food security and food sovereignty: the first of these concepts is the goal, while the second path to is its realization.

Another view of the importance of alternative food systems in connection with the new concept of the role of agriculture in today's society explain. Roep and Wiskerke (2012), who see the potential in redefinition of the role of agriculture in building a new link between producers with consumers and creating an experimental area for the development of new practices for food provision, which are more in line with their values, needs and desires, and built on reproduction and revaluation of local resources.

3.5.1 Types of alternative food networks

Spilková and Perlín (2010) distinguish the following alternative food networks: farmers’ markets, crates, community-supported agriculture, urban garden, regional brand, fair trade, stone specialized shops.

Community-supported agriculture is one of direct food sale and probably the most radical form in terms of requirements for both farmers and consumers. In foreign literature it appears to be sustainable and mutually beneficial form of agriculture production sales however in practice it meets with a number of barriers while expanding. (Frelichová, 2013)

Valeška (2013) adds that Community-supported agriculture is a broader concept of food sovereignty, which calls for a greater right of citizens to influence their food system. Citizens with an active approach supports regional, socially responsible and environmentally friendly food production.

Lately, it is possible to notice a decline in farmers' markets. Attendance at farmers' markets is time consuming, also requires specific skills and a type of production. Sales on courtyard, in comparison with farmers' markets are relatively "low-threshold" strategy, which offers an interesting opportunity to diversify income for a larger number of Czech farmers.

Spilková and Perlín (2010) assign restaurants in the group of alternative food networks, where local food is cooked and shops offer an assortment of local food. On contrary to farmers' market, stores can better respond to changing demand throughout the year. Furthermore, they are not limited with disadvantages of seasonal production or fluctuations in supply. In addition, ideal image would represent if employees are trained and able to educate customers about the quality and origin of food. Their disadvantage is that, shop does not offer appealing atmosphere that farmers' markets have, as they resemble the classic retail chain shops. Nevertheless, they serve as a promising alternative to the farmers' markets.

Farm shops and "crates e-shops" are to a certain extent a continuation of the phenomenon of farmers' markets. Unlike other types of alternative food systems, these are operated on a commercial basis and serve a wider range of customers.

Several surveys on farmers' markets conclude that the motivation of consumers to buy food from farm shops is complex, buyers are interested in fresh and high quality food, preferably of Czech origin, and perhaps more than just labeled with a responsible consumption.

Nowadays some consumers seeking a more "intimate" shopping experience and rebuilding lost social relations while shopping in small specialized shops. (Syrovátková, Spilková, Fendrychová, 2013). The ability of farmers to supply the local market with its products but only depend on their productive capacity and competence, but also on external conditions rural Development (Spilková and Perlín, 2013).

3.6 The new paradigm for rural development

Accoding to Ploeg (2003) Alternative food systems could represent a new paradigm for rural development together with the reform of the common agricultural policy. Economically speaking, benefits can be also found in rural development and economic regeneration. *There is evidence that local farming systems and short chains do have a higher multiplier effect on local economies than long chains, with impacts also on maintaining local employment, particularly in rural areas*. (European Commission, 2013, p. 14)

In the last twenty years in developed countries is manifested a shift in the paradigm of rural policies. Migration from rural areas, especially the outflow of young people, aging rural population and the general decline of agricultural activities connected with a decrease in productivity of the workforce, are the dominant effects of general prevailing conditions in rural areas. (OECD, 2006 in Klufová, 2015)

In the 80’s and 90’s according to Cheshire (2007), political ideology of neoliberalism dominated in liberal democracies. Besides the fact, there were efforts to seek for government savings and to reduce the state involvement in the economy. Questions about the meaning of economic development policy were solved too.

This led to the fact that state shouldn’t be the guiding force for development, but should encourage the private business and rural communities to self-help. Wood (2011) added that the creation of new paradigm of rural development is the result of these critics.

Klufová (2015) stated that the core of new paradigm approach for rural development consists of conviction in the necessity of significant positions of local actors in the social, economic management and in political changes in the country. There is a strong case, that localized food networks make a significant contribution to rural development and help mitigate the crisis of conventional intensive agriculture, and have the potential to mobilize new forms of association, which might resist the conventional price-squeeze, through the development of new relationships and methods of adding value. (Renting, Marsden, Banks, 2003)

According to Ambrosio-Albalá a Bastiaensen (2010, p. 12) the rural territory is no longer defined as a physical support for human activities but as an actor by itself, a living organism formed by interacting cells (individuals, households, tangible assets).

A popular alternative of rural transformation becomes sustainable exploitation of natural resources. A certain role has public interventions. For example, product certification may bridge the gap in the protection and regulation of the utilization natural resources. (Sanz Canada a Macías Vázquez, 2005 in Klufová, 2015) The need for greater coordination between relations of the city and the countryside is mainly related to increasing trend of globalization, the polarization of economic growth or the pressure on the world trade liberalization, which diminishing the role of nation states in the long term. On the contrary, regions and its competitiveness are gaining the importance. That is why, the potential development of rural areas is given into the context with its competitiveness in today's globalized world. (Kouřilová, 2012 in Koutský, Raška, 2012)

The results of the analyses and the available literature sources suggest that Czech countryside has a potential in the future. People living in the cities have been beginning to be tired and dissatisfied with their lifestyle in cities (stress, social exclusion, haste, crime, etc.) This also Klufová (2015) confirmed with statements that there is also a trend that strengthening the local goods and products purchases and people have been increasingly looking for to production of local rural agricultural and craft products. The rural development includes following main themes:

- *Rural Development as the specific cultural, social and environmental space - complex view on the space, support for the preservation of selected characters of "rurality".*
- *Further development of cooperation and mutual relations of actors in rural development.*
- *Improving relationships and communication between rural and urban areas*.
- *Activation and development of internal resources - social, human and cultural capital*.

Available literature sources usually mentioned the impact of alternative food networks to rural areas. In contrary to this, Spilková and Perlín (2013) emphasized that alternative food networks have a significant impact to the urban population too, because foods produced through alternative food chains the urban population mainly demanded and consumed.

Jarosz (2008) summarizes the importance both rural and urban contexts in order to understand its diversity. Also identifies the restructuring of rural and urbanization as key processes for the creation and development of alternative food networks. He argues that regions that occur near large cities are been restructuring from large agro-industrial forms of production to small family farms. He added that especially residents of the city have been creating a demand for high quality food and local specialties.

Such pressure from demand part allows the creation of other ways of development of alternative food networks in cities, the suburbs and nearby of towns. Consequently, it is a process of the urbanization and rural restructuring that contributes to the development of alternative food networks.

3.7 The regional food

In the broad sense, the regional food has been grown in the area surrounding the consumer. Then it may be both original food as well as non-native, but also have been grown close to circle of its consumer. (Procházková, Novotná, 2013)

Regional foods are sold at the best ripeness, often few hours from the harvest. Therefore, they don't be matured in warehouses or on ferries, haven't undergone any process of freezing and don't have lost the freshness or nutritional values. That is why they are tastier, healthier and preserve the taste and nutritional quality. (The regional food and products, 2012)

Alternative food networks are based on selling foods with a high added value. In the literature, alternative food systems are titled as local food systems or short food chain too. In the past, alternative food systems and small farms were in the center of life in Europe and nowadays represent an important part of the future of European agriculture. (Dower, 2012)

Local food is something "better". The opposite of local food is a global food, distributed mostly through the gigantic commercial chain. While local food is genuine food made from original ingredients and by traditional recipe, the global food is counterfeit. The decrease of food's quality ensures the low produce price and that is why companies gain the highest margin. (Hoffman, 2015)

The quality of local food is the most important aspect for the most consumers. *Quality of local food is generally higher due to the harvest in best ripeness and the content of important substances increases. This eliminates the need for harvest crops unripe; to withstand during transportation or vice versa to accelerate the ripening.* (Procházková, Novotná, 2013, p. 18-19)

Organic food production and consumption is a practice, which is based on value, and organic food must meet certain standards to be considered organic. These standards are based on the four organic principles (IFOAM, 2009):

- *Principle of health* - Organic Agriculture should sustain and enhance the health of soil, plant, animal, human and planet as one and indivisible.
- *Principle of ecology* - Organic Agriculture should be based on living ecological systems and cycles, work with them, emulate them and help sustain them.
- *Principle of fairness* - Organic Agriculture should build on relationships that ensure fairness with regard to the common environment and life opportunities.
- *Principle of care* - Organic Agriculture should be managed in a precautionary and responsible manner to protect the health and well-being of current and future generations and the environment.

The regional foods promise the following benefits too:

- *The freshness*, better taste and scent: these properties are guaranteed due to short distribution channels, which are also friendly to the environment and don’t burden it like the transport of food from distant places.
- *Quality*: the award-winning products meet the strictest European and national requirements; producer is a subject of the audit inspections’ microscope and the customers themselves.
- *Uniqueness*: this feature will guarantee the traditional recipe, the original production procedure and non-traditional regional raw materials. (eAgri, 2015)

3.8 The analysis of consumer's demand

The individual demand is the relationship between the price of product or service and the amount demanded by one consumer at these prices. The individual consumer demand for goods is made up of the market demand. The law of demand indicates that if the other things stay equal (don't change), with the increase of price the quantity demanded will be reduced. Consumers choose their consumers' basket that is set of goods and services, which gives them the greatest utility - the maximum possible satisfaction of their limited financial resources. (Jurečka, 2010).

On the demand side for food and organic products, the growth is met primarily with the attitude of consumers who are influenced not only by the price of food or product, but especially by the knowledge that forms his/her confidence in declared quality and health effect. In this context, the transparency of the origin of such food products has especial effect on consumer confidence. (Redlichová, Bečvářová, Vinohradský, 2014)

Demand for food, according to Bečvářová (2005a), in comparison with the demand for different products, has its specifics. This demand has it specifics primary in limits of foods consumption. The minimum limit of consumption determines a physiological minimum designed to maintain vital functions of human. The maximum limit of consumption determines health - physiological boundaries of human.

With a high degree of saturation, there is no further increase in demand for food. With the growth of incomes declines the relative share of consumer expenditures on food and the income of population. However, it depends on the type of food and income levels. This phenomenon is Engel's law. Additionally, the change in market price, ceteris paribus, generates only small changes in the volume of food consumption. (Bečvářová, 2005b)

Bečvářová, (2005b) also added that the demand for food is relatively flexible. Especially for basic foodstuffs is the price elasticity of demand low. With superfine foods like better meats, drinks and sweets, demand can be seen as considerably more elastic. According to Holman (2002) the consumer choice is therefore the search for the content (structure) and size (volume) of the consumer basket that provides them the most utility with consumption. In consumer's decision-making, customers compare each of the situations with regard to their preferences.

The change in demand stimulates changes in agricultural production. Producers, who focus on the qualitative aspect of the product, appeared. (Renting, Marsden a Banks 2003). Another measure is the increase of the food volume sold through farmers' markets, farm shops, or subscription systems (like the box-schemes). (Holloway a Kneafsey, 2000)

The knowledge of consumers is a key condition for food producers. This condition ensures the success of their products on the market. For producers of products, it is important to know needs and characteristics of customers, if they are people sensitive to the details of the product and how the products are offered on the market. In the case of customers' dissatisfaction, customers will turn to a competitor that will satisfy their demand. (Komárková, Vysekalová, Klimeš, 1998)

3.9 Consumer decision - making in the food market

Customers' decision making of the purchase of goods is a complex process. During this process consumer take into account sensory attributes together with expectations of product characteristics. The demand of consumers is the function of prices and perceived characteristics of product. These characteristics consumers can discern by the sensory features (color, consistency, taste, freshness, etc.). These characteristics also include unrecognizable ones that can't be discern by the sensory characteristics of consumers (aspect of production process, the influence to their health). With regard to the assumption that unrecognizable characteristics are based on the confidence, they create a major part of the value of food that is expected. The weakening of customers´ confidence in products is a strongly negative trend. (Miškolci, 2011)

By Hes (2008), the great difference between men and women shopping behavior exists. Firstly, women shop more often than men, men do not participate in regular purchases. Next following factors that have the influence on consumers shopping habits:

- *Quality and options of product – example: a higher number of consumers is targeted to the problematic of animal health and possibility of animal illnesses being spread to humans. If consumers are able to feel any food as potentially dangerous for him/her than the decrease of buying food has been realizing very often. There is a negative fact connected to quality preferences too. Frequently consumers are tricked by producers through the non-always -true claims about goods in form of any health guarantee or nutrition power info.*

- *Price - price and especially various bonuses and discounts are signed by customers as one of the most important factors for their shopping making decisions. Nowadays the trend is given by price lowing and improving food qualities.*

- *The country of origin - more consumers prefer homeland products to foreign ones.*

- *Trade mark (brand) - a great part of consumers prefers the food from concrete producers or to goods where the brand of quality is given. With this although comes problem of being rightly informed about existing brands and their value from the side of Czech customers.*

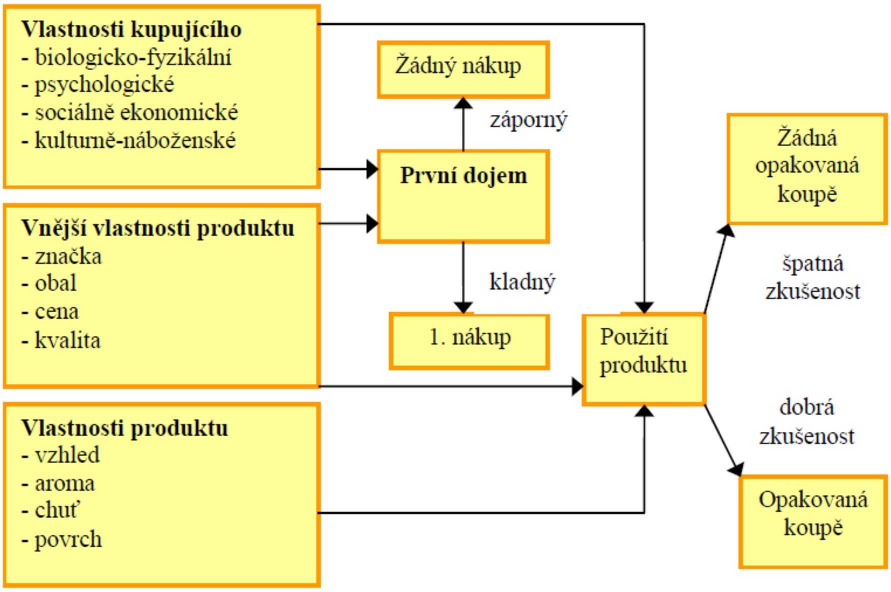
- *One´s own experience - consumers prefer often these goods, which they have already known and that experience was positive. From that reason known goods is preferred to unknowns.*

- *Shopping options - shopping options make shopping environment. This environment is given by products, personnel, building, areas, operation of managers and also customers. Extremely important sense is behaviour of personnel to customers.*

- *Recommendation - consumers are largely influenced by non-payed recommendation from known person.*
- *Visual impression (package) - should be attractive, attract customer´s attention and inform about own product.*
- *Accessibility of marketplace and the shopping time - the distance from respondents' place or time saving.*
- *Promotion – instruments using by sellers.*
- *Health criterions - Czech customers prefer quality products from eco - farming more often.*
- *Concrete seller or market chain - consumers choose the type of market whose concept is closer to their opinions, ideas. This concept includes the assortment, given services, options of selling, whole culture of selling and the environment.*
- *Season – the difference between winter and summer shopping seasons.*

Many factors influence the decision- makings of consumers. Private characteristics and characteristics of product lead into the customers' first impression. The positive first impression brings out the shopping action from side of customer. Consumer compares expectations and the reality. In the case, that customer will be satisfied with the product, he/she will become to purchase products regularly there. Tomek and Vávrová (2004) continue that the satisfaction leads to increase the probability of customer´s repeated shopping and spreading good information about the product. The perception of quality is connected with the satisfaction. This perception is a result of assessment of the product in relationship to the ability to meet the declared purpose. The expectation serves as a measure of rating. The buyer sets her/his level of the expectation on the base of previous purchase and idea of quality connected with the price.

According Vysekalová (2004) the first impression means that the product attracts us and therefore consumers can distinguish it from other products. The first impression forces us to take the product into our hand and then to consider the price and quality. The next picture illustrates the consumer's choice in the purchase of food products.



Picture 2 Decisions in the purchase of food products (source: Skořepa, 2009)

From the sociological point of view, the consumption is the process and the result of satisfaction that meet the needs of consumers. This process leads to drawdown of tangible and intangible assets (Velký sociologický slovník, 1996). According to Koudelka (1997) the consumption behavior of consumers, however, isn't only the act associated with immediate purchase or the usage of the good, because it involves the nearby among other things that it determines.

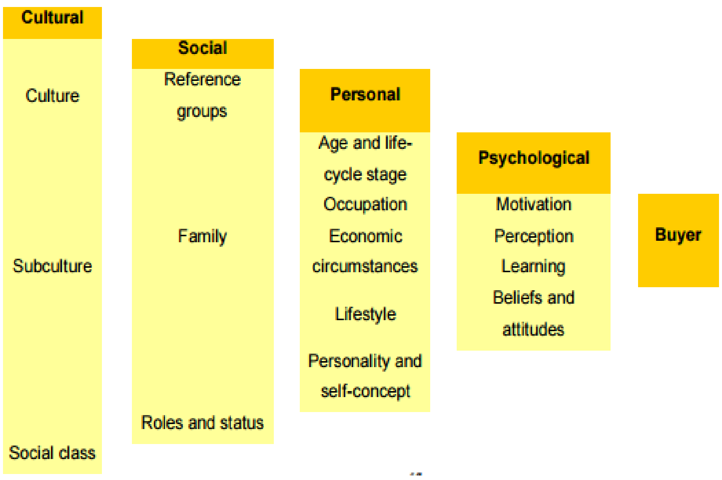
3.10 Factors influencing the formation of consumer demand

A variety of factors has influence on consumers during purchase. Generally, the variety of factors includes personal factors, psychological, social, cultural and situational. Personal factors are factors unique for the consumer. They belong to the demographic factors (gender, age, race, etc.), lifestyle, personality, self-awareness and employment and economic conditions of consumers. (Turčínková et al., 2007)

Shopping decision process is divided into several phases. Schiffman and Kaňuk (2004) define these phases as follows:

- *Cognition problem* - the needs and desires of consumers,
- *Seeking information* - Consumer gathers information about the product (if the consumer doesn't have all the information about the product, this situation can be identified as an asymmetrical access to information)
- *Purchase decisions* - the consumer is considering where to buy a product,
- *Evaluation of purchase* – customer evaluate the satisfaction with the product.

According to Kotler and Armstrong (2004), factors that affect consumer in the purchase are recorded in Figure 3. In the literature may be found many such classifications factors.



Picture 3 Factors influencing the consumer demand (Kotler, Armstrong, 2004: 271)

According Hese (2009) there is a large difference in shopping behaviour between men and women. Women usually buy more often because carry out regular purchases, which most men won't participate.

Kotler and Keller (2007) include these factors to social ones:

- ***Reference Group-*** consists of all groups that have a direct or indirect impact on consumer's behavior and opinions. Primary reference groups are those to which humans are in contact informally and often (family, co-workers, neighbors, etc). The secondary groups are perceived as more formal groups that don't require constant interaction (religious, professional or sectoral groups). The reference group also includes so-called "opinion leaders". These are people in who have other members of the group a confidence, and who is informing others about various products and services. The opinion leader also assesses others and transmits them his/her views too. Opinion leaders can influence the decisions of other members of the group to purchase the product or use the service to a considerable extent.
- ***Family*** – it is the most important primary group. It has a major influence on decision-making and consumer's preferences throughout their life.

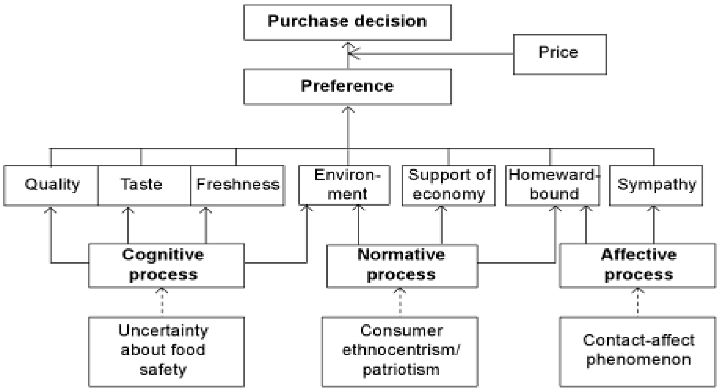
- ***Role*** – each person belongs to a number of groups. Role consists of the activities that are, from the human being as a member of that group, expected from these roles and influence their decisions. People have a variety of roles such as employees, friends, partners, etc.

As it is evident from the model, cultural influences also affect the consumer. That culture is a set of values, beliefs and attitudes, accepted by some homogeneous group of people and passed on the next generation. Different societies have different needs and different cultural values. (Turčínková et al., 2007)

Among cultural factors are possible to include the social classes too. Social classes are relatively homogenous groups that hierarchically divide the whole society.

Among the members of each class similar beliefs, values and behaviors are shared. (Kotler a Keller, 2007)

Consumer's decision also affects the current consumer’s situation to a great extension. In this case we are speaking about situational factors that include the temporal effects (time of day, limited time to decision, etc.), the change of conditions (the consumer mood), or the complexity of the task and many others. (Turčínková et al., 2007)



Picture 4 Psychographic determinants (Canavari, 2009, p. 267)

3.10.1 Quality Factor-Model of the overall food quality

Characteristics of food are foremost the taste, but also the appearance and fragrance, which represent for consumers often crucial dimension of quality. In recent years, consumers showed the growth in interests connected with new dimensions of quality. The dimension of quality usually represents a characteristic experience combined with a food product, the flavor is often determined after consumption.

The health is a dimension of quality, which has been became as very important to many consumers. Today the health is as important as the taste, and consumers have been creating preferences based on this dimension. This dimension is motivated by expectations of a longer life and higher quality. Consumers are also concerned by food hazard and risk. Characteristics associated with the health tend to be much reliable features, because the consequences caused by the consumption of specific foods is a matter of confidence, and can’t be found out after consumption.

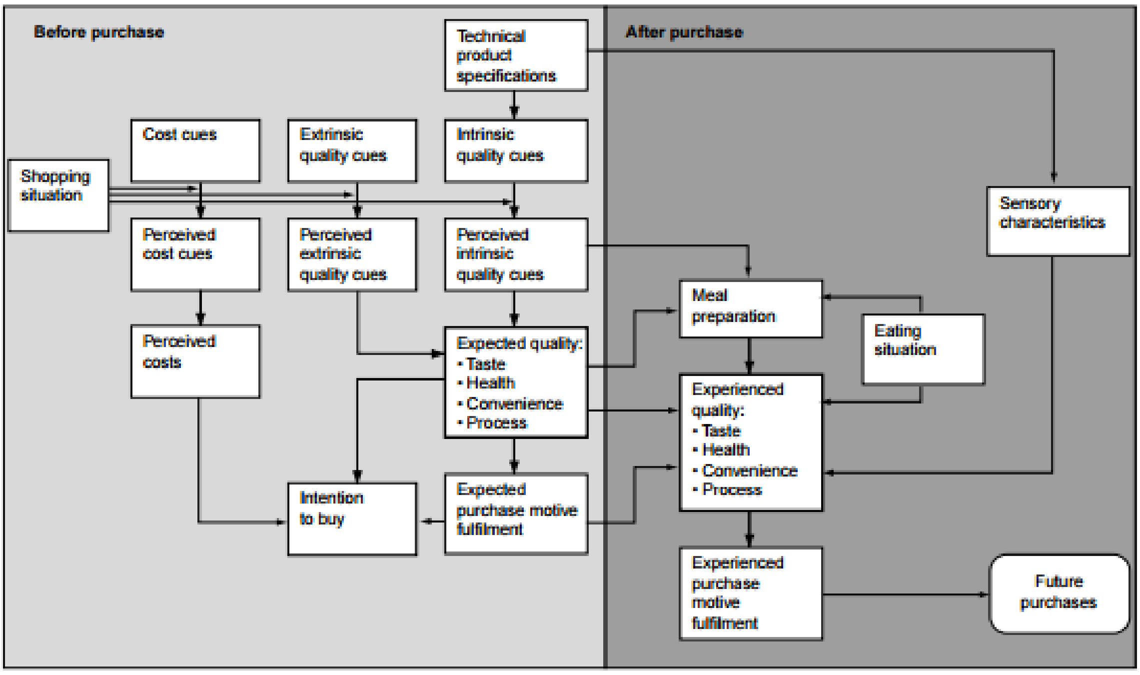
In recent years increased consumers’ interests in the production of food. The manufacturing processes for them become one of quality dimensions, although it has no direct relationship to the taste or for the health. This dimension of quality includes organic produce, produce that takes into account the welfare, production without the use of genetically modified foods. In addition, consumers’ interests increased in convenience (advantage). From a consumer perspective, the advantage is much more than just calmness (easiness) in the purchase or rapid consumption. The advantage is saving time, physical and mental energy in one or more stages of the overall dining process like planning, shopping, storage and preparation of products, the consumption of cleaning and removing of remnants.

These four dimensions of quality are independent, but there are relationships between them. However, these relationships are ambiguous. Relationships differ from product to product. (Brunso, Fjord, Grunert, 2002)

Grunert, Larsen, Madsen, originally proposed the Total Food Quality Model a Baadsgaard (1995), It combines much-large and hierarchical approach of quality food perception. This model also combines two other important elements of the theory of consumer behavior. The explanation of intention to buy, comparison between components to give and to receive appeared in the literature in many forms especially as an extension of the attribute ambiguous framework of the theory of reasoned action and the theory of planned behavior and the explanation of consumers’ satisfaction: is the contradiction between the expected quality and actual product quality. (Brunso, Fjord, Grunert, 2002).

The Total Food Quality Model views on the quality as a concept in the mind of the consumer and distinguishes the expected and actual quality. In addition, the model keeps the quality as a concept derived from information stimuli and own experiences and from the experience that is helpful for achieving purchasing motives.

Following picture describes The Total Food Quality Model.



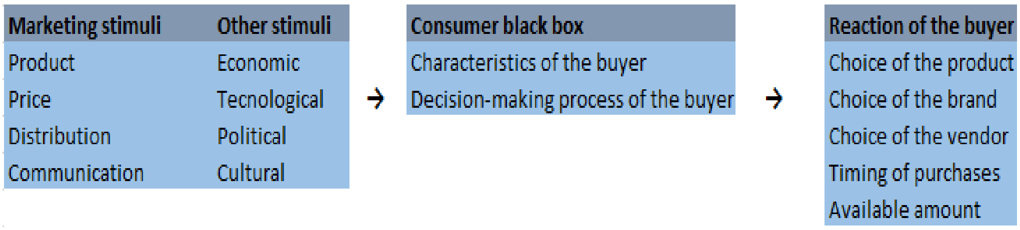
Picture 5 The Total Food Quality Model (source: Brunso, Fjord, Grunert, 2002, p. 11

4. Research of consumers' behavior

In olden days, marketing specialist can understand consumers due to the daily experience in direct sales. Companies and markets grow, today marketing decision are often without direct contact with customers and marketing specialists have to rely on the marketing research. The company that exactly knows how consumers react to the characteristics of product, its price and advertising, gains a huge advantage over the concurrency.

Through researches of consumers' behavior is possible to gain information about purchasing habits, motives, stereotypes and shopping barriers – information about which of the factor play the role in consumer's decision, how they purchase, when and why, ho they access to the purchase and many other factors.

These basic questions and obtained data allow the contracting authority to a better understanding of the consumer, the process of decision-making and ritual connected with the purchase. Respectively to adapt consumers' behavior, to react to consumers' needs and wishes with aim to decide for the contracting authority and to buy its products.



Picture 6 Purchase behaviour, Source: Kotler, Wong, Armstrong, 2007, own work)

Initially characteristics of the buyer influences his/her perception of stimuli and the reaction on them. Then the decision process influences the purchasing behavior. However, it is impossible to find out exactly what is happening in the black box of consumer. The knowledge of factors that influence the behavior of consumers on the market is important and complex problem that needs the use of methods and knowledges of social sciences.

The primary goal of sociological research is the gathering of data and information about the company, human behavior, opinions, judgments and attitudes of people. Equally important is the explanation of social reality and the enrichment of the theoretical foundations of the science of feedback. (Urban, 2011)

According to Bulmer (1977, p. 6), sociological research has these stages:

- *Research design: the specification of the problem, conceptual definitions, derivation of hypotheses to test, definition of the population studied, etc.*
- *Sampling: the selection of the units of population for study, the construction of a sampling frame, the drawing up of the sample, etc.*
- *Questionnaire construction: the design, pre-testing and revision of the research instrument (commonly a questionnaire and interview schedule) intended to elicit the data required for the study.*
- *Data collection: by means of the research instrument, done either by the researcher himself or by hired staff.*
- *Coding: measurement and data analysis of the results, typically in quantitative form.*
- *Data interpretation and report writing: the drawing of conclusions about the original theoretical hypotheses.*

According to Nový a Surýnek (2006) the quantitative method is focused on following the phenomenon's characteristics:

- *The extent of occurrence, representation (the frequency or range of entities, in which the phenomenon occurs)*
- *Frequency (expression of components of the social phenomenon at a specific time - repeating its occurrence, repeated performance of activities)*
- *Intensity as the robustness or strength of individual components or characteristics of a social phenomenon (power interests, income, level of satisfaction)*

Knowledge of customers and the market is therefore the aim of marketing research. This type of research is primarily to provide objective data about actual and potential customers, which can according to Foret and Stávková (2003) be defined by several basic criteria:

- *Socio-economic characteristics such as gender, age, marital status, place of residence, educational attainment, etc.*
- *lifestyle, including leisure and business activities,*
- *opinions and attitudes, decisions in various situations, especially consumer behaviour,*
- *degree of influence by the media and marketing.*

Kotler (2001) added three phases of marketing research:

- *Defining the problem, alternatives, decisions and research objectives,*
- *Creation of a research plan, where it is necessary to decide about the sources of data and research approaches, research tools and type of respondents,*
- *Information gathering.*

4.1 Techniques of Sociological Research

According to Čichovský (2016), the techniques are the certain forms which can obtain information. The most commonly used techniques include questionnaire surveys, interviews, observations. Each of the techniques has both advantages and disadvantages, which are one-sided in its own way. In the case of questionnaires, surveys and interviews, the respondent is the focus of the technique.

It is necessary to pay attention to the construction and formulation of questions. Questionnaire surveys can be considered as a method; interviews and observations are techniques.

Questioning, together with observation and experimentation, is one of the basic techniques of quantitative primary research. It is practiced mainly by the use questionnaires distributed by postal mail or the Internet, which enhances the feeling of anonymity. It is the most widely used technique that allows capturing information from a large number of individuals in a short time and with relatively low costs. Low return of completed questionnaires is a risk, which amends the effectiveness of research due to the small sample. (Foret, 2008)

Basic approaches to data collection using the questionnaire are:

- *Personal interviews where the interviewer and the respondent are in direct contact (face-to-face);*
- *Telephone interviewing, where there is only voice contact between the interviewer and the respondent;*
- *Written inquiries where there is no interviewer and respondent questionnaire is sent through the mail;*
- *Internet or web inquiries where there is no interviewer and research is being conducted via the Internet (Web site). (Parasuraman, A., Grewal, D., Krishnan, R., 2007, s. 152)*

According to Foret (2011), a questionnaire's introduction must include an appropriate salutation that will introduce the research objective to the respondent and impart to the respondent the understanding that his or her answers are important and significant. The introduction also explains the process of how to complete the questionnaire and assures the respondent's anonymity. The questionnaire should be designed to motivate respondents to agree to answer the questionnaire completely.

The questions should be simple and clear (Foret, 2011). The basic types of questions are:

- *Open,*
- *Closed,*
- *Combinations in the form of semi-open questions.*

An appropriate instrument to measure attitudes and opinions is scalability, which measures the degree of the respondent's perception of the phenomenon- typically, from a negative perception, through neutral, to a positive perception. An odd number of categories allows a respondent to explain his position more accurately.
For example, an odd number of categories such as 5 allows “1” and “5” to be maximally negative and positive, respectively, and the number “3” to be neutral. It is easier for a respondent to think with these whole numbers. In contrast, using an even number of categories such as 6, would put the neutral midpoint at 3.5, making it more difficult for the respondent to answer appropriately. (Schiffmann and Kanuk, 2004).

4.2 Structured interview

It is a prepared situation in the communication in which due to journalist and selected technical means of mass communication are transmitted information. The main objective is to get a balanced or otherwise defined response to the issue. The essence is to obtain some form of agreement and desired information to the audience. The interview is controlled, organized and focused on gaining certain specific information, usually in limited time. It has a predetermined structure and the set target. It uses closed questions with the choice from given question, or narrow and targeted questions. (Ftorek, 2009)

5. Methodology

The procedure of solution for this diploma thesis was set in order to obtain objective and complex information about the alternative food chain Náš Grunt, s.r.o. and its role in communication of consumers' preferences and the support of regional benefits through the creation of opportunities for market valorization of regional production. Following the set of partial aims, the procedure of solution required several steps.

Table 1 Marketing research process (source: Kozel, 2006, p. 71, own work)

Preparatory phase		Implementation phase
Problem definition, goals		Data collection
Tentative analysis of the situation		Processing the collected data
Plan of research project	►►►	Data analysis
		Interpretation of research results
		The final report and its implementation

The theoretical part of literature research followed the task to characterize current trends on food market, changes in consumers' preferences, and the role of alternative food system in regional development and through the research method of consumers' preferences. Information were gained through a study of scientific literature, analysis and synthesis methods and the comparison of available knowledge and secondary sources of information.

The sources of Czech and foreign scientific literature used in the diploma thesis, are mentioned in the list of literature followed by sources from the internet – mainly from verified web pages. The main sources of secondary information that were used for the comparison of results with the primary research:

- *Sociological research Food and Czech consumer 2013 produced by Focus Company for Czech agriculture and food inspection (and Czech consumer 2013, 2013).*
- *SKALICKÝ, Vít. Role of selected retail chain to promote regional production. Brno, 2014. Diploma thesis. Mendel University in Brno. Supervisor Ing. Simona Miškolci, Ph.D.*
- *TAUŠOVÁ, Bc. Petra. Definition of important factors harnessing the potential of farmers' markets in the region's development in terms of demand formation. Brno, 2014. Diploma thesis. Mendel University in Brno. Supervisor Ing. Simona Miškolci, Ph.D.*

The diploma thesis is solved in relation to the project IGA FRRMS MENDELU no. 19/2015, "Possibilities and restrictions of the use of alternative food networks in the regional development".

A practical part was oriented to assess the role of an alternative food network Náš Grunt, s.r.o. in promotion of the regional production. Has following analytical steps:

- *The description of Náš Grunt retail and its strategy, the analysis of regional products' share in the assortment of offered products with the usage of secondary sources of information.*
- *The primary exploration of opinions and preferences of customer of the selected retail store in order to define the profile, preferences, and customers' interest in production of regional food.*
- *The primary exploration of opinions by organic farmers focused in the opportunity of the valorization of local production through retail stores.*

The practical part analyzes identified data from the questionnaire and the controlled interview, which were interpreted and for further clarification illustrated by graphs and tables.

The goals were clearly defined within the preparatory phase of the research. These goals were based on the analysis and synthesis mainly from scientific literature. The practical part is focused on assessing the role of an alternative network of retail store of Náš Grunt , in the support of the regional production. The practical part was divided into two successive stages.

The first step was to describe activities and strategies of Náš Grunt s.r.o. and to analyse the share of regional products in offered assortment. Because a comprehensive list of products and suppliers wasn't be provided, There was no choice than to create it by myself. It was necessary to involve techniques like own observations, taking photos and the process of overview was necessary to gain important data. Also were analyzed all of products in the assortment and the data transformed to a comprehensive form. This information was supplemented by additional information from the company's web page. (Náš Grunt, 2015).

The primary research was carried out within the second part of the diploma thesis. In this part, it was important to define opinions and preferences of customers who purchase in the selected shop Náš Grunt, with the aim to define their profile, preferences, and interests in the regional production and to define the expected quality too. It was completed with controlled interviews with small local farmers.

5.1 Progress of implementation of the primary survey of consumer demand

Because the aim of this thesis is to assess the possibility of market valorization of regional production and to define the potential benefits of this form of alternative food networks for the regional development in terms of demand, the research was focused on the target group of Náš Grunt's customers.

To achieve more comprehensive results, the research includes n opinions of representatives of organic production and consumers' demand. The supply side that is represented by the farmers themselves was not the subject of this research.

The place of realization was at Vídeňská Street in Brno where is the shop Náš Grunt situated. Based on the findings, it was established that the primary research will use the questinnaire technique and, furthermore, it was possible to identify the following primary objectives of the survey:

- *Profile characteristics of customers Náš grunt, s. r.o.*
- *Identification of customers' preferences of Náš Grunt s.r.o, factors influencing them during the shopping, their interest in regional food and attributes of expected quality.*
- *Analysis of the benefits of purchase in Náš grunt s.r.o. from customers' point of view, and finding the most commonly purchased types of products.*

5.2 Questionnaire survey

For the realization of primary research, was chosen the method of personal and written interviews in a form of a questionnaire. The questionnaire starts with introductory text, which should attract attention, familiarize respondents with the research, clarify the purpose of questioning and gain the trust of interviewed persons.

Draft questionnaire

All questions and variants of answers were prepared before the realization of the questionnaire. The next step was to sort these questions. The questionnaire included twenty-four questions.

The structure of the questionnaire

The questionnaire included a motivation letter in which respondents were familiarized with the purpose and details of the questionnaire's completion. The end of motivation letter includes a thank to all interviewees for their time and willingness to participate. The letter is followed by questions of the questionnaire itself with aim to define a profile, preferences and attributes of the expected quality of the food.

The questions were divided into following sections:

- *Characteristics of customers' profile purchasing in Náš grunt store (9 questions – 1 opened, 6 closed questions),*
- *Identification of customers' preferences during the purchase process, their interests in regional food and attributes of quality expected (eight questions – seven closed, one question evaluated through the Likert's scale).*
- *Analysis of the benefits of purchase in Náš grunt s.r.o. from customers' point of view and finding the most commonly purchased types of products. (4 questions. one evaluated through the Likert's scale, three opened).*
- *The usage of other food chain forms to purchase the regional food and recommendation to improve store's services. (3 questions, 1 question combined, 1 closed and one opened).*

The beginning of the questionnaire includes questions focusing on the purchasing behavior, loyalty and willingness of respondents. These questions were chosen strategically to make it easier for respondents to answer these questions. Later on, the questionnaire moves to more complex, difficult questions and personal ones were included.

These were the questions focusing on how long the respondents visit store Náš Grunt, how they heard about it, how often and how much they buy there, an average amount of spent money in the shop and their willingness to pay extra money for the quality of regional products.

Time-consuming questions followed easier ones. These questions were focused on the purchase behavior of respondents and the analysis of the perceived significance of specific factors that influence the consumer during the decision-making purchase's process; factors that influence the demand for regional foods or to which extent given factors correspond to the expected quality of regional food. In the case of evaluation of given statements, the Likert's scale was used (1- the attachment of great importance, 5- the attachment of no or a little significance).

To ensure the possibility of comparison with results from the primary survey with secondary information from the FOCUS research, that explains the consumers‘behavior on the market, thirteen factors were selected with regard to the sociological research „Food and Czech consumer 2013"'s methodology that was created for State Agriculture and food Inspection. For the purpose of the survey, it was necessary to add other five factors those specific consumers of alternative food chaos.

Customers were asked to find out benefits that obtain through purchase in the store. With the use of data obtained, the satisfaction of quality expected was evaluated too. Customers evaluated given statements with usage of Likert's scale.

Next question focused on assortment was added too – which of product categories they usually buy. There were 28 types of product in the questionnaire, they could circle any variant they wanted. Customers also mentioned the products that they would like to include into the current assortment. Customers were asked for recommendations and what should the shop do for to improve its services.

The questionnaire investigated if the consumers know other places with regional production and if they buy the regional production in other forms of food chain too. Questions focused on demographic and sensitive issues, necessary to define the profile of customers, were intentionally included at the end of the questionnaire, mainly because they can be taken as private by many respondents.

Questions surveyed basic demographic information about respondents, the place where they live, type of households, net average income of household. Other questions were closed, with one possible answer. The full text of the questionnaire is added in the annex part.

Testing of questionnaire

The beginning of testing the questionnaire was set at beginning of November 2015 on the target group of surveyed respondents in front of the specialized shop at Vídeňská street in Brno-center to avoid the disruption of customer’s purchasing. The questionnaire was tested on 21 respondents. After completing the questionnaire, respondents were asked to provide their comments or irregularities to the questions of questionnaire that they noticed. Based on these information, the questionnaire was changed and assembled into the final form.

5.3 Realization of the primary survey

The questionnaire survey was made during 17.11 – 14.12 2015 in Brno-center at Vídeňská street. In total 233 respondents were surveyed, 21 did not want to be involved from a total. The questionnaire was fulfilled with the assistance of questioner.

5.4 Information processing

Data obtained from questionnaire survey were processed and the results were clearly illustrated with using tables and graphs. Explanations describing occurring phenomena were added. In the discussion these findings were used and compared with other already carried out researches.

Information obtained from primary research was processed with the use of the following statistical characteristics. These characteristics were drawn from literature by authors Foret (2008) a Minařík (2008).

Levels ‘characteristics

The arithmetic average was used in a simple form:

- simple form

$$\bar{x} = \frac{1}{n}\sum_{i=1}^{n} x_i$$

Modus or typical value represents a value with the highest frequency.

Minimum and maximum value was determined for each category by WTP.

Frequencies ‘division

The absolute frequency (ni) indicates how many values of a given character is found in the cohort.

Relative frequency (pi) is the share of each of the absolute frequency range to the file.

- Relative frequency: $f_i = \frac{n_i}{N} = \frac{n_i}{\sum_i n_i},$

5.5 Structured interview

Structured interviews were conducted via telephone contact. Its goal was to determine the attitudes of community supported agricultures’ representatives to specialized stores and to know opinions on opportunities of the valorization of regional production. Before the conduction of interview, questions were precisely determined, to which during a telephone conversation, were expected answers.

It was examined whether the specialized shops are beneficial trend for ecological farmers or if constitute a barrier for local farmers. Also was survived if these shops have been seen as potential for development of such networks like alternative food ones.

The ecological institute Veronica, a professional workplace of basic organization of the Czech Union for Nature Conservation, that its expert and educational activities provide interpretation of expert environmental themes and websites focusing on community-supported agriculture and organic, provided contact sources.

Among respondents, who were surveyed through the telephone contact, are the following persons:

- *Jan Valeška- from civic association PRO-BIO LEAGUE, that is an independent consumer subsidiary of the largest Czech association of organic farmers - Organic Farmers Union PRO-BIO Šumperk.*
- *Hana Juránková-ecological farmer who has been leading her own Community supported agriculture.*
- *Darek Galle- a coordinator as well as the customer Community supproteed Agriculture..*

6. Own Work

6.1 The representation of alternative food chains in the region of Brno

As the first version of farm productions we could mark the "farm trades", which mostly took place in bigger cities or towns. However, these days the old trend is stagnating. That´s why the farmers are now-days mostly concentrated into stone markets, which net is charged to meet the demand of city population for home-farm product needs.

These stone markets are bringing them certain offers of true stuff of farm products from local farmers or farm producers and trying to connect them with comfortable four-seasons shopping or at least some accessibility of those products for whole year.

Farms trades are often dependent on their own agricultural sector, but focused on these stone farm markets and farm production as well we should mark their sources or suppliers as small or medium large farmers. The main filling of Czech farm trades is comprehended as local or simple true Czech farmers' goods.

The following table shows us the list of farm markets in Brno, located in Czech Republic. It has also tried to use the web site "www.veronica.cz" as a price full source of information in this case. I have found the "eco-map" there, which serves us as an eco-navigation or mapping. The website, which is the original product of "Czech ecological institute" - the professional basic part of organization called "Czech environmentalist union". "Veronica.cz" web summarizes and almost interprets the themes connected to nature conservations by its own educational and expert activities. The base of "Czech ecological institute" can be found in Brno or Hostěnín. Their experts apply their minds, not only to cities, but country environment too. (www.veronica.cz)

Here could be mentioned the main problem - to count the certain number of farmers in certain region. The web site dictates us the number by own farmer´s registration on specialized internet web sites, however this number is not absolute, because everyone´s source is different from the previous one. The difference was found out between given information about farmers through mentioned web sites too.

Retail stone markets of alternative food webs are trying to work as the negation of modern food system production and its own food distribution. Both of them have the effort to move from being in massive industrials food producer style as a strongly standardized convention of getting quality, mass producing and food transporting. They're trying to side to quality, trust, tradition and support of locals.

Table 2 Specialized stores with alternative food networks in Brno with farm products (source: www.nasgrunt.cz, own work)

Name of shop:	Address:
Dobrej Špajz	Pekařská 2, Brno Marie Steyskalové 2, Brno
Farmářské pochoutky	Nádražní 1, Brno
Koloniál	Gorkého 5
Mikrofarma	Selská 3/81
Náš Grunt	Vídeňská 22
Patizon	Grohova 6
Sklizeno	Josefská 14, Křídlovická 47, Říčanská 970/23, Palackého třída 93, Dvořákova 10, Netroufalky 770, LCOS, Masarova 2407/7,
Ze Statku	Horova 18
Ze Země	Grohova 19

6.2 "Náš Grunt, s.r.o" – characteristic of the company

"Náš Grunt, s.r.o" is the brand site of markets of true Czech food, bought from small Czech farmers. Consumers can find milk products, smoked meat, fresh bakery products, fruit and vegetables and others chosen products from certain region in the product range. The main strategy of providing these products is focused on quality, composition, taste and true origin of all goods.

The web of markets of "Náš Grunt, s.r.o" combines its own markets and franchises. All their markets are branded since 2012 as "CZECH Grunt". In view of the company expansion to the Moravian area and dealings with foreign partners, the original "Český grunt" has decided to rename itself to "Náš Grunt, s.r.o". This change also opens doors to larger spectrum of suppliers

6.3 Foundation, owner, number of stone shops

The company "Náš Grunt", keeper of "Náš Grunt" concept, has arisen as the original Czech company sourced with original Czech capital as the first farm market site in the Czech Republic, built as a complete form project. Its first farm food market has been opened in 2010 in Prague in Radhošťská Street, the city part of Vinohrady. The whole company was planned by Aleš Kotěra and Jiří Málek with an interest to meet people needs for quality and healthy goods, which criterions could not be founded in supermarkets. That was the first reason for people to visit their marketplace.

The company "Náš Grunt", the leader of farm food providers in the Czech Republic, has established about 30 markets during last 5 years of its existence, has also cooperated with more than 300 providers and its turnover tax is about 150 million Czech crowns per a year. The whole concept, as was said, tries to draw in customers mainly as a nice placed market, where the factors as a personal access and a quality of stuffs are given in advance. The diligence of choice to providers is an important part of their success too. Their market targets on Czech original goods and food selling, bought from small and medium size farmers mostly. Establishment of this company was an impulse for others to try it too.

This company can be taken as the first star, where the both ideas - getting quality food for customers and supporting small and medium farmers in their production - described in the beginning of this chapter, were connected.

Table 3 Short business register statement of the company (source: www.justice.cz, own work)

Date of registration	16. 4. 2010
Business name	Náš grunt s.r.o.
Company headquarters	Praha 3 - Žižkov, Radhošťská 1942/2, PSČ 130 00
IČO	28120485
Legal form	Limited liability company.
Scope of business	Production, trade and services specified in Annexes 1 to 3 of the Trade Act.
Capital	The basic capital of 266 000 CZK.
shareholders with the deposit	RSG Food a.s., IČO: 04234600 Ing. Jiří Málek - jednatel Ing. Aleš Kotěra - jednatel Jan Čajan

"Náš Grunt" holds both ideas in selling different small farmers products perfectly in stone markets, thanks to preferences of customers that have been changed in the last years strongly. The price as the basic factor of making decision is getting weaker. However the quality of the food is growing stronger in customers´ mind. The result is a bigger interest in goods, which the market as "Náš Grunt" provides. Important is also the fact that described effect cn be seen not only in cities or towns, but in the country too - what is reflected in changing of small local markets.

Customers, leaded by needs of quality and experience, leave larger whole family shopping style and replace it with shopping which seems like something private - as the personnel in markets confirm. Customers come always to buy some goods, as farm milk or favorite bakery products for example, something for him/her purely - to make him/her happier or healthier. For this pleasure they are able to pay more or travel further too.

Picture 7 Promotional Company's material Náš Grunt (source: www.nasgrunt.cz)

If the consumer would like to subscribe to these products, the possibility of some news or advertising is available. For these purposes can be sent a newsletter or an e-mail to original "Náš Grunt"´s website (www.nasgrunt.cz), and then will be received all news or advertising to email address. The comfortable option to order from home in form of e-shopping is not possible till the end of this year 2015. However next year the missing e-shop is going to be activated. Now customers are able to see the market virtually, but only the one in the street of Radhošťská in Prague. As a part of "Náš Grunt" there is not any kind of bistro, delivery service or the room where meat is ripened - as another provider of small farmer products called "Sklizeno" offers.

Of course there is a possibility of new cell phone application that supports farmers and food producers in the Czech Republic all around. Thanks to cell phone application called "Farm-in-hand" which cooperates with data forms from "Náš Grunt s.ro" company customers are able to get new information about farmers and food producers in general. In the same way it is a great helper in looking for food marketplaces being under way.

Picture 8 Farm logo application on the palm (source: www.farmanadlani.cz)

Main future plans of the company "Náš Grunt" are not only about its site and services expansion, but also an activation of ability of e-shopping and giving bigger offer of modern style goods connected to trend diets as raw diet or gluten-free goods. The effort to change and improve the design of markets has to be mentioned here as another future plan. Unfortunately for Moravians there is only one market place of "Náš Grunt s.ro." that could be found in the Vídeňská street in Brno.

6.4 Possibilities to valorize regional production

The company prefers the homeland origin of offering goods, their fresh taste and quality, false-less ingredients as most as possible and also the attempt to avoid the danger of preservatives. That is why, their marketplace offers only true goods as fresh meat, crunchy bakery products baked traditionally, cheese and other milk products as yoghurts, eggs form places where hens have free run, fruit and vegetables from locals, honey, wine and alcohol distilled from local wine-yards or orchards.

The quality and the clear origin are the most notable criterion for the farm marketplaces in sending them further to trade. Therefore, the company has established an unnecessary process of getting certifications a year ago. The certification must be proven from producers and providers to get the chance to cooperate with "Náš Grunt s.r.o". As the most important points of described certification we could mark followings:

- *Czech origin*
- *The ability to look up the origin of stuffs easily*
- *Technologies and composition*
- *The inspection on the farm*
- *The used recipe*

This new leaded strategy of certification should mainly separate true producers and clear origin of production. The market place supporter is able to be small or medium farmer or local producer mostly that produces his goods traditionally and without redundant substitutes. The composition of stuffs has to be checked by the nutrition adviser too. Its own markets and the system of franchises are in participation to effort expansion of "Náš Grunt s.r.o" company. For being the "Náš Grunt, s.ro"´s franchise there are also some requirements what have to be met. As an example of these requirements the following list is given:

- *Willingness to participate the site and company growing*
- *Experience with this kind of business as an advantage over the others*
- *Responsiveness to customers*
- *Base in form of the city over the 15000 citizens*
- *50 square meters of market place at least*
- *Rush street situation*

The local goods' selling is supported by information about their origin or food publishing and interviewing with certain producers right. The gained information is also given on the company´s web site in form of newsletter for customers and sending by an e-mail to them. Certain info is about some products is given right in the market. The market or the company in common uses are following strategies for supporting of production and its producers:

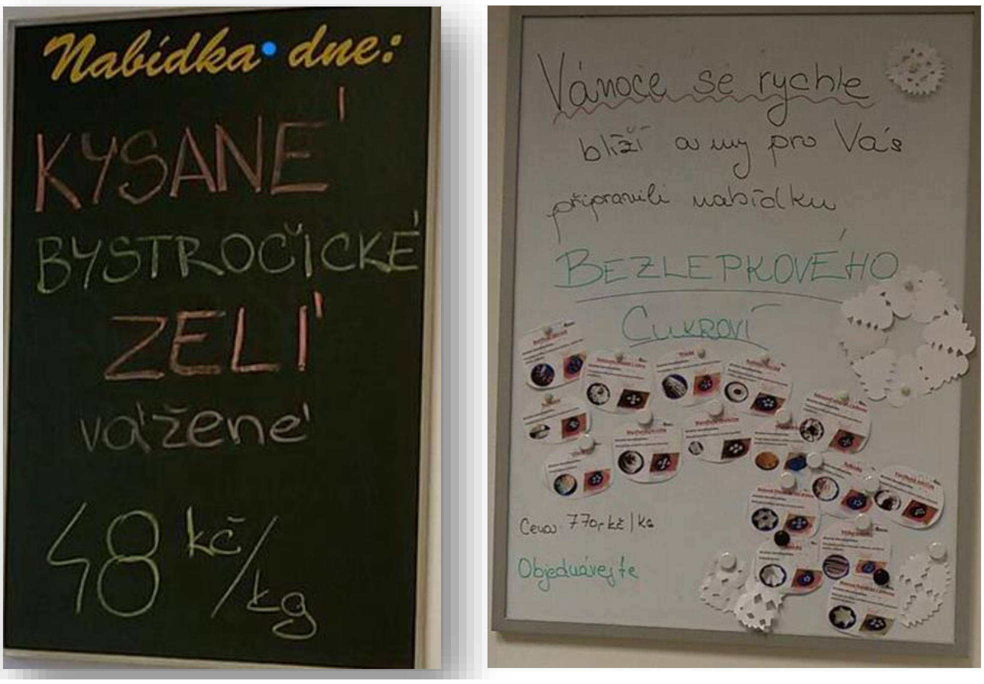
– *Tasting*

– *Customer´s card or gift coupon which gives for 200 crowns value shopping bonus in form of a sticker. When the customer gets ten of these stickers than the one-time discount is given to him/ her for next shopping and the newsletter will be sent periodically*

– *Making posters and printed materials about production or new day offer for example*

Picture 9 Demonstration of gift certificate and store cards (own work)

Picture 10 Certificates of production origin to promote regional sales (own work)



Picture 11 Offers of the day with aim to farmers' promotion (own work)

There are given details about most of the products in the market, where is written the name of producer or company and origin of place where goods were made. This is how the information asymmetry is reduced but also the local production in the region is invigorated. Customers are able to locate the farmer if they want to him to expand his produce or concrete assortment or just recommend farmer to the others.

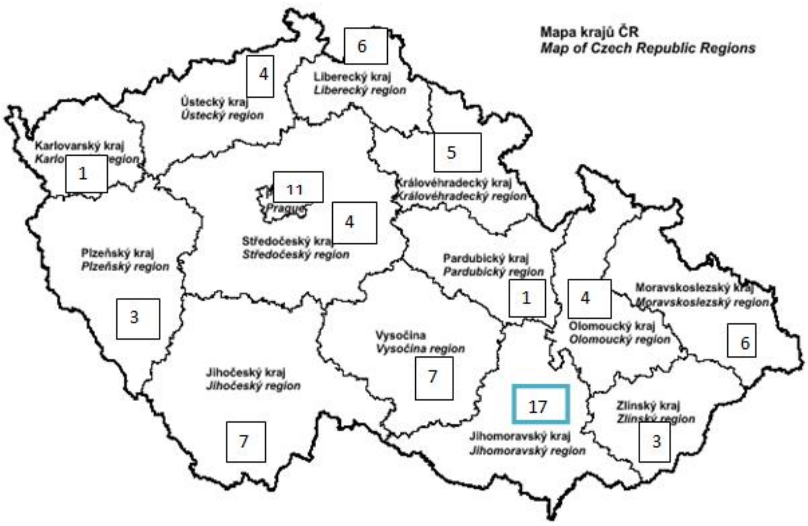
This year, "Náš Grunt, s.r.o" plans an innovation in form of its own production. The reason is simple: their economic base is getting stronger and that´s why the company is able to produce its own goods in year of 2015. They don´t have an experience with a lack of goods due to the long- term activity on the market That´s the reason why the company doesn´t have to look for new partners in the field of this type trading activity.

6.5 Analysis of the participation of local products in the assortment

The company strategically focuses on the selling of homeland production. Today "Náš Grunt" has 84 suppliers from line of farmers in total. The most part of them 17 farmers (that makes 23 percent) comes from the South-Moravian area. From the total number of 323 signed production come 28,3 percent from local producers. Almost all goods come from the area of the Czech Republic.

Of course we can find exceptions - like beans, salt, coffee that aren´t from homeland (Czech Republic), but are required by the customers. This is very important for the supply of complete a complete range required by customers.

In the next picture, we can find the view of number of farmers, who support the market by its stuff.



Picture 12 Regions of Czech republic and number of producers that supply their production to the store (own work)

Table 4 Suppliers of Náš Grunt, s.r.o and the categories of products (source : own work)

Cheese and dairy products	BioVavřinec, poctivé mléčné produkty i rodinná traduce, Kozí farma Pěnčín, Statek Horní Dvorce, Farma Cibochovi
Meat and meats' products and eggs	Řeznictví a uzenářství Matek, Farma Loužná, Statek Horní Dvorce, Farma a jatky Rudolec, Rodinná konzervárna Olina Bezchleby - via delicia, Pstruhařství Mlýny - Naše ryba, s.r.o, Pštiky Čongrády s.r.o, Jatka Fryšava, Rybářství kolář
Seasonal fruits and vegetables	Svačinovi, zelinář z Ovčár, Ing. Radek Smotlacha, Hlavenec
Honey, spices and other accessories	Davídkovo koření, Bohemia oleje, Rakytník cvrček, Hradecké delikatesy, Rodinná konzervárna Olina Bezchleby - Via Delicia, Marmelády s příběhem- Hana Šindelářová, Kamila Chocolates, s.r.o.více., Cerea – cereální tyčinky a pochoutky, Sociální firma Náruč, s.r.o. - těstoviny Pasta Fidli , Mixit – müsli a zdravé mlsání, Antonín Škoda, s.r.o. - medové a bylinkové sirupy a pochoutky Džemy Kvasnička
Pastry	Pekárna Zlivice, České pečivo.cz
Cider, beer, wine, homemade brandy	Liqui B Zámecký ovocný lihovar Blatná Ekofarma a moštárna Roubenka, Kitlvíce Rodinný lihovar Žufánek

Next table comprises the suppliers and products that are from region, in which stone shop operates.

Table 5 Suppliers from South-Moravian region and their products are mentioned (source: own work)

Supplier	Product	% from total production in the store
Crhák Jaroslav	Fruit and vegetable	29,4 %
Černá Hora s.r.o.	Beverages	33,3 %
Dagmar Komendová	Fruit and vegetable	52,9 %
Damodara- Josef Nejedlý	Muesli and fruit bars, flour	10,2 %
Ekoprodukt s.r.o.	Ciders	100 %
Farma Bařice	Eggs	71.2 %
Farma Ráječek	Fruit and vegetable	5,9 %
Ghalib Ali	Delicates	2 %
Horňácká farma	Syrups Jam	33,3 % 18,2 %
Tvarůžek	Delicates	2 %
Kobzik s.r.o.	Beer	18,6 %
Maspro	Smoked meats	33,3 %
Blažek	Pastry	78,7 %
Prunus s.r.o.	Puree	100 %
Spielberg s.r.o.	Wine	27,8 %
Vína Blatel a.s.	Wine	11,1 %
Ing. Dvorský	Dairy products	5,7 %

In following chart are written the categories of products that can be found in local production and by which percentage part are these put into another region production in the Czech Republic

Table 6 Products' categories and regional production in percentage (source: own work)

Category	Number of products	Regional representation
Dairy products	70	5,7 %
Beverages	27	33,3 %
Delicates	49	14,2 %
Pastry	14	78,7 %
Alcoholic beverages (wine, beer) **Ciders**	22 2	50 % 100 %
Fruit and vegetables	17	88,2 %
Jam	19	18,2 %
Eggs	3	71,2 %
Syrup	9	33,3 %
Puree	1	100 %

The strict choice of supporters is the trick which is marking this company off the others sellers. Employees and management are leaded by strict choosing of suppliers to know how the farmer is managing.

The personnel are very good trained in the assortment knowledge and the personal experience is also often needed. Very important is true human relationship between the seller and farmer, which has also the impact on customers.

By this the shop ensured really proven selection of quality food products from the region. It aspires to make the concept of buying from local farmers' money remained in the region and the region could be developed further. In addition, the shop provides customers a choice of high-quality, trusted sources. Trained personnel then preventing information asymmetry. The e-commerce hasn't been created yet. The strategy of company is the extension of the direct contact.

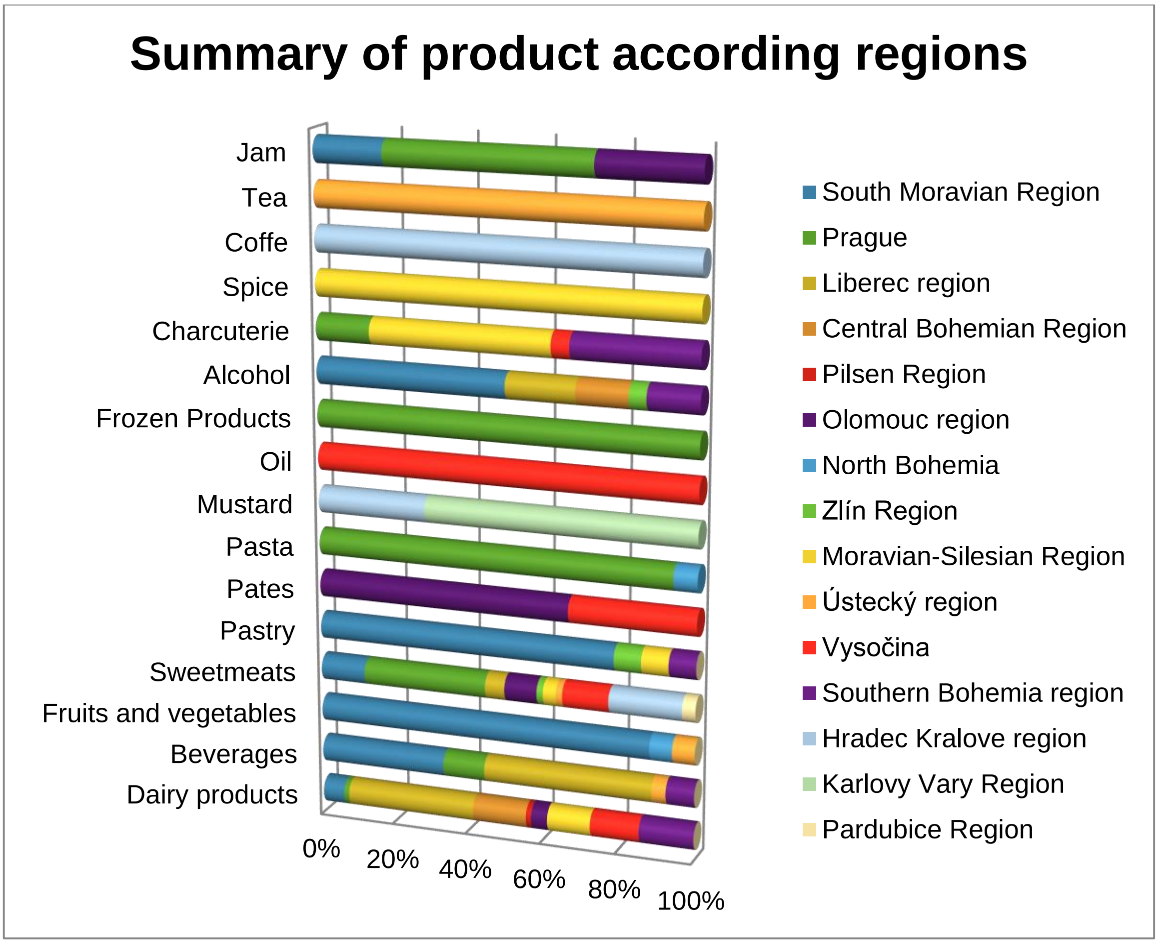
Upon request of customers had to be included into the assortment salt and beans; sugar (except cinnamon) will not find the customer at all. It is possible to deduce that the shop trying to adapt the range of needs of its customers. There is different hen in super/hypermarkets.

The following chart shows the proportions of frequently purchased products' categories and regions, where these products were produced.

Table 7 Product categories and its representation in regional production (source: own work)

Category	Number of products	Regional representation
Dairy products	70	5,7 %
Beverages	27	33,3 %
Delicates	49	14,2 %
Pastry	14	78,7 %
Alcoholic beverages (wine, beer) **Ciders**	22 2	50 % 100 %
Fruit and vegetables	17	88,2 %
Jam	19	18,2 %
Eggs	3	71,2 %
Syrup	9	33,3 %
Puree	1	100 %

In these markets prices for producing are few higher than in the other massive markets as supermarkets etc. However higher prices are based on the things we wrote in previous parts: true taste and quality of offered goods. The strict choice of supporters is the trick which is marking this company off the others sellers. Employees and management are leaded by strict choosing of suppliers to know how the farmer is managing.



Graph 1 Overview of categories of products that are delivered to retail individual regions (source: own work)

7. Results of the questionnaire survey

7.1 Profile characteristics of consumers Náš Grunt, s.r.o.

Table 8 Characteristics of respondents (n = 212, own work)

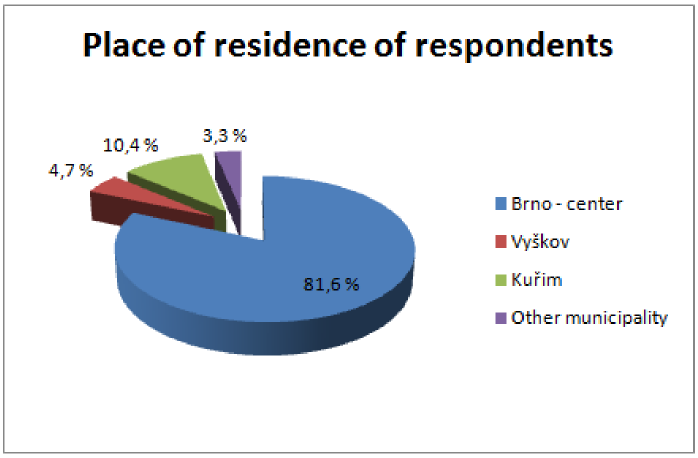
Statistical characteristics	Absolute frequency	Relative frequency	Modal value
Gender			
Man	73	34,4 %	***Woman***
Woman	139	65,6 %	
Economic activity			
Highly qualified professionals, top management	22	10,4 %	***Officials and non-manual workers (white collars).***
Middle managers, owners of small businesses	38	17,9 %	
Officials, non-manual workers	47	22,2 %	
Manual workers	36	17 %	
Students	33	15,6 %	
Pensioners	13	6,1 %	
Persons in household	16	7,5 %	
Unemployed	7	3,3 %	
Highest education level			
Primary education incl. unfinished	3	1, 4 %	***Higher education, higher professional education***
Secondary education without graduation	11	5, 2 %	
Secondary education with graduation	91	42,9 %	
Higher education, higher professional	107	50,5 %	
Age			
To 24 years	44	20,8 %	***25-34 years***
25-34 years	82	38,7 %	
35- 44 years	61	28,8 %	
45- 54 years	14	6,6 %	
55-64 years	5	2,3 %	
65 years and up to 65 years	6	2,8 %	

The sample is represented by a total of 212 respondents' shoppers of the store Náš Grunt at the street Vídeňská in Brno. The socio-economic profile of customers was investigated - gender, economic activity, educational attainment and age. These data are clearly summarized in Table 5. Due to the fact, that this chart includes absolute and relative frequency of socioeconomic characteristics, it is possible to profile what type of customer purchasing in the shop Náš Grunt.

The most common buyers in the shop were women (139 respondents), men then occupy 30.7% of a sample of shoppers. The most commonly mentioned categories of economic activity was "officials and non-manual work (white collars)" with the total number 47respondentů (ie. 22.2%). The largest group of respondents' shoppers are people with university or higher technical education. This variant was chosen by the sample for 107 times (ie. 50.5%). People of all age categories buy in the shop, but the age group between years 25-34 (ie. 38, 7 %) was represented the most. Slightly fewer the group in age between 35- 44 years often shop here, this group represents a total of 28.8% of the total number of shoppers.

Place of respondents 'residence

The obtained data show the interest in purchase mainly by consumers from the city. These facts confirm, that 81, 6 % (173 of respondents) have the place of their residence in center of Brno. 18,4 (39 respondents) mentioned a different location. From these respondents 10,4 % of them (22 respondents) live in Vyškov and 4,7 % (10 respondents) live in Kuřim. In total 7 respondents mentioned other municipality that are within 50 km from the centre of Brno.



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Graph 2 Residence of respondents (n=212, source: own work)

In this part of the questionnaire survey were investigated the characteristics of households in which respondents live - type, number of persons in household net monthly income. Most of respondents- total of 41 % (ie. 87 respondents) live in households without children and 26,9 % (ie. 57 respondents) said they live in a household with children. In total 41,5 % respondents (88 respondents) live in two-person household. In a 3-4 member households living 31, 6 % (67 respondents).

Most frequently given net monthly household income ranging from 30 001 to 40 000 CZK. This monthly income achieved by 28, 3 % (60 respondents). These were mostly women with university education.

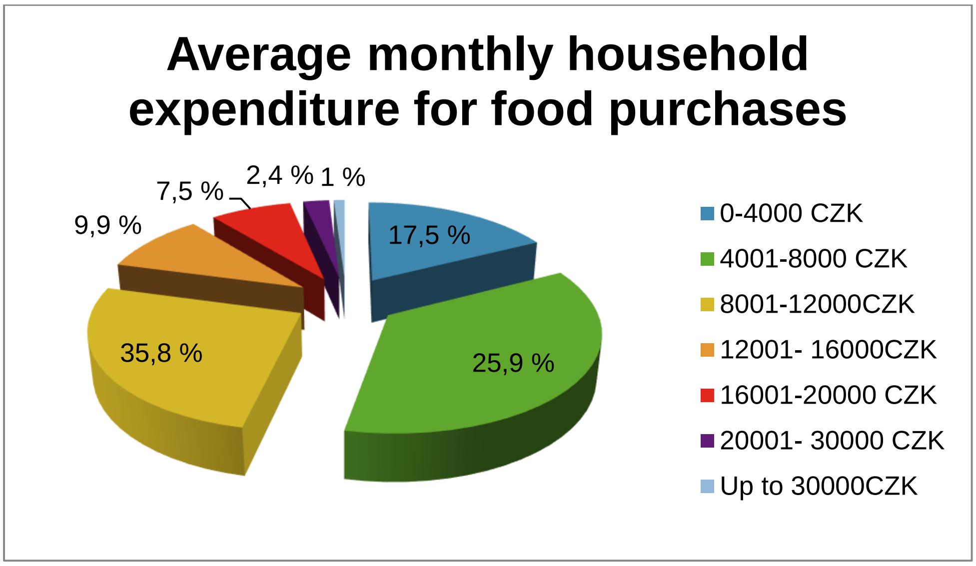
Table 9 Characteristics of households in which respondents live (n = 212, source: own work)

Statistical characteristics	Absolute frequency	Relative frequency	Modal value
Type of household:			
One-person household	51	24 %	***Childless household***
Childless household	87	41 %	
Family with children	57	26,9 %	
Three-generation household	8	3,8 %	
Other type of household	9	4,3 %	
Number of persons in the household			
1	53	25 %	***Two-person household***
2	88	41,5 %	
3-4	67	31,6 %	
5 and up to 5	4	1,9 %	
Net monthly household income			
to16 000 CZK	16	7,5 %	***30 001-40 000 CZK***
16 001–22 000 CZK	31	14,6 %	
22 001–30 000 CZK	45	21,3 %	
30 001–40 000 CZK	60	28,3 %	
40 001–50 000 CZK	27	12,7 %	
50 001–60 000 CZK	10	4,7 %	
60 001–70 000 CZK	8	3,8 %	
Up to 70 000 CZK	4	1,9%	
Didn’t want to respond	11	5,2 %	

7.2 Consumers' purchasing behavior

Average monthly household expenditure for food in CZK

Another area of research is the analysis of how much money customers usually reserve for average food purchases per month. To this question, all respondents replied.



Graph 3 Average monthly household expenditure for food purchases (n=212, source: own work)

Most respondents usually spend on food per month between 4001-8000 CZK. This represents a total 35, 8 percent of customers (76 respondents). These were usually women with secondary education with graduation.

The following table shows the relationship of average monthly household expenditure on food and the amount of net monthly income of the household and the total number of respondents in each group.

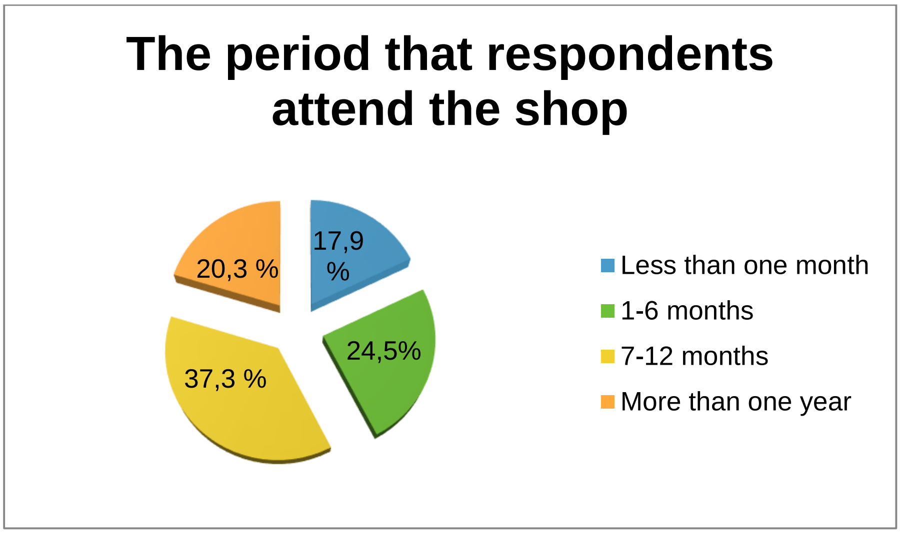
Table 10 Relationship of average monthly household expenditure for food in CZK and net monthly income of the household and the total number of respondents in each group (n = 212, source: own work)

Net monthly income of households (CZK	Average monthly household expenditures on food in CZK						
	0-4000	4001-8000	8001-12000	12001-16000	16001-20000	20001-30000	Up to 30000
To 16000	6	8	2				
16001-22000	11	11	10	2			
22001-30000	6	13	18	2	1		
30001-40000	8	12	24	6	3	1	
40001-50000	2	7	12	2	5		
50001-60000	3	1	3	3	7	1	
60001-70000	1	2	6	3		1	1
70000 and more		1	1	2		2	1

The table shows that the respondents who spend the most for food are households with net monthly income 30 001- 40000 CZK. These groups of respondents spend 8000-12000 CZK for food a month.

The period that respondents attend the shop

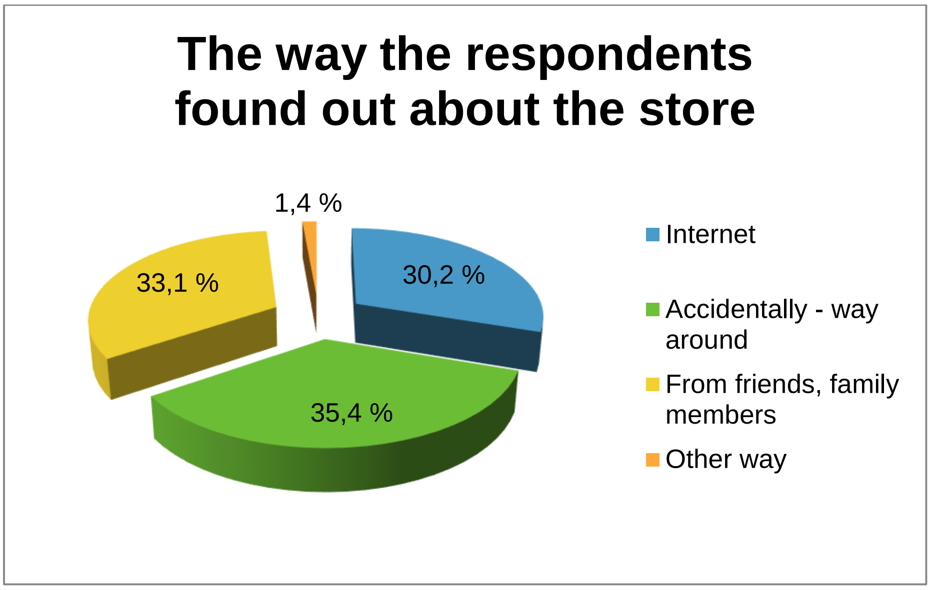
This question finding out, how long respondents visit the store Náš Grunt. 57, 6 % of respondents attend the shop more than half a year. From this percentage of respondents, a total of 37, 3 % (ie. 79 respondents) visit the shop in the range of 7-12 months and 20, 3 % (ie. 43 respondents) more than a year. Customers, who visit the shop more than one year, are women with high education and live in household with net income in range from 22001 to 30000 CZK. They are therefore loyal customers. More than half of those surveyed are already interested in a store and purchase there for a long time. In total 42, 4 percent of respondents attend shop shorter time. 24, 5 percent (52 respondents) attend a store from 1-6 months and 17, 9 percent (38 respondents) less than a month. From this number it is evident that store acquires new customers too.



Graph 4 Period that respondents attend the shop (n = 212, source: own work)

How respondents found out about Nášˇ Grunt store

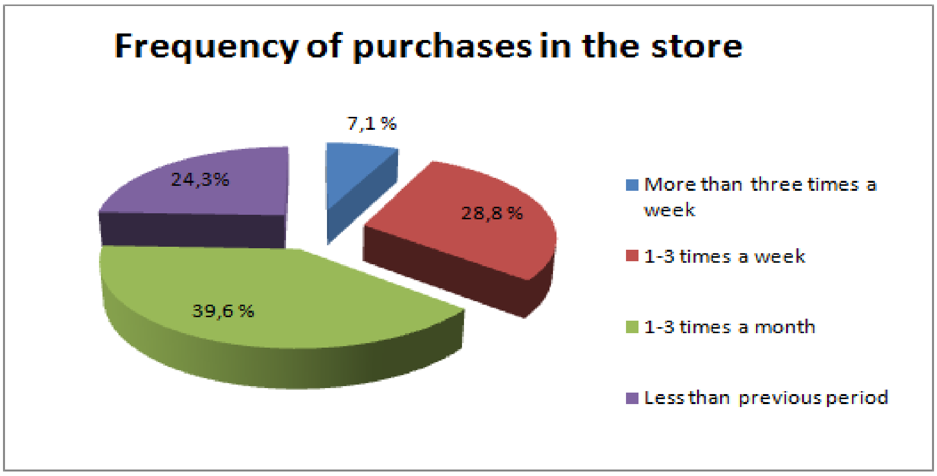
This question found out how respondents heard about the shop. The most of respondents heard about Nášˇ Grunt by random walk around. In this way 75 respondents (ie. 35, 4 %) heard about the shop and 33, 1 % (ie. 70 respondents) heard about it from their friends and family. The fact that respondents heard about the store most often through the way around would probably result in locating stores on a busy street, which is also one of the franchises' conditions. The shop is located opposite the public transport stops, near Mendel square, through which flow daily crowds. It also follows that shop doesn't use overpriced marketing tools. Out of offered response options customers heard about the shop from newspapers.



Graph 5 How respondents found out about the stone store (n=212, source: own work)

The frequency of purchases in store Náš Grunt store

The obtained data show, that there is only a small portion of the customers, who do everyday purchases in the store. The frequency more than 3 times a week are done only by 7, 1 % (ie 15 respondents). In majority of those surveyed are the women with high education who do everyday purchases. Age of these respondents are between 25-34 years; their net income of household is in range of 30001-40000 CZK. As the most common frequency of purchases in the store, respondents chose the option of 1-3 times per month. This option has chosen 84 respondents (39, 6 %).



Graph 6 Coutomers' frequency of purchases in the store (n=212, source: own work)

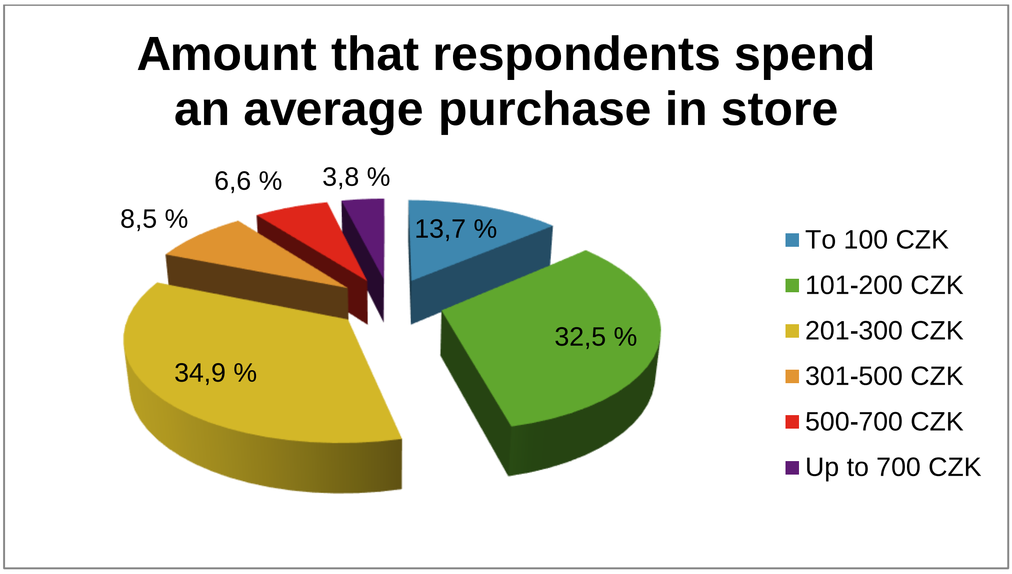
The amount that respondents spent on an average purchase in Náš Grunt store

In this question were customers asked for estimate the spend amount in the shop for average purchase. The most respondents spend the amount of 201- 300 CZK. This variant was chosen by 34, 9 percent (74 respondents). In total, the most respondents usually spend the amount to 500 CZK. Higher amount is spending by 10, 4 percent of respondents.

Above given information obtained from consumers, regarding the amount of spending in Náš Grunt and the overall budget for food per month, shows that the purchases in specialized shop are for consumers just like additional source of food and most of their food basket is bought in the super/hypermarket chains.

Table 11 The following table shows the relationship between the average amount for the purchase and frequency of purchases in store Náš Grunt (n = 212, own work).

The frequency of purchases (absolute frequency of respondents)	Amount for an average purchase					
	To 100 CZK	101-200 CZK	201 – 300 CZK	301-500 CZK	501-700 CZK	Up to 700 CZK	Amount for an average purchase
More than 3 times a week (15)	9,1 %	54,5 %	27,3 %	9,1 %	0 %	0 %	159,25CZK
1-3 times a week (61)	2, 8 %	11,1%	30,6 %	47, 2 %	5,5 %	2,8 %	330, 66CZK
1–3times a month (84)	2,3 %	4,7 %	23,3 %	37,2 %	27,9 %	4,6 %	414,2 CZK
Less than given variants (52)	16,7 %	20,8 %	25 %	20,8 %	12,5 %	4,2 %	279, 25CZK



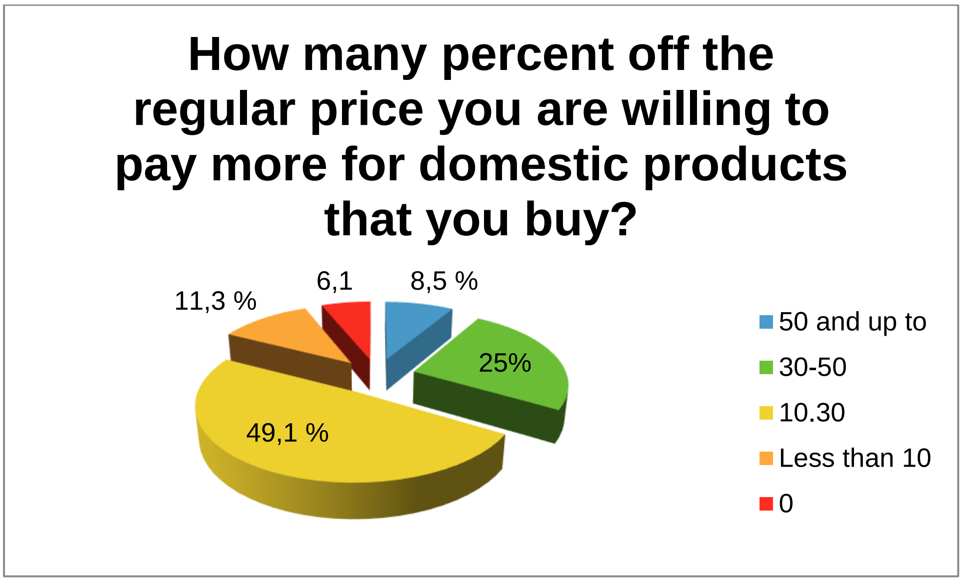
Graph 7 Average spent amount in the store (n=212, source: own work)

Following table shows, that the group of respondents usually spend the most in the shop, is the group that usually visit it 1-3 times a month and spend 414 CZK. Average spent amount could be influenced by marketing sales support.

If the customers collect stickers to their customers' card (if they spend up to 300 CZK from purchase, they receive one stick), they will have discount 100 CZK after collecting 10 stickers to their purchase.

Willingness of respondents to pay extra money for homeland products

The next question had to recognize how much customers are willing to pay extra money for higher quality homeland products. We could sign the local production attributably as very unshakeable in way of customer´s making decision. Most of respondents were able to pay extra for the local production because they are in believe of its higher quality in comparison with those from malls. That´s why the 99, 3 percent of all asked persons are prerequisite like this in way of their making decisions. 104 respondents that make 49, 1 percent, are willing to pay for homeland goods sum of money ranging between 10 to 30 percent of common price of the type of production.



Graph 8 Respondents' willingness to pay (n=212, own work)

7.3 Customers' preferences and factors influences them during purchase

This question deals with certain factors, whose importance is attached to customers´ choice preferences during the shopping. Following chart gives us the combination of common sense of the marker and gives us its importance for the asked.

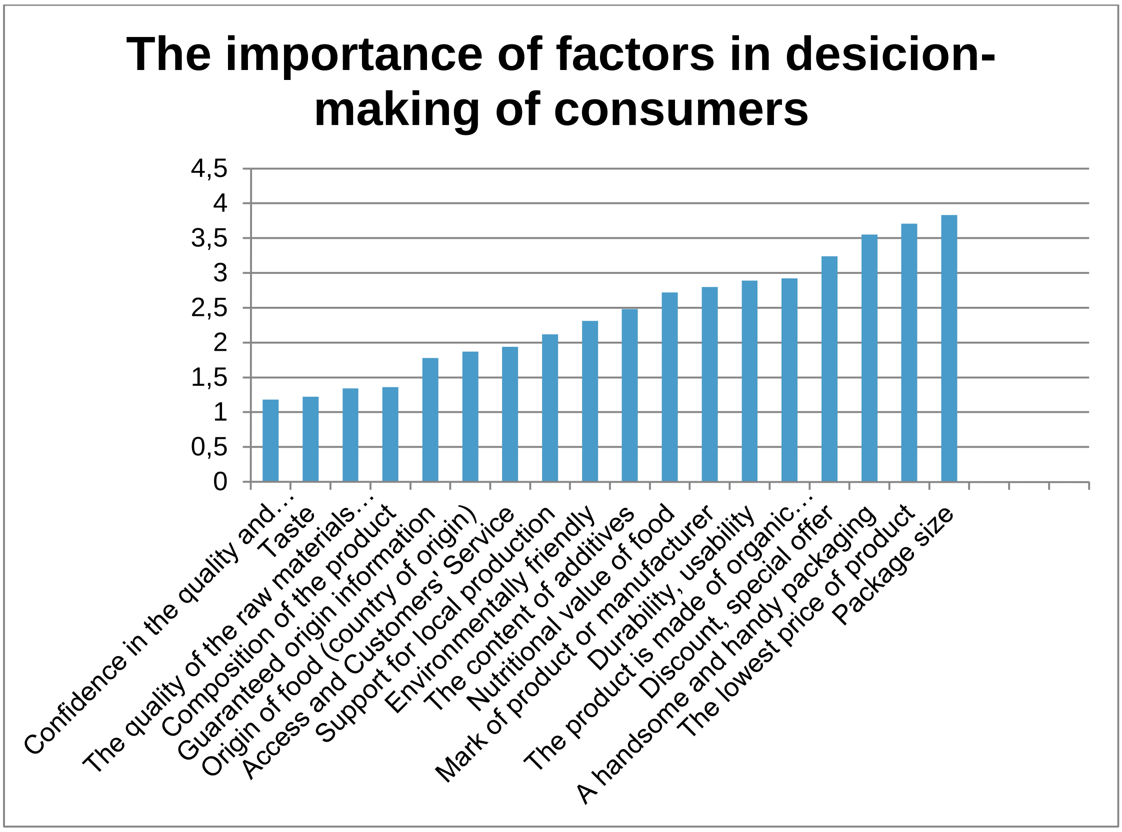
The most important were the quality expectations, which have also a function of rule of decision-making. Finally, the taste and freshness are parts of quality, whose veracity is being able to proven by everyone. The results show us how these are important for customers. They await these aspects in every market of this type commonly. Following table shows important factors that influence customers in their decision-making in purchase.

Table 12 Evaluation of factors by average rate of importance (n=212, source: own work)

Factors	Importance of factor					
Confidence in the quality and freshness	190	10	6	4	2	**1,18**
Taste	182	21	5	3	3	**1,22**
The quality of the raw materials used in the production	162	32	10	6	2	**1,34**
Composition of the product	154	42	9	5	2	**1,36**
Guaranteed origin information	104	64	45	24	25	**1,78**
Origin of food (country of origin)	112	60	29	10	5	**1,87**
Access and Customers' Service	84	144	120	56	10	**1,94**
Support for local production	72	80	24	18	18	**2,12**
Environmentally friendly	49	112	23	12	13	**2,31**
The content of additives	49	89	22	30	22	**2,48**
Nutritional value of food	29	108	44	27	21	**2,72**
Mark of product or manufacturer	20	116	48	25	4	**2,8**
Durability, usability	28	40	76	68	2	**2,89**
The product is made of organic production	23	34	68	80	10	**2,92**
Discount, special offer	15	31	72	84	10	**3,24**
A handsome and handy packaging	7	24	60	97	24	**3,55**
The lowest price of product	9	10	59	92	42	**3,71**
Package size	24	27	68	89	4	**3,83**

The expectation of products' quality in the framework of the questionnaire have been assessed by means of signification of factors that influencing customers during purchase decision-making. Expectations serve as a benchmark for evaluation. Taste, freshness and appearance are quality attributes that the consumer can verify by him/herself (food tasting, touch, etc.).

The following table shows to what extent are above factors important for respondents in decision - making about purchases.



Graph 9 Factors that influence customers during the purchase (n=212, own work)

In particularly, consumers' preferences are given by the confidence in the quality of regional production and its freshness. From the point of view of finding out the customers´ interests in local production were important factors as the *"taste"* and *"trust in quality and freshness"*, because local products are sold only as quality product, where is no need to transport it for long distances for example. These factors are also ones of quality expected. Customers are very interested in these factors and strongly perceive the benefits of regional foods too. On that basis the market regional production may be better valorized.

Such influence of factors, mentioned before, probably have been arising primarily from the crisis of consumer confidence in the modern system of production and distribution of food - unsafe food production. It also proves that health is a dimension of quality that has become very important to many consumers. Several studies also show that nowadays the health is as important as the taste and creates preferences of consumers based on this dimension.

"Guaranteed information about origin" - asked persons appreciated the possibility to be informed about products, their origin and producing - that makes everyone easier to choose the product and it help to decrease level of asymmetry information too. Consumers can verify the origin of regional food very quickly. Next important factor is *"Origin of products or country source"* and *"Local production support"*

Very interesting is the valuation of factor "*Services and access to customers*", that got 1, 94 points of average rate of the importance by respondents. This factor has for customer higher value than "Local production support" or "Environmental care", surprisingly.

Customers who buy regional through this form is more influenced by the benefits from regional product due to their health and experiences from services and access to consumers than the support of local economy and environment. For respondents at farmers' markets aren't only important qualitative aspects of product, but also to support farmers.

Also the materials used in production, productions' influence to environment customers take into account. This expresses other factor of quality - taking into account the influence production to the environment.

7.4 Benefits of grocery shopping in the store Nášš Grunt and attributes of quality expected

Next question required from respondents' expressions of view how they agree with given statements through rate of average importance – Likert's scale (1- very significant, 5 – no importance). The results are summarized in chart no.6.

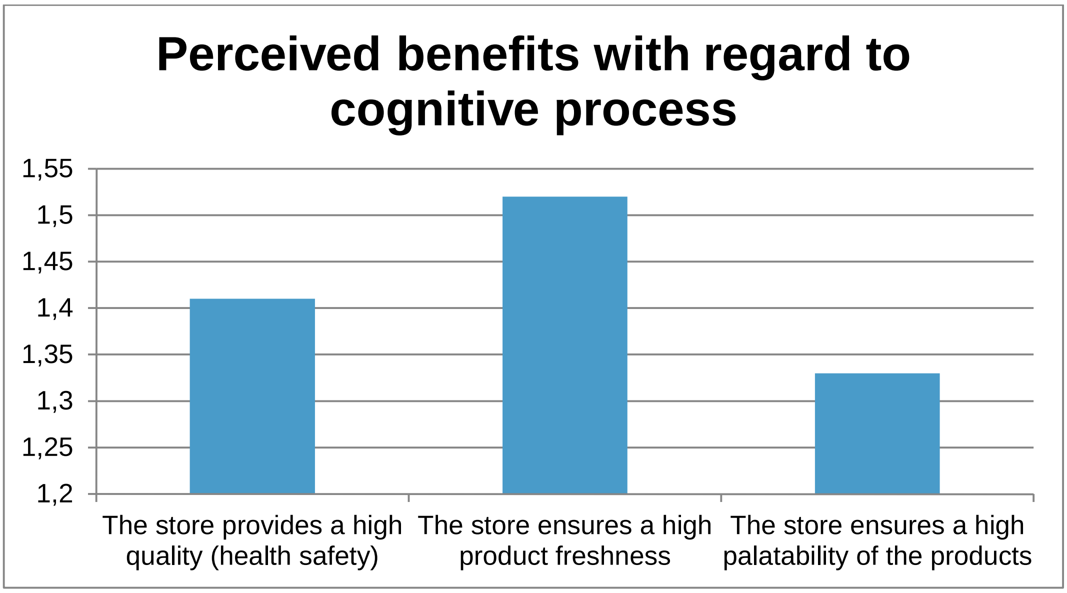
Table 13 Assessing the benefits of Náš Grunt stone store according to the average level of agreement (n=212, own work)

Statements	Rate of agreement					Av.rat
Ensures a high freshness of product	107	91	5	5	4	**1,52**
Ensures a high quality of product	122	81	6	2	1	**1,41**
Ensures a high palatability of products.	171	29	9	1	2	**1,33**
My decision making to purchase greatly affects the serving and store's environment.	160	90	5	4	2	**1,88**
Through purchase in the store, I demonstrate dissatisfaction with current quality of food chains and expres	125	60	20	2	5	**1,92**
I appreciate the opportunity to be involved through purchase in this store to the community of responsible	55	85	41	25	6	**2,23**
It is very important for me that through purchase I have opportunity to support local environment.	53	84	44	25	6	**2,27**
It is very important for me that through purchase I have opportunity to support local economy.	59	82	30	26	15	**2,32**
I appreciate the opportunity through purchase to be involved to the community of local producers and con	55	81	30	32	14	**2,36**
It is very important to me that through purchase I have the opportunity to encourage the specific farmer.	71	140	62	1	1	**2,57**
The current range of products offered in the store is absolutely sufficient.	29	90	52	14	27	**2,68**
Getting more information about the properties and methods of production of food consumed	40	163	51	10	2	**2,73**
The story of the product and personality of farmers is very important during my decision to purchase food.	22	97	104	10	2	**2,81**

The expectations of products' quality in the framework of the questionnaire survey was found out of through benefits associated with benefits of the purchase in the store. These perceived benefits also define attributes of quality that consumers expecting from the regional products in the store. The most perceived benefits by customers are freshness of the products (1, 33), the health safety of products (1, 41) and in palatability products (1, 52).

Customers also take into account the benefits associated with service and its environment during process of purchasing the food (1, 88). With their purchase they are trying to demonstrate dissatisfaction with products' quality in current food chains and expresses the sympathy for purchase in alternative food systems (1, 92) too.

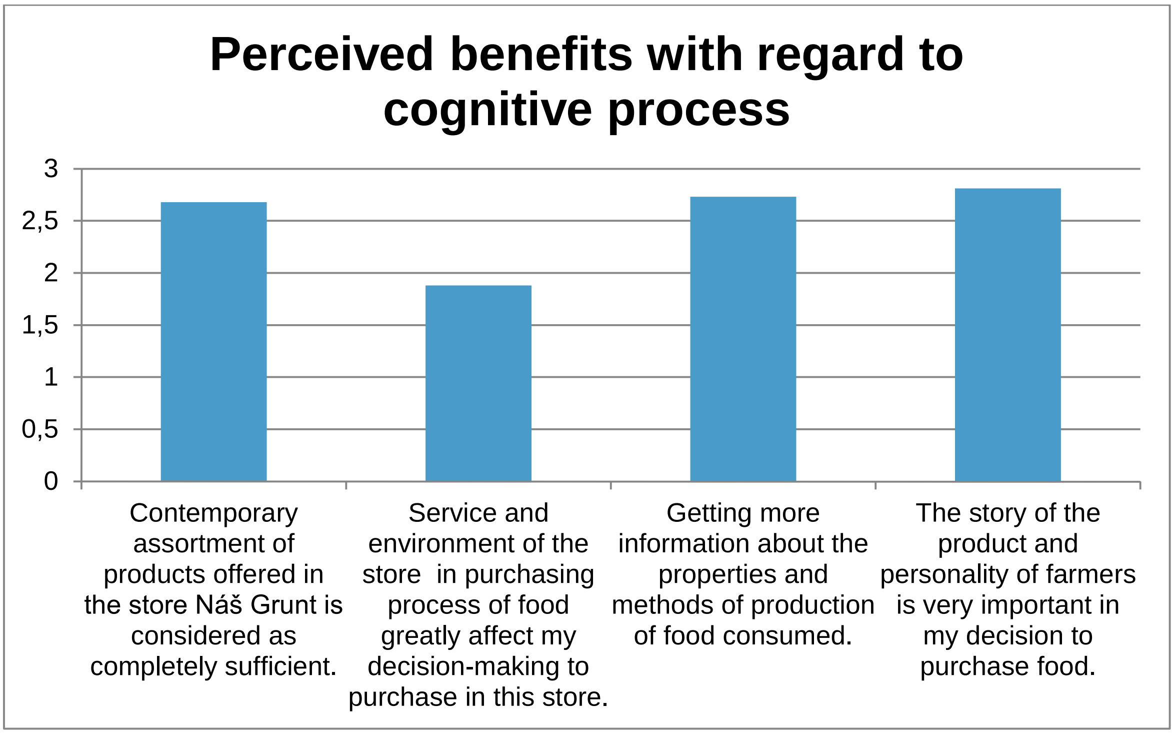
Subsequently, in the following graph, the factor is graphically illustrated and distributed according determinants of preference towards regional food. One of these processes is cognitive one. This process influences the consumers the most. It arises from the consumers' uncertainty about food safety. Uncertainty about food safety was born from the limits of global system - food panics. From this point of view, respondents appreciate the taste of products the most.



Graph 10 Factors of cognitive process (n=212, own work)

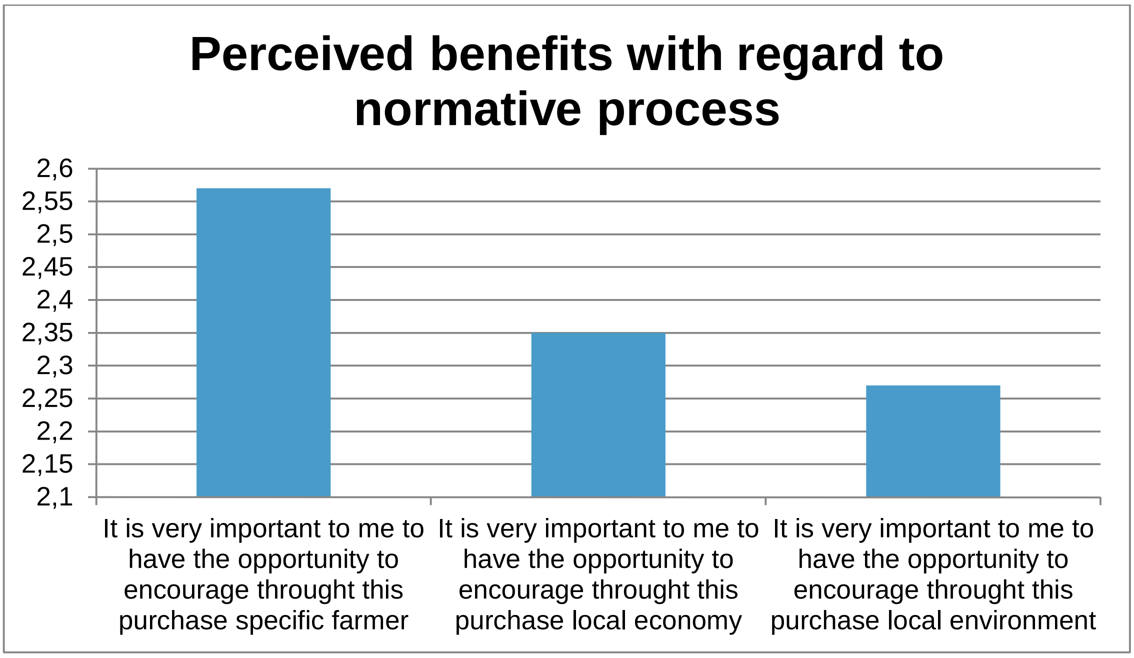
Regional foods are generally tastier, fresher and are healthier, safer (better nutritional value) than foods from conventional food chains – these factors are characteristics of regional foodstuff. On this base, we could estimate that this is one of the reasons to consumers' purchase.

To other important statement that leads from cognitive process is included "Service and its store's environment affect my decision making to purchase greatly" (1, 88).



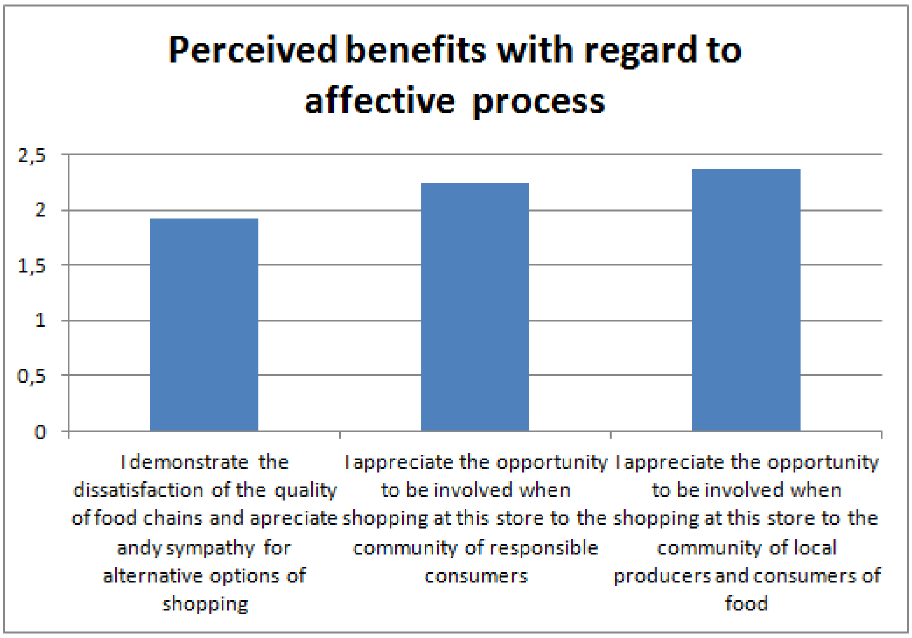
Graph 11 Factors of normative process

Other process that influences the customers' preference, is the normative one. This process leads from consumer ethnocentrism/ patriotism. Include factors as protection of local environment, local economy and farmers.



Graph 12 Factors of cognitive process (n=212, own work)

As the graph shows, the important benefit is seen in support to the protection of local environment. The latest process that influences the consumers' preferences about regional food is affective one. This process leads from social benefits for respondents, involvement in contact with others, from the phenomenon of creating the community, sympathy or homeward-bound. Customers appreciated the opportunity to involve to consumers who express dissatisfaction of the quality of current food chains and sympathy for alternative purchase options the most.



Graph 13 Factors of affective process (n=212, own work)

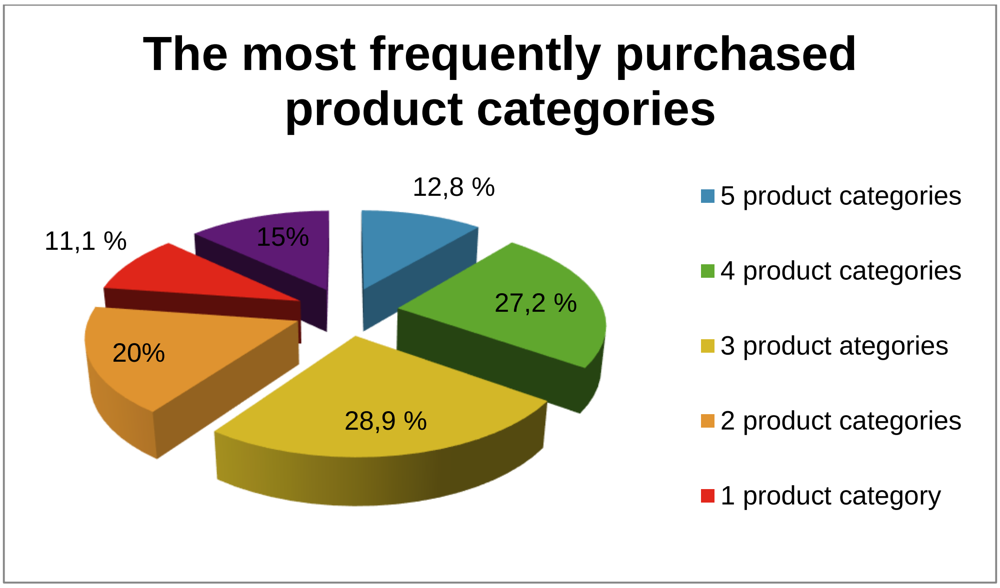
The statement “the current range of product supply offered in Náš Grunt is sufficient “, has average level of agreement 2, 68. Here respondents will appreciate the improvement. From literature is known that regular customers are seeking the information themselves. This could be reason why the statement „Getting more information about the properties and production method of purchased products “was evaluated with lower level of importance.

7.5 Consumers’ interest in regional food

The most frequently purchased types of products

In next question, customers identified categories of the products that are the most frequently purchased in the store. 85 percent of respondents buying in the store to 5 categories of products. Most of these 28, 9% (52 customers) usually pick from 3 categories of products and 4 categories of products picked by 27, 2 percent (49 customers).

More than 5 products' categories then buy 15 percent (32 respondents). Here are the most common categories represented by purchasing 6 products' categories. From this amount of respondents, it has been chosen in total by 43, 8 percent of respondents.



Graph 14 The most frequently purchased product categories (n=212, own work)

The three most commonly purchased types of products include meat and sausages, pastry, dairy products and fruit with vegetable. Least respondents buy pasta, wine and frozen products.

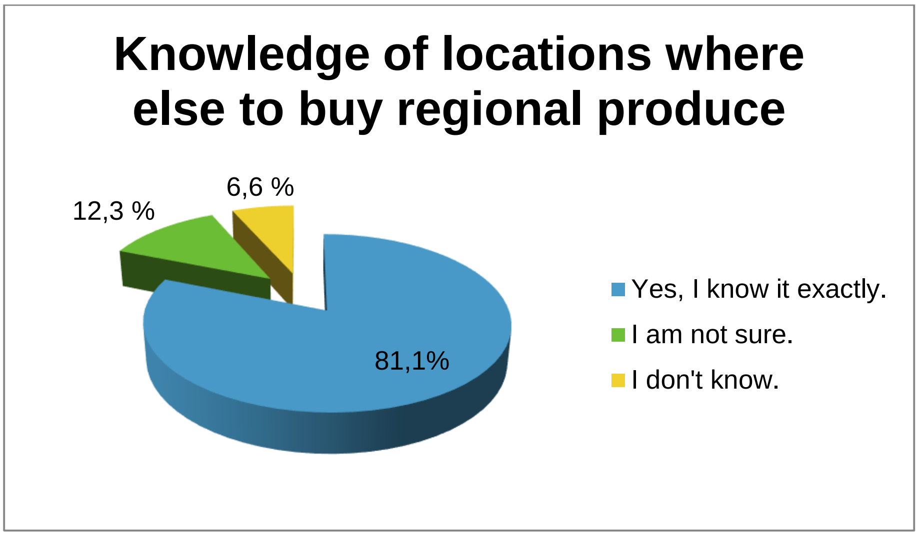
Table 14 The most frequently products' purchase and customers' percentage representation (n=212 source: own work)

Type of product	Customers' % representation	Type of product	Customers' % representation
Meat and charceturie	69,1	Cereals	20,3
Pastry	65,2	Vinegar	2,8
Dairy products	58,6	Jam	27,1
Fruit and vegetables	49,1	Spice	21,3
Biscuits	8,3	Spirit drinks	2,8
Crackers	1,9	Syrups	14,9
Muesli	10,1	Sauces	4,2
Chocolates	7,6	Wine	2,1
Rice	0	Tea	11,7
Oils	17	Honey	18,5
Sugar	1	Pasta	2,5
Mustard	6,2	Paté	19,4
Salt	3,1	Lard	7,8
Dietary supplements	11	Liqueur	2,3
Flour	6,6	Mash	11,4
Bean products	14,7	Butter	4,5

Another question tried to find out, in which of these categories respondents imagine extension. From the total of 212 respondents, the amount of 67 surveyed (ie. 31.6%) will welcome the extension of the products' range. From this number, 60 respondents (28.3%) mentioned products that perceived as inadequate. To these products were included: supply of meat (chicken, pork), frozen products, fish, coffee, flour, sugar, desserts, dips.

Knowledge of other places with regional production and use of other forms of selling regional products

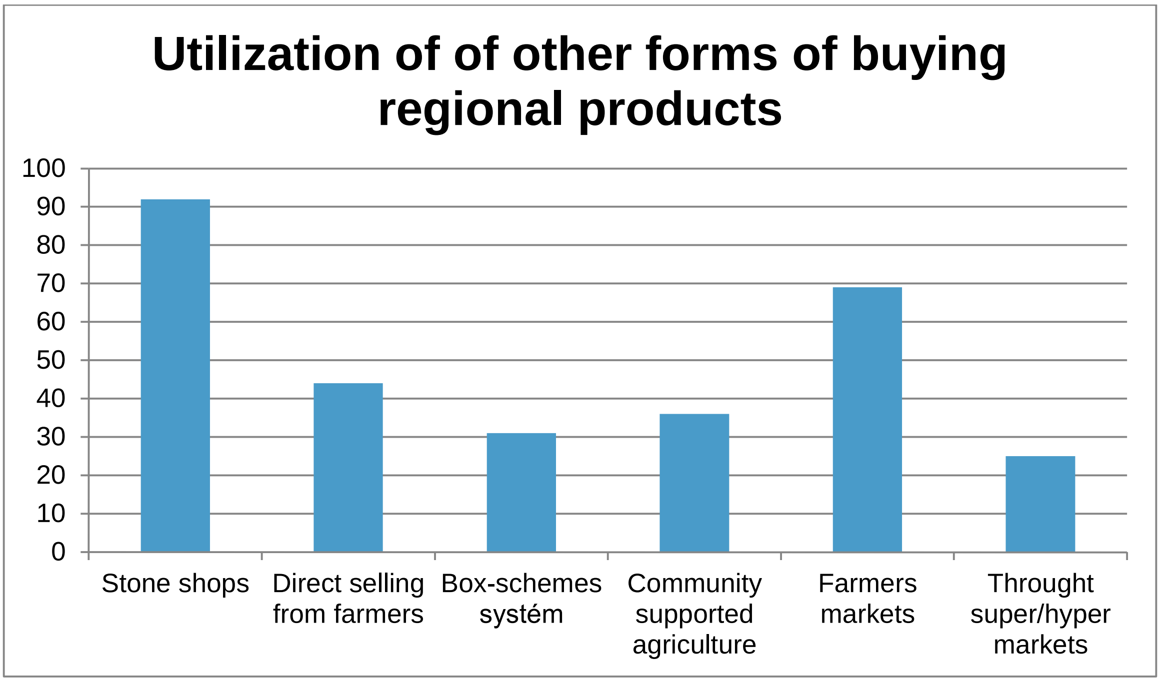
A total of 81, 1 percent (172 respondents) responded that they know, where to buy regional production. A total of 12, 3 percent (32 respondents) didn't be sure, and 6, 6 percent (8 respondents) didn't know, where else to buy food from the region.



Graph 15 Knowledge of other locations with the regional production (n=212,: own work)

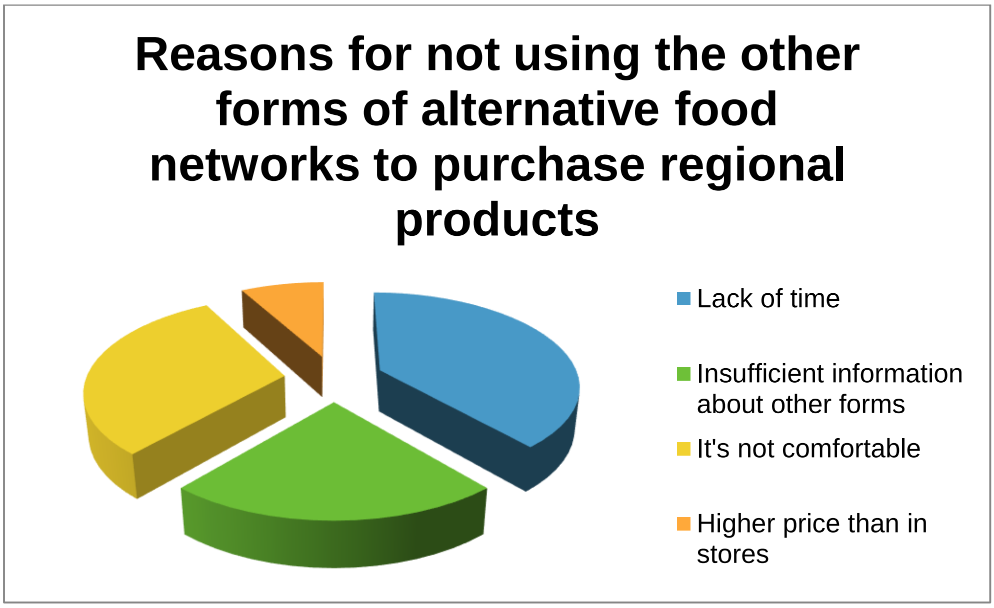
Due to the fact, that more than half of the respondents have an overview of where else they can buy regional foods, it expresses not only an interest in local food and the region, but also a high probability that seek information by themselves.

Further then it, was investigated, whether the respondents have been using other form of purchasing the regional produce. From those surveyed customers, most of them have been purchasing regional foods at other places as specialized stores with farmers' products (82 respondents). Another most often chosen variant was represented by farmers' markets (69 respondents), or sell directly at farmers' places (44 respondents).



Graph 16 Other use of alternative food system forms (n= 137, source: own work)

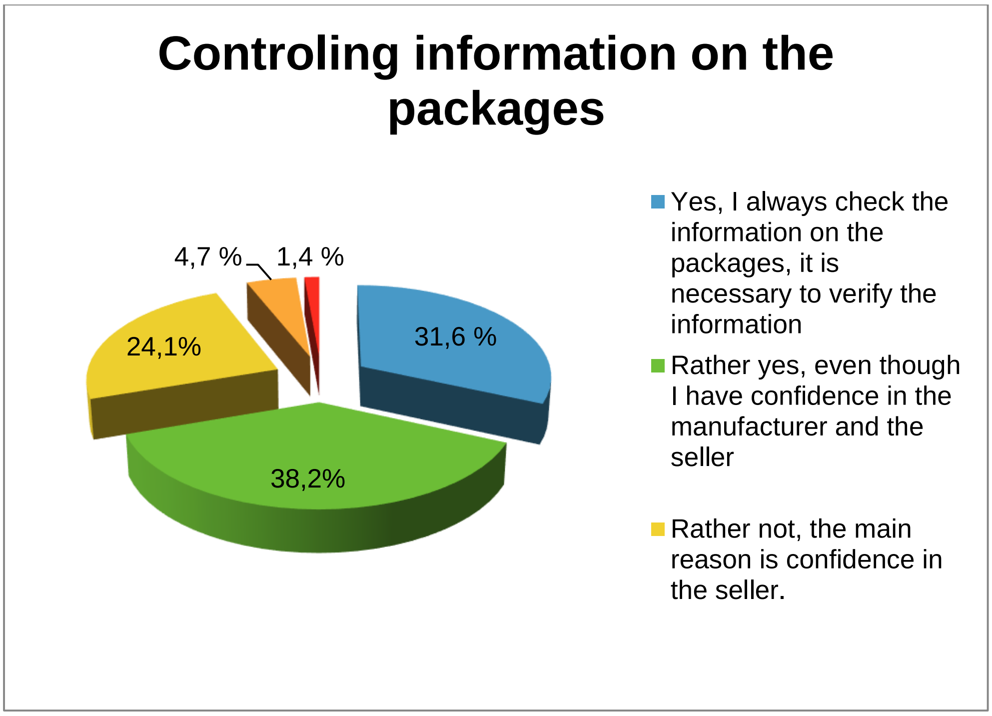
From data is evident that farmers' markets' haven't been popular so popular as before. Respondents rather prefer purchase in other stone shops with farmers' products. The most often mentioned reason, why respondents don't use other forms of buying local, were for 29 respondents the lack of time and for 22, 6 percent (23 respondents) other forms of alternative food system aren't uncomfortable.



Graph 17 Reasons for no use of other forms (n= 75, source: own work)

Controlling information on packages

Data shows that more than half of respondents 69, 8 percent have been controlling information on packages.

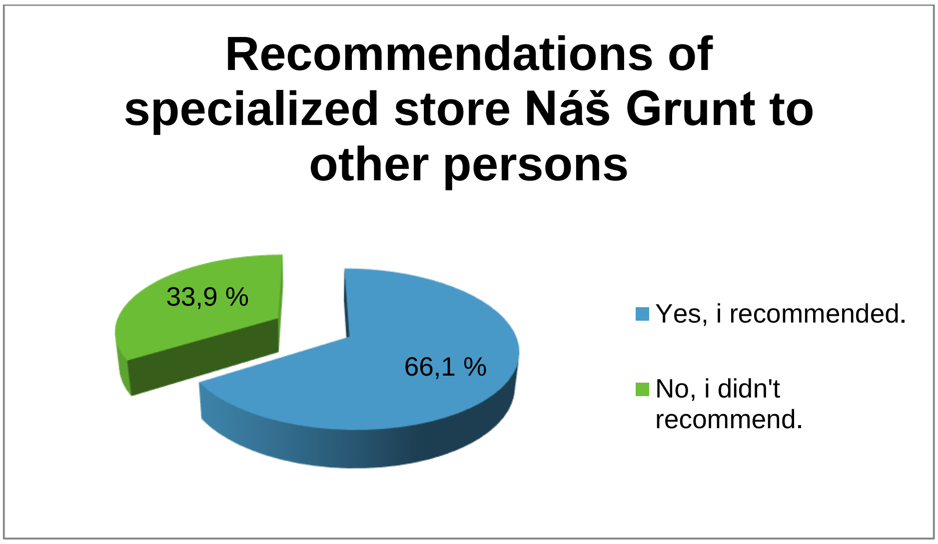


Graph 18 Controlling information on the packages (n= 212, source: own work)

Most respondents, 38,2 percent (81 respondents), prefer controlling information, even if they have trust in the dealer and the producer.

Recommendation of the shop to others

According to information from the literature, with the satisfaction increases the probability, that consumers will purchase again and will positively inform its neighborhood about the products. The satisfaction is also related to the perception of quality.



Graph 19 Recommendations to other consumers (n= 212, source: own work)

Graph 1 Recommendations of specialized store and regional production to other people around (source. own work)

A total of 66, 1 percent (140 respondents) recommended the store in their neighborhood. On this basis of above literature findings, it is possible to estimate that more than half of the respondents are satisfied with the shop and quality of regional production that is sold there.

7.6 Customers' recommendations to improve store's services

To this question answered. 38, 2 percent (81 respondents) The most of customers (43 respondents) are connected their recommendations to the range of products. In particular, they would have imagined its expansion mostly in frozen products, meat products, dips, raw products, more vegan products, baguettes, tortillas and greater representation of regional fruits and vegetables. 12, 3 percent (26 respondents) said proposals for changes in opening hours (would like to have the opening hours of 7-21 hours). The remain respondents (12 customers) wanted better personal approach (4 respondents), 2 would like to have more spaces for parking and 6 would welcome the opportunity to buy goods through e-commerce.

7.7 The results of survey of local small-specialist opinions

K. Juránková (telephone's conversation, November 17, 2015)

What is your opinion on the specialized shops that sell farmers' products in the city?

"To these shops can deliver only medium suppliers of regional food from Czech Republic. For small farmers is this opportunity not available, because they can't carry the risk that is connected with the possibility of crop failures and other limitation factors. They can't ensure the stable, permanent production. Other big problem is that lot of specialized shops require high quality demands. The production has to correspond to the environment in which is the production sold (the same size of apple, ...)."

"The main factor influences the potential of development of alternative food chaos is in consumers'demand. The demand indicates the direction of development. What consumers demand is what will be deliver to them."

Does the Community Supported Agriculture focus to sell of famers' products to these shops?

"The Community Supported Agriculture doesn't focus to selling farmers product to this shops. Producers who deliver to these shops do it usually on their own. I see the potential of development mainly in Community Supported Agriculture and in the direct sale. But not too many people use this way of selling farmers' products."

What is your opinion on the specialized shops that sell farmers' products in the city?

Agriculture can't be separated from the environment. Agriculture, which devastates the land and the landscape, is not good in terms of sustainability and food production in the long term. Organic farmers use gentle methods. For small organic farmer who farming gently to the environment and whose yield and costs are uncertain, the specialized shop like small retail is not good as big chain, which requires same conditions like the stability of sales, the pressure at the lowest possible price. The shop wants the highest profit of its owners. The pressure of prices influences the quality of production. Farmers carries all of risks connected with production. The risk of ecological production is not predicable in many times. Farmer can't be prepared on these situations. So the principle is the same.

"I know lots of cases when farmer goes to the shop and tells his price for production. Finally, the store found cheaper production and shop doesn't pick up the production of farmer. Of course, they can operate in the store easier than in hyper/ super market, where is the bureaucracy. Here can operate direct human links. But it is always the exception, because the supplier is replaceable. If the farmer is replaceable, the y can work better with him and manipulate with him. They press to the price and the quality. This leads to the destruction of the environment."

Have these form of selling a potential according to your opinion?

It shows people that the regional production is available to the urban people, that is the potential. It exists other type of production than industrial one. It is closer to people and it shows that the availability has the sense. On the other hand, what benefits gain farmers, it is other thing. There are many organic farmers that can carry the risk connected with this type of production and gain the profit. But I'm persuaded that it is at the expense of the environment – how much is the production *ecologically friendly. Today's business without any ethical commitments not contributes to small farmers. Many people accustomed to the luxury that provide super/hypermarkets. They are accustomed to have everything for minimum prices and from this it is very hard to change this type of consume.*

P. Ghalle (telephone's conversation, November 17, 2015)

What is your opinion on small-specialized shops that sell the regional production?

"I see positively if the local foods get to the city in any way, if the ultimate seller (specialized stores) doesn't increase too much the price at the end. Then it isn't interesting for consumers, because it is expensive for them. The local consumption is very important for a healthy economy. However, it depends how large is the shop that take the production from farmers. Small famers can take their production to the small shop, but hardly can supply the big ones. This small manufacturer cannot meet nor the size range or its quality."

8. Discussion

Nowadays, after the trend of “farm trades”, farms’ productions are started to concentrate into stone markets, which net is charged to meet the demand of city population for home-farm product needs. Currently, there are 16 stone shops of alternative food system in Brno and it is assumed to its continuing extension. It shows that alternative food systems have a potential that is given by the demand of consumers. Stone markets have an advantage in contrary to farmer trades, because they can react better to the changing demand during the year. They aren’t limited by disadvantages of seasonal production or the fluctuation of supply. Its disadvantage constitutes the loss of purchasing atmosphere that can people experience on farmer trades, because reminiscent classic retail chains. Despite the fact are an auspicious alternative to farmer trades. Provides a pleasant environment and the personnel focuses on customers. This is appreciated by customers. Stone shops represent to the certain extent the continuation of the phenomenon. Unlike in other types of alternative food networks are operated on a commercial basis and serves a wider range of customers.

The strategy of these chains is primary in the preference of regional production if satisfies the requirements of the quality of products and the codex of the food selection. These retail chains prefer traditional producers, regional assortment, farmers’ specialty and products produced with regard to the local environment. Even though the stone shops like Náš Grunt and My Food are created market’s outlets for regional production, farmers can also gain new customers because their production is also available in the city. Through these retails the regional market production is valorized through reducing asymmetric information, and is complemented by other forms of sales promotion (posters, signs and customer cards). For market appreciation (valorization) of regional production would certainly help more publishing of such information through leaflets, brochures with contacts and links to the actual farmers. It could also improve the sharing of production with producers (farmers) and that create better conditions for them.

Many respondents found out about stone shops Náš Grunt, s.r.o. and My Food, s.r.o. by accidentally – walk around. This suggests that both stores Náš Grunt, s.r.o. and My Food, s.r.o. don't bet to expensive marketing tools. Instead, they try to satisfy their customers, who if they are satisfied, will recommend the stores to others. Here it is difficult to conclude whether it should be implement more marketing tools to boost sales, such as billboards at farmers' markets, which greatly promote consumer awareness. For example, e-commerce is not required by customers.

Based on primary research, it's possible to derive the basic socio-demographic characteristics of customers of the store Náš Grunt. The following typical features are characteristic of even the customers of My Food store and can be used in determining promotion strategies targeting by specialized stores.

Table 15 Socio-demographic customers' characteristics of selected alternative food systems (own work)

	Náš Grunt, s.r.o.	My Food, s.r.o.	FOCUS survey	Farm Trades
Gender	Women	Women	Women	Women
Age (in years)	25-34	25-34	25-34	31-50
Economic activity	Officials, non-manual workers	Officials, non-manual workers	Students	-
Highest gained education	Complete secondary education	Academic, vocational education	Academic, vocational educatior	-
Type of household	Childless household	Childless household	Childless household	-
Amount of persons in the househo	3-4	2	2	-
Net monthly household income:	22 001–30 000 CZK, 30 001–40 000 CZK	up to 40 000 CZK	30 001–40 000 CZK	-

Especially city dwellers generate demand for high quality food. This pressure allows the creation of other ways of development of alternative food networks. This was confirmed also in the literature of Jarosz (2008). Also as Kušková (2009) considers, the environmental friendly consumption is likely to go in the way of minorities with higher incomes than to become available in the foreseeable future for all citizens. These assertions were confirmed by the survey of Náš Grunt, s.r.o. even My Food, s.r.o.

The most respondents were represented by women. The main reason according to Hes (2008) is that the women are customers who make regular purchases, which most men won’t participate. The most represented is the age of customers between 25-34 years, the interest in purchase at farm markets prefer people in age of 31-50 years.

Regarding the characteristics of households, customers who live in households without children and quoted two people in the household, represented the most. The most common net monthly household average income ranged from 30 001 to 40 000 CZK. Not the same characteristics were resulted by My Food store’s survey – up to 40 000 CZK. The most common economic activities of the respondents are "office worker" and "white collar workers". Conversely, respondents in the survey by FOCUS were persons that economical activities were "manual workers" and "students". This confirmed a knowledge from literature, that customers of these form of alternative food systems are persons with a higher economic status. Also Goodman (2009) points out that an access to alternative food systems is determined by a certain level of economic and cultural capitals, which allow to pay for better quality food with higher price. Characteristics of customers mentioned before should be targeted in the marketing strategy for these alternative food chains, because characteristics of consumers are similar.

Customers spend an average between 4000-8000 CZK per a month for food; in a shop usually spend an average of 201-300 CZK upon purchase, the most commonly purchase customers 1-3 times a month in the store and usually pick from three categories of product. Among are the most frequently purchased product categories in the stores and farm trades belong meat and meats products, pastry, dairy products, smoked meats. Consumers in the My Food store also chose this. Among the respondents interviewed by FOCUS prevail the opinion the adulteration of food has been increased (69%). Like the most adulterate food categories were identified meat and meat products, fruits and vegetables and dairy products. Distrust of consumers on the quality of these foods may be the cause of willingness to purchase them through store Náš Grunt, where these products are often searched.

According to the extent of visits’ frequency, an average spending rate for the purchased product categories can be assumed that for customers these shops are places for occasional purchases, as well as in the case of farmers' markets. According the survey FOCUS, 35 % of respondents said, that often buy products from farmers and small producers, especially from small group of consumers for those the quality is in the first place. The bulk of their consumer baskets, obviously buy in super/hypermarkets as was showed by the survey company FOCUS. According to the extent of visits' frequency, t is possible to assume that stores attract new customers too.

Customers, who buy in the store Náš Grunt, s.r.o. and use other forms of alternative food systems, usually buy regional products in other specialized stores such as My Food, Sklizeno. It can infer that consumers are become accustomed to the luxury of super/hypermarkets, that gets from global food system (a comprehensive range throughout the year, mostly in nearby area of their residence). Because the most common reason for not purchase regional production through other forms of distribution is time savings (lack of time) and convenience. Results show that customers of alternative food system Náš Grunt, s.r.o. use also other competitive possibilities of stores too. For gain of loyal customers, it is necessary to focus more on satisfaction of customers' expectations. Among the most important factors affecting customers' food purchases are quality attributes of food as the freshness and flavor. This applies to both customers' farmers' markets and customers of store My Food.

Motivations of customers for the purchase of food in farmers 'shops are complex, they are interested in fresh and quality products with clear origin more than in topics of ethical consumption.

From the following table it is evident, which factors influence customers of individual food chains.

Table 16 Differences in factors that influence customers (own work)

Survey	Czech consumer 2013	My Food, s.r.o.	Náš grunt, s.r.o.
Factors		*Average order of the factors*	
Taste	2,7	1,22	1,22
Quality of raw materials used in production	2,7	1,22	1,34
The lowest price of the product	3,1	3,73	3,71
Durability, usability	3,1	2,54	2,89
Actions Action offer	3,2	3,32	3,24
Composition of the product	3,4	1,39	1,36
Origin of food (country of origin)	3,9	1,92	1,78
Brand name or manufacturer	3,9	2,86	2,8
The content of additives	3,9	1,77	2,48
Nutritional value of food	4,1	2,36	2,72
Package's size	5,1	3,25	3,83
Handsome and handy packaging	5,2	3,24	3,55
The product is made of organic produce	–	2,91	2,92
Confidence in the quality and freshness	–	1,16	1,18
Guaranteed origin information	–	1,67	1,78
Access and Customer Service	–	1,7	1,94
Support for local production	–	1,94	2,12
Environmentally friendly	–	2,16	2,31

The most important factors influencing the purchase of food are quality attributes – the freshness and taste. To the forefront gets the quality of products, that is one of the consumers' motivation in fam trades and stone shops. These behavior patterns can be marked as the shift of urban population to "greener lifestyle" and an accentuation of the quality products in the purchase. Bio labeling is not important for customers, they rather prefer products from region. So Bio labelling is meaningless. Important factors of quality products are products' composition and the method of homeland production too.

During the purchase process are main factors in general the taste of products, if it is in discount or in the special offer and what is the durability or applicability of food. The price affects consumers' preferences partly - about less than quarter of customers in alternative food chains. These quality attributes are preferred and so important for customers, so they are willing to pay extra sums for them, most commonly in range 10- 30 % off the regular price. From FOCUS survey, the price and especially the various discount events generally include are the most important factors among most respondents, when they are deciding about the purchase of food.

Currently, there is a trend, in which the importance of price decreases and increasing the interest in food quality.

Retail like Náš Grunt and My Food thanks to its focus on customers for who the price of the products isn't as meaningful, it is possible selling products at a higher price and higher income regional producers. Thus creating a place for regional producers to selling their products to burghers and helps them to get new customers too.

Customers appreciate the access to quality products the most– freshness, tasty and healthy food through these alternative food chains. Among other perceived benefits through purchase are according to consumers expected attributes of the quality and the factor "Access and Customer Service." Syrovátková, Spilková and Frendrychová (2012) suggest in the literature that nowadays some consumers seeking a more „intimate shopping" experience could express and rebuilding lost social relations while shopping in small specialized shops. That is why, the factor "Access and Customer Service" have been more significant for the customers than supporting the region and its environment. This factor can be assigned to the added-value of food for which consumers also pay extra money, because store is providing experiences associated with the purchase, personal approach and communication of information about the origin and composition of the products that are sold.

Customers appreciate the possibility to express their dissatisfaction with current food system and express the sympathy for alternative food system and the opportunity to participate in group of ethically conscious consumers. The efforts of responsible conscious consumers to take into an account the production function within the global food network, where the major part of purchases is currently realized, collided with the lack of transparency and information asymmetry.

So through forms of alternative food networks consumers express their loyalty to social, economic and environmental dimension of sustainable production, distribution and consumption of food.

The efforts of responsible consumers to take into an account the production function within the global food network, where the major part of purchases is currently realized, collided with the lack of transparency and information asymmetry.

The cognitive process (quality, taste, freshness) influences decision-making of customers is satisfied through shops the most. The affective process also process affect largely customers. The cognitive process leads from uncertain of food safety and normative one from the contact-affect phenomenon. It is necessary to focus more on the normative process that involve the protection of environment and local economy, farmer. These factors are perceived more at farmer trades.

The interest in information on packages is among Czech consumers still high, although its intensity decreases in consequences with the decrease of customers ‘confidence. Most often customers seek information about origin, thus limits the opportunity to apply the preferences for homeland production during the purchase process and to take into account the local production context. Customers of Náš Grunt, s.r.o. prefer controlling information, even if they trust in dealer and the manufacturer. Consumer demand for regional products is, in fact largely based on the assumption of undetectable characteristics that are primarily based on “credens characteristics”. These characteristics are an important part of the expected value of food. At present, however, there has been a weakening of consumer confidence through several cases that have shaken with the confidence of consumers (like Ježek farm). However, shops provide a lot of products’ information to verify quickly the production.

On the basis that more than half of the respondents recommended the store to other people in their surroundings, can according to the literature from Tomek and Vávrová (2004) states, that the satisfaction increases the likelihood that the consumer’s purchase and the continuing recommendation in positive way will be repeated.

From these statements we can conclude a certain level of consumers' satisfaction with the store and offered production. The satisfaction is also related to the perception of quality. This perception is the result of a global assessment of the product in relation to the ability to meet the stated purpose.

Consumers can significantly be influenced by independent and free advice from a known person who they trust. This was also probably the reason why the second most frequently chosen form, as customers of the shop heard, was recommendations from friends. Most often, however, how customers heard about the store was through random paths around.

But it is necessary to constantly respond to the consumers'' demand and satisfy it. An important aspect that influences the satisfaction of customers and creates loyal customers is the products' offer. The major interest of customers is in following product categories: meat and meats' products, pastry, dairy products in vegetables and fruits. It is important to expand the range of with other products that customer recommended (more choice from meat, raw and vegan product, dips, sausages, fishes). The capacity of farmers' markets is limited, so it is important to include all categories of foods that consumers demand. By stone stores is necessary to take into account the time-spatial context of commodity output, given a specific set of initial conditions and production restrictions. It would be appropriate to change opening hours of the shop (longer opening hours) and to set up the e-commerce too. This would increase sales and the support of regional production.

Local food systems through stone markets can meet all aspects of the region's sustainable development. Development in economic (enabling producers to share in profits a greater extent), environmental (reducing the pollution associated with food transportation and with help of consumers who are interested in how the land and surroundings are farmed) and social way (support the sense of community and relationship between buyer and seller, urban and rural).

For controlled telephone’s conversations have provided information that this form of production isn’t the best option for farmers. There is also like from super/hypermarkets the pressure on farmers and lower prices to sell products that are more expensive by chain, and there is no sharing of problems with production. It can make particularly just medium farms. On the other hand, it shows that the regional production is available for people in the cities.

9. Conclusion

Currently, there are changes in consumer preferences, when the customer's demand for quality and wholesomeness of food products, lack of information about its origin and composition grows. Growing fears about the deterioration in the quality and the food adulteration in globalized chains, the effect of current food production systems on the environment and health are reflected in increasing consumers' interest in purchasing food directly from farmers and producers and are indicated a growing awareness of human dependence on the functioning of natural systems. Alternative food networks respond to this demand and their share on the market rises. The growing demand of the urban population after local food helps to develop these alternative systems among which are included stone stores as well.

These alternative food networks have the potential to contribute to the development of the regions as economically (support for local agriculture producers who may obtain a larger share of total value added in the food chain) and environmentally (consumers can in these markets better enforce/take into consideration their requirements regarding the impact of production on the environment and at the same time reduce the burden caused by food transport) and socially (strengthening social ties in the regional community). However, the real use of this potential is highly dependent on local conditions (production and institutional) and actors.

In Brno, there is the development of alternative networks of retail outlets, currently there are 16 shops of these networks. One of these networks represents company Náš Grunt, Ltd. It is focused primarily on selling quality and tasty food with the respect to the environment. To customers takes an individual attitude and tries to satisfy their requirements. Providing information about the origin and composition of the sold products reduce the information asymmetry which occurs in the current global food systems and allows to obtain more information than ordinary chains. It prefers regional producers but they must meet the quality requirements and criteria for food selection. Náš Grunt, Ltd. creates market's outlets for the regional production; farmers can also gain new customers because their production is also available in the city.

Primarily, the regional market production is valorized through reducing asymmetric information, and is complemented by other forms of sales promotion. The strategy of satisfaction its customers are preferred. Because they will recommend the store if they are satisfied.

The research shows that among customers is larger representation of people with higher income and status in society. The most commonly represented age was between 25 and 34 years and they are people living in households with no children. Through the store Náš Grunt customers purchase occasional purchases. Customers often purchase these types of product: meat and meat's products, pastry and dairy product. These are one of the most adulterated food types in the current food system. The major part of the consumers' baskets is realized in super/hypermarkets.

From the purchase through Náš Grunt s.r.o. customers expect not only the ensure of access to fresh and tasty food with attributes of quality that guarantee the seller, but also explain the support for local producers, the activation and strengthening the social links. This is a presumption for further development of region. For these attributes of quality customers are willing to pay extra money from 10-30% from the standard price of domestic products.

Expectations about the quality are through purchasing in the store satisfied. Customers also take into account the benefits associated with service and its environment during process of purchasing the food and with their purchase they trying to demonstrate the dissatisfaction with products' quality in current food chains and expresses the sympathy for purchase in alternative food systems. Customers perceive the regional origin of products as positive, but only the origin doesn't persuade them to buy, if they don't see one of the quality attribute that is important for them.

The retail chain Náš Grunt, s.r.o. represents an alternative to convention food chains. It specializes on the segment of customers interested in high quality foods and in the regional production and allows them the access to products from its assortment.

Creates the opportunities for the market appreciation of regional production and provides a superior service for customers. However, the volume of food purchases in alternative food systems is low, provides to customers the opportunity to express their preferences for local connections of the production and the development of rural space.

It is necessary to emphasize the quality based on the production process - to highlight the origins and production methods and to lead to the differentiation from the products distributed through convention business channels. Important is also to take into account the spatio-temporal context of commodity outputs that are given by a specific set of initial conditions and production’s restrictions.

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11. List of graphs, tables and pictures

11.1 List of Tables

11.2 List of Pictures

11.3 List of Graphs

12. Annex

Annex 1. Questionnaire

1) How long have you buy in the store Náš Grunt?

- ☐ Less than one month.
- ☐ cca 1–6 months.
- ☐ cca 7–12 months.
- ☐ More than one year.

1) How did you hear about shop Náš Grunt?

- ☐ From the Internet
- ☐ from known, friends
- ☐ I had way around
- ☐ Other way– please, write:

2) How often do you usually shop in store Náš Grunt?

- ☐ More than 3 times a week.
- ☐ 1–3 times a week.
- ☐ 1–3 times a month.
- ☐ Less than given variants.

3) How much do you spend on the average purchase in store Náš Grunt?

- ☐ to 100 CZK
- ☐ 101–200 CZK
- ☐ 201–300 CZK
- ☐ 301–500 CZK
- ☐ 501–700 CZK
- ☐ Up to 700 Kč – Please, write the exact amount: ………………………..

4) What percent off the regular price you are willing to pay more for domestic products that buy?

- ☐ 50 and more %

☐ 30–50 %

☐ 10–30 %

☐ less than 10 %

☐ If the domestic products have higher price than comparable products, I wonť prefer them.

5) What importance do you attach to following statement upon purchase? Please evaluate it on the scale from 1 to 5. (1 – I attach great importance, 5 –attaches little importance or no importance). Please, circle.

Taste	1	2	3	4	5
Action, discount	1	2	3	4	5
Durability, usability	1	2	3	4	5
Package size	1	2	3	4	5
Confidence in the quality and freshness	1	2	3	4	5
Guaranteed origin information	1	2	3	4	5
Origin of food	1	2	3	4	5
Support for local production	1	2	3	4	5
Product brand name or manufacturer	1	2	3	4	5
Quality of raw materials used in production	1	2	3	4	5

The lowest price of the product	1	2	3	4	5
Composition of the product	1	2	3	4	5
The content of additives	1	2	3	4	5
Handsome and practical packaging	1	2	3	4	5
The nutritional value of the product	1	2	3	4	5
Product is made of BIO production	1	2	3	4	5
Access and Customer Service	1	2	3	4	5
Environmentally friendly	1	2	3	4	5

6) Do you know other places where you can buy regional food?

☐ Yes, I know it exactly.

☐ I'm not sure.

☐ No, I don't know.

7) Which form of food networks above that specialized shop do you use for purchase of regional production? Please mark the any number of answers.

a) Other Specialised stores.

b) Box scheme system.

c) Community supported agriculture.

d) Farmers' markets

9) If you don't use other forms of unconventional food system, please indicate the reason. If you are not sure, please, incline to a closest variant that corresponding with your opinion.

- ☐ Information.
- ☐ Lack of time.
- ☐ It's not comfortable for me
- ☐ Higher prices

10) Are you checking the information on the packages that are sold in the store?

- ☐ Yes, I always check the information on the packages, it is necessary to verify the information.
- ☐ Rather yes, even though I have confidence in the manufacturer and seller.
- ☐ No, bad readability and clarity bother me.
- ☐ I don't care.

11) What do you consider as the benefits that you achieve through purchase of food in the store Náš Grunt? Please, circle to what extent you agree with given statements through scale of 1 to 5 (1 - strongly agree, 5 - strongly disagree).

It ensures high product freshness.	1	2	3	4	5
It ensures high quality (wholesomeness).	1	2	3	4	5
It ensures high palatability products.	1	2	3	4	5
Operating and Environment (service) during buying food greatly affects my decision to purchase in this store.	1	2	3	4	5
Through purchase in this store I demonstrate dissatisfaction with quality of food chains and sympathy for alternative options of buying food.	1	2	3	4	5
I appreciate the opportunity to be involved due to shopping at this store to the community of responsible consumers.	1	2	3	4	5
It is very important to me that through buying regional food I have the opportunity to support local environment.	1	2	3	4	5
It is very important to me that through buying regional food I have the opportunity to support local economy.	1	2	3	4	5

I appreciate the opportunity to be involved due to shopping at this store to the community of local producers and consumers of food.	1	2	3	4	5
It is very important to me that trough purchase I have the opportunity to encourage the purchase of specific farmer.	1	2	3	4	5
The current range of products offered in the Náš grunt is absolutely sufficient.	1	2	3	4	5
I'm getting more information about the properties and methods of production of food consumed.	1	2	3	4	5
The story of the product and personality of farmers is very important in my decision to purchase food.	1	2	3	4	5

12) **Please select the categories of products whether you want that you usually buy in the shop. You can choose any variant.**

Delicacies (the crackers, salt sticks)	**Chocolates**	**Coffee**	**Tea**
Dietary Supplements	**Spirits**	**Honey**	**Syrups**
non-alcoholic beverages	**Salt**	**Beer**	**Dairy products**
Meats	**Pastry**	**Frozen products**	**Fruits**
Vegetables	**Oil**	**Wine**	**Pasta**
Musli	**cereals**	**Pulses**	**Jam**
Conserves	**Puree**	**Spice**	**Flour**

Other products – please write which one: ....

13) ***For which of the categories you imagined its expansion? Please indicate the category or individual product types***:

____

14) **Have you ever recommended this store to other persons in your surrounding?**

□ Yes, I've recommended.

□ No, I haven't recommended.

15) **What should the store according your opinion have to improve for higher quality of its services provided? Please, write your opinion.**

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16) You are:

- ☐ man
- ☐ woman

17) Your economic activity:

a) Highly qualified, top management

b) Middle managers, owners of small businesses

c) Officials, non-manual workers

d) Manual workers

e) Students

f) Pensioners

g) Persons in the household

h) Unemployed

18) Highest level of education:

a) Basic education, including unfinished

b) Specialized secondary education, apprenticed

c) Secondary education with graduation

d) Higher education, higher professional education

19) Your residence (town): ....

20) Your age:

a) to 24 years

b) 25–34 years

c) 35–44 years

d) 45–54 years

e) 55–64 years

f) up to 65- please, write:

21) Whic of the household type you live?

a) One-person household

b) Childless household

c) Family with children

d) Three-generation household

e) Another type of household

21) How many persons live with you in the household?

a) 1

b) 2

c) 3–4

d) Up to 5

22) Net monthly household income:

a) do 16 000 CZK
b) 16 001–22 000 CZK
c) 22 001–30 000CZK
d) 30 001–40 000 CZK
e) 40 001–50 000 CZK
f) 50 001–60 000 CZK
g) 60 001–70 000 Kč
h) up to 70 000 Kč – please, write:

23) Please estimate the average monthly household expenditure for food in CZK:

a) 0–4 000 CZK
b) 4 001–8000 CZK
c) 8 001–12 000 CZK
d) 12 001–16 000 CZK
e) 16 001–20 000CZK
f) 20 001–30 000 CZK
g) up to 30 000 CZK – please, write:

Annex. 2: Tables to discussion

Table 1 Survey of respondents' comparison of profiles (source: Czech consumer, 2013,), batchelor thesis of Skalický (source: mendelu.cz).

	Czech consumer 2013	**Batchelor thesis of Bc. Skalický**	**Diploma thesis**
Statistical characteristics	**Relative frequency**	**Relative frequency**	**Relative frequency**
	n = 1031	**n = 121**	**n = 212**
Gender			
Man	48 %	39 %	34 %
Woman	52 %	61 %	66 %
Economic activity			
Highly qualified professionals, top management	7 %	12 %	10 %
Executive officers, owners of small businesses	9 %	23%	18 %
Officials, non-manual workers	20 %	24 %	22 %
Manual workers	22 %	13 %	17 %
Students	27 %	14 %	16 %
Pensioners	6 %	7 %	6 %
Persons in household	4 %	3 %	8 %
Unemployed	5 %	1 %	3 %
Unlisted	0 %	2 %	0 %
Highest education attained			
Basic education. including unfinished	16 %	1 %	1 %
ÚSO, trained	35 %	9 %	5 %
Secondary education, with graduation	34 %	38 %	43 %
Academic, vocational education	14 %	52 %	51 %
Age:			
to 24	11 %	21 %	21 %
25–34	19 %	40 %	39 %
35–44	18 %	21 %	29 %
45–54	16 %	8 %	7 %
55-64	17 %	7 %	2 %
65 and more	19 %	4 %	3 %

Annex 3: Tables to discussion

Table 2 Comparation of respondents‘ households (source: Czech consumer 2013), the batchelor thesis of Bc. Skalický (source: mendelu.cz), the diploma thesis (sorce: own calculating).

	Czech consumer 2013	**The batchelor thesis of Bc. Vítka**	**Diploma thesis**
Statistical characteristics	**Relative frequency** n = 1031	**Relative frequency** n = 121	**Relative frequency** n = 212
Type of household:			
One-person household	14 %	21 %	24 %
Childless household	44 %	41 %	41 %
Family with childrens	35 %	28 %	27 %
Three-generation household	2 %	4 %	4 %
Other type of household	5 %	7 %	4 %
Amount of persons in the household			
1	14 %	21 %	25 %
2	39 %	44 %	42 %
3-4	40 %	30 %	32 %
5 and more	7 %	6 %	2 %
Net monthly household income:			
do 16 000 CZK	13 %	9 %	8 %
16 001–22 000 CZK	14 %	10 %	15 %
22 001–30 000 CZK	17 %	12 %	22 %
30 001–40 000 CZK	17 %	20 %	29 %
Up to 40 000 CZK	12 %	29 %	13 %
Unlisted.	27 %	21 %	6 %