
FAIR TRADE PRODUCTS AND SUSTAINABLE CONSUMER BEHAVIOUR

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Abstract. The paper deals with consumer preferences of young people (members of Y generation) in relation to general principles of sustainability in environmental and social aspects of consumer goods purchase. The aim of the article is to evaluate the relationship between the general attitudes to the above-mentioned issues and the awareness of the “fair trade” business concept in the context of sustainable development of the young generation aged 15 - 34 in the Czech Republic. The presented results were obtained through primary research involving 840 respondents from the Czech Republic. Within the research, the quota selection features were taken into account, which were gender, age, educational attainment and respondent’s residence area. The results show that young people are interested in the origin of consumer goods they buy. They are willing to invest more in the purchase of goods if their price reflects the quality, the environmentally friendly way and the working conditions of the producers. From the point of view of the specific knowledge of the concept of Fair Trade, it was found that almost half knows it. It has been proven that young people who are interested in the origin of goods also know Fair Trade.

Keywords: behaviour; consumer; sustainability; fair trade; marketing; young generation

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1. Introduction

Sustainable development emphasizes the interdependencies that exist between lifestyle, environmental quality and fair distribution of resources. The concept of sustainable development has traditionally been linked to environmental issues. However, one of the components of sustainable development is also the social dimension. Equal opportunities for individuals are a prerequisite for the harmonious development of human society. Social sustainability means a balance of social forces.

At the time of accelerating globalization, the differences in living conditions of developed and developing countries are still persisting and often grow (Jiroudková et al. 2015; Tvaronavičienė, Gatautis 2017; Prakash, Garg 2019). Therefore, various forms of development aid are being promoted in the international environment. In other words, people from more advanced countries are looking for ways and forms to improve living conditions in the least developed countries. One of these forms of development aid is also the idea of Fair Trade. The standard of living of the population of developed countries is unprecedentedly high. Some populations look for new ways of life and self-expression in the consumer society. Issues related to environmental sustainability, sustainable consumption and ethical consumerism are always at the forefront (Castaldo et al., 2009; Strielkowski, 2017; or Rausser et al., 2018; Bombiak, 2019; Dudin et al., 2019).

The “fair trade” business concept represents one of the possible ways of alleviating poverty in developing countries. The funds received from customers go directly to producers or growers and can be used in a transparent

way to improve their insoluble life situation. The “Fair trade” concept is thus based on the principle of social and economic solidarity between the poorer and richer parts of the world. This system allows the consumer to influence the distribution of power in the world trade by his or her individual choice of purchase. An individual can declare personal attitudes and preferences (Chiabai et al. 2014; or Varanavicius et al., 2017; Mayorova et al., 2018). The progressive growth of the fair trade market is becoming an important indicator of the moral self-expression of consumers. The concept is a strong platform for social solidarity in a global context. Fair Trade is therefore closely related to the principle of sustainable development.

At all historical stages, it has always been a young generation who has been the bearer of new ideas. The young generation initiates both economic and social development. Today’s young people (members of the Y generation) are individuals who are just entering the productive period of their lives. Thus, they are young consumers who form a group of current and future customers. Their attitudes and preferences will influence the shape of trade in the coming years. It is therefore a highly topical issue to find out the views, attitudes and preferences of this young generation of consumers in relation to alternative business concepts.

The aim of the article is to evaluate the relationship between the general attitudes to the above-mentioned issues and the awareness of the fair trade business concept in the context of sustainable development of the young generation aged 15-34 in the Czech Republic.

2. Theoretical background

The idea of Fair Trade is very closely linked to the issue of sustainability. The concept of sustainable development is defined in the Brundtland Commission Report (1987). The official title of this report is: Our common future as a development that ensures the quality of life of the present generation while retaining the choice for future generations to meet their own needs (Hauff, 1999). Social sustainability means a balance of social forces with sustainable development. The creation of a space for sustainable development is very important in all of its aspects (Hrabánková & Boháčková, 2009). Economic progress is not sustainable without social development, while social development without economic progress is not feasible (WEF, 2019). Stieglitz & Charlton (2006) emphasize that the market is not able to solve all of society’s problems. Government intervention cannot be a source of redress for all market failures. Current global governance therefore requires a policy of fair, sustainable and democratic growth (Čábelková et al., 2015b).

The contemporary world is heavily globalized, commercially interconnected, but also divided into a rich Global North and a poor Global South. Different developments in developing and developed countries to a large extent also influenced agricultural trade (Janda et al., 2013; Abrham et al., 2015). Since the second half of the nineties occurs due to the transformation of the agrarian sector to changes in the relations between the two global areas. Agricultural products represent one of the first and the most important internationally traded commodities. Agricultural trade expands and deepens market ties that define globalization in the current concept (Raynolds et al., 2007). Smutka, Maitah & Svatoš (2018) draw attention to the need to identify the main differences in agricultural trade between developed and developing countries. Fair Trade Business volume is not significant in the global economy. However, a steady increase in the sector can be observed. Fair Trade concept becomes a way of moral expression of conscious consumers from Europe and the USA (Goodman, 2004). Fair Trade can be seen as an ethical alternative to neoliberal market practice (Alvarado, 2009).

The definition of Fair Trade according to FINE (2001) is considered a well-established and generally accepted definition. According to this definition: *„Fair Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in poorer southern countries. Fair trade organizations, backed by consumers, are engaged actively in supporting producers, raising awareness and in campaigning for changes in the rules and practice of conventional international trade“* (Carter et al., 2015; Salvador et al., 2014; Ballet and Carimentrand, 2010; or Becchetti and Huybrechts, 2008).

Fair Trade Business affects many areas. It is not only the preservation of sustainability, but also the area of human rights, awareness of responsibility for producers and changes in some structures of international trade. Focusing on corporate social responsibility is very important (Ciobanu et al., 2019; Bernardi, 2019)

Furthermore, the transfer of additional activities (processing, packaging) to the countries of origin has a positive effect. The Fair Trade concept provides producers with guaranteed prices, fair revenues, better working conditions and the preservation of local crafts (Gould, 2003).

Fair Trade production is mainly imported into advanced market economies. The largest Fair Trade markets are currently Europe, North America (USA and Canada) and the Pacific region (Australia, New Zealand and Japan). Global sales of certified fair trade products are increasing. The highest sales volumes of fair trade products in Europe are recorded in the UK, Germany, France and Switzerland (Sen, Garnizova and Negecov, 2015). European countries are important importers of fair trade production. The advanced countries of Europe play a significant role in promoting the fair trade concept. However, there are differences between countries within the European area, especially in terms of acceptance and awareness of Fair trade.

Hume (2010) pays attention to the importance of avoiding the negative environmental impact of excessive consumption for sustainability (Androniceanu, 2017; Havierniková, Kordoš, 2019). Particular attention *attention should be drawn to* consumer behavior in relation to ethical principles of consumption and sustainability (Coppola et al., 2017, Terstappen et al., 2013).

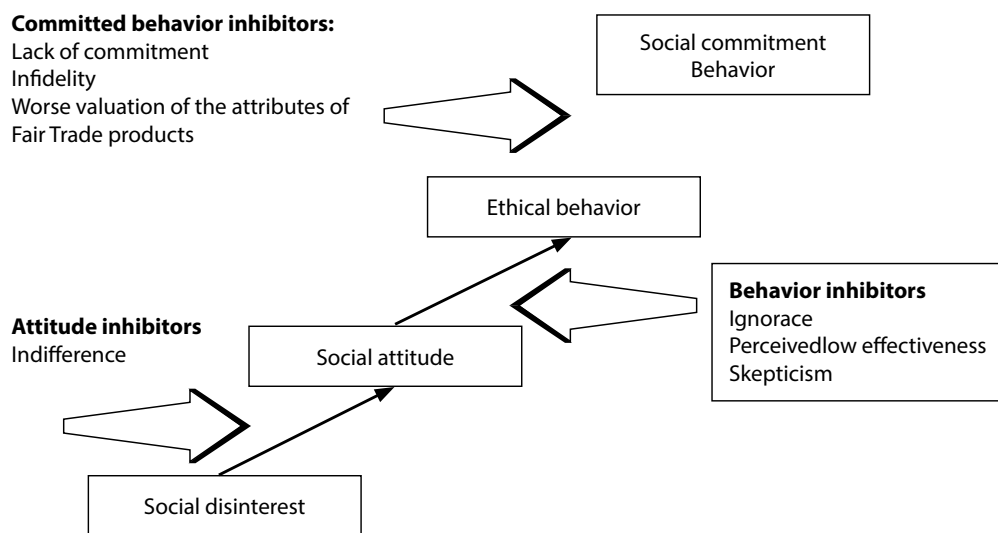


Figure 1. Stages of awareness model for the consumption decision process of fair trade products

Source: Sampedro in Manzano et al. (2012)

Jisana (2014) states that the consumer is every person involved in the consumption process. A consumer is an individual who buys for personal use or realizes the needs of a family or household through purchase. Stávková & Sharma (2005) consider the family to be the most important consumer unit and one of the most important primary consumer reference groups. According to Leal in Manzano, Rivas & Bonilla (2012), consumer behavior includes all activities that are actively pursued through their informed choice. Activities take place throughout the purchasing process, before and after it. The similar results are obtained by some studies in tourism where tourists are consumers enjoying the destination before, during, and after their visit (Strielkowski et al., 2012; or Radovic et al., 2017).

Roberts & Lilien (1993) emphasize the diversity of consumers in terms of personalities, values, preferences and other characteristics. In this context, Manchiraju & Sadachar (2014) define an ethical consumer as a person who has certain political, religious, environmental, social or other reasons to prefer a particular product.

In Figure 1 above are shown the factors and their roles that influence the decision-making process in Fair Trade. Sampredo (2003) created this model on the basis of the level of social awareness in the decision-making process. Consumer decision-making process involves several phases: social disinterest, social attitude, ethical behavior and social commitment behavior (Sampredo in Manzano, Rivas & Bonilla 2012).

The concept of generation is understood in a very broad way in the contemporary world. It allows understanding of the differences in the age groups of the society. It helps to identify personality development in historical time (Corsten, 2007; Pilcher, 1994). The result of the generalization of the concept of generation is the concept of cohort. A cohort is a group of people who have experienced an event in the same time period (May, 2010). Hammarström (2004) states that the age cohort is the link between the individual course of life and the historical changes in society (Vasile & Androniceanu, 2018). Corsten (2007) concludes that these sets of persons can be viewed in two ways. Groups of persons can be examined for their common characteristics (eg level of education, professional qualifications, income). On the other hand, there are also subjective characteristics (attitudes, value beliefs, preferences or motives) (Corsten, 2007).

The Y Generation are young people, born in the 1980s and 1990s. The exact definition of generations may vary according to individual authors. Some authors define the date of birth exactly. Other authors have reported only generally the decade of birth (Kim and Jang, 2014, Zotyková, 2014, Jang, Kim and Bonn, 2011). The authors do not coincide even in the exact years of birth. Zotyková (2014) states that in some cases younger people can also be added to the Y generation. The term “young adults and young people” is also used to refer to this population (Zotyková, 2014). An overview of the Y generation definitions is given in Table 1.

Table 1. Definition of Generation Y (different authors' approaches)

Period of birth	Authors
1978 – 1988	Martin, 2005
1980 – 1994	Kumar & Lim, 2008; Weiler, 2005
1980 - 1995	Bencsik, Horváth Csikós a Juhász, 2016
1980 - 1996	Van den Bergh a Behrer, 2012
1980 – 1999	Lissitsa & Kol, 2016; Gurau 2012; Crampton & Hodge, 2009
1980 - 2000	Klapilová Krbová, 2016; Agheorghiesei Corodeanu, 2015
1981 - 1999	Bolton et al., 2013
1982 - 2000	Brosdahl & Carpenter, 2011; McCrindle, 2009; Strauss & Howe, 2000

Source: Own elaboration, 2019

Each individual is formed throughout the life by a variety of internal and external influences that shape his personality. A whole generation is also affected by the times in which she grew up. Members of generation Y have certain specific characteristics that determine their behavior and attitudes.

Vysekalová et al. (2011) emphasizes the importance of social links and life in the community. Technology is being used by the young generation to build their social life. Members of the Y generation prefer to be part of a group within which they can share information. They do not consider the loss of privacy important (Zemke, Raines & Filipczak, 2013; Van den Bergh & Behrer, 2012). Their typical features include great flexibility that reflects them in all areas of life. Generation Y is able to solve more stimuli at the same time. Generation Y is more sensitive to visual stimuli and prefer summary information. (Vysekalová, et al., 2011).

Vysekalová et al (2011) consider that generation Y is more responsive to environmental problems. However, Van den Bergh & Behrer (2012), on the other hand, argue that environmental protection is not a typical issue of this generation, but that it is the result of today's development in relation to sustainable development. Suchomel (2005) notes that this age group has a strong interest in ethical consumption.

3. Research objective and methodology

Theoretical bases of the article were compiled through the analysis of secondary sources (examining documents, i.e. books and scientific articles) and the synthesis of knowledge. Current statistical data were taken from the official Internet information sources. Primary data were obtained through quantitative research by means of a questionnaire survey. The sample of respondents was obtained by a quotas choice.

The data were obtained by quantitative research using a questionnaire survey among 840 respondents ($n = 840$) from the age of 15 to 34.

As for gender, 49.6% (417) of the respondents were females and 50.4% (423) were males. In terms of the age, the age group from 15 to 19 years was represented by 170 (20.2%) respondents. The age group from 20 to 24 years was represented by 200 (23.8%) respondents. The respondents in the age from 25 to 29 years accounted for 210 (25.0%) and the respondents in the age from 30 to 34 years accounted for 260 (31.0%) respondents. 347 persons (41.3%) had permanent residence in Prague, and 176 (21.0%) persons had permanent residence in the South Bohemian Region. The Ústí Region was represented by 229 (27.3%) persons and Karlovy Vary Region were represented by 88 (10.5%). Approximately a fifth of respondents 167 (19.9%) have university education and 285 (33.9%) respondents have secondary education with the GCSE. Graduates of secondary education without the GCSE accounted for 194 (23.1%) of the total number of the respondents, the respondents with elementary education accounted for 194 (23.1%).

As a part of descriptive statistics, absolute and relative frequencies were used. Furthermore, contingency tables were used. During the data analysis, the following null hypotheses were tested:

- H_01 : The level of interest in the origin of a product when purchasing regular consumer goods does not depend on the respondent's sex.
- H_02 : The level of interest in the origin of a product when purchasing regular consumer goods is independent of the respondent's age.
- H_03 : The degree of interest in the origin of a product when purchasing regular consumer goods does not depend on the respondent's level of educational attainment.
- H_04 : The willingness to pay a higher price for a product if its price reflects higher quality does not depend on the respondent's sex.
- H_05 : The willingness to pay a higher price for a product, if its price reflects the environmentally friendly production method, does not depend on the respondent's sex.
- H_06 : The willingness to pay a higher price for a product, if its price reflects the contribution to the higher wages of the people who contributed to its production, does not depend on the respondent's gender.
- H_07 : The willingness to pay a higher price for a product if its price reflects higher investment in working conditions of people in the production process does not depend on the respondent's sex.
- H_08 : Knowledge of the concept of Fair Trade does not depend on the respondent's sex.
- H_09 : Knowledge of the term Fair Trade does not depend on the respondent's age.
- H_010 : Knowledge of Fair Trade does not depend on respondent level of education.

In this paper the following abbreviations are used: FT - Fair Trade, GCSE - General Certificate of Secondary Education, USA – United States of America.

4. Results and discussion

In the first part of the questionnaire were examined general attitudes and preferences of young consumers - members of the generation Y for social and environmental issues. All respondents ($n = 840$) answered to this group of questions.

Interest in the origin of products for regular consumer goods

Participants were asked about level of their interested in origin of products for regular consumer goods. The respondents' answers are in the following table (Table 2).

Table 2. The level of interest of respondents in the origin of products when purchasing regular consumer goods

Answer	Total		Women		Men	
	Absolute	Relative	Absolute	Relative	Absolute	Relative
Very interested	84	10.0%	51	12.2%	33	7.8%
Moderately interested	339	40.4%	191	45.8%	148	35.0%
Slightly interested	250	29.8%	120	28.8%	130	30.7%
Not at all interested	140	16.7%	48	11.5%	92	21.7%
Don't know	27	3.2%	7	1.7%	20	4.7
Total	840	100.0%	417	100.0%	423	100.0%

Source: Own research. 2017

The results show (Figure 3) that approximately half of the participants (50.4%, 423) responded positively, of which 10.0% (84) of the respondents declared a high interest and 40.4% (339) indicated the answer "moderately interested". Women were clearly more interested in the origin of the product. Less than a third (29.8%, 250) of respondents were slightly interested. 16.7% (140) of the respondents not at all interested.

More than half of the men did not show interest in the origin of the purchased goods (52.4%, 222), while women took this position by approximately 40% (168). Only 3.2% (27) of the respondents had neutral opinion. Null hypotheses about independence not only on sex but also on other independent variables that were determined for this question were tested.

H₀1: The level of interest in the origin of a product when purchasing regular consumer goods does not depend on the respondent's sex.

Table 3. The level of interest in the origin of products when purchasing ordinary consumer goods in relation to the respondent's sex

Sex/ Answer	Very interested	Moderately interested	Slightly interested	Not at all interested	Don't know	Total
Woman	51	191	120	48	7	417
Man	33	148	130	92	20	423
Total	84	339	250	140	27	840
Relative frequencies by sex						
Woman	12.2%	45.8%	28.8%	11.5%	1.7%	100.0%
Man	7.8%	35.0%	30.7%	21.7%	4.7%	100.0%
Total	10.0%	40.4%	29.8%	16.7%	3.2%	100.0%
Adjusted residues						
Woman	2.14	3.19	- 0.62	- 3.98	- 2.51	
Man	- 2.14	- 3.19	0.62	3.98	2.51	

Source: Own research, 2017

The results (Table 3.) show that the χ^2 value (29.76) is higher than the critical value (9.49) at 0.05 significance level. The null hypothesis can be rejected. The interest in the origin of products when purchasing is related to the respondent's gender. The dependence, measured by Cramér's *V*, is weak (*V* = 0.19). Statistically significant differences between theoretical and actual observed frequencies were found using the adjusted residue method. At the significance level 0,001 residuals between the empirical and theoretical frequency expresses that statistically significantly are men less interested in origin of purchased goods.

H₀2: The level of interest in the origin of a product when purchasing regular consumer goods is independent of the respondent's age.

Table 4. The rate of interest of respondents in the origin of products when purchasing regular consumer goods in relation to the respondent age category

Age/ Answer	Very interested	Moderately interested	Slightly interested	Not at all interested	Don't know	Total
15 - 19 old	15	68	55	27	5	170
20 – 24 old	16	75	63	38	8	200
25 – 29 old	19	89	64	33	5	210
30 - 34 old	34	107	68	42	9	260
Total	84	339	250	140	27	840
Relative frequencies within the age category						
15 - 19 old	8.8 %	40.0%	32.4%	15.9%	2.9%	100.0%
20 – 24 old	8.0%	37.5%	31.5%	19.0%	4.0%	100.0%
25 – 29 old	9.0%	42.4%	30.5%	15.7%	2.4%	100.0%
30 - 34 old	13.1%	41.2%	26.2%	16.2%	3.5%	100.0%
Total	10.0%	40.4%	29.8%	16.7%	3.2%	100.0%

Source: Own research, 2017

Null hypothesis cannot be rejected. From result of χ^2 test there is no statistical dependence between age of respondents and their interest in origin of goods. Respondents are in different categories of age. With increasing age it is possible to see increased interest in quality of purchased goods but results are not statistically significant.

H₀3: The degree of interest in the origin of a product when purchasing regular consumer goods does not depend on the respondent's level of educational attainment.

Table 5. The level of interest of respondents in the origin of products when purchasing regular consumer goods in relation to the respondent's educational attainment

educational attainment/ Answer	Very interested	Moderately interested	Slightly interested	Not at all interested	Don't know	Total
Basic	14	71	58	47	4	194
Secondary without the GCSE	11	71	62	39	11	194
Secondary with the GCSE	29	119	83	43	11	285
University	30	78	47	11	1	167
Total	84	339	250	140	27	840
Relative frequencies within educational attainment						
Basic	7.2%	36.6%	29.9%	24.2%	2.1%	100.0%
Secondary without the GCSE	5.7%	36.6%	32.0%	20.1%	5.7%	100.0%
Secondary with the GCSE	10.2%	41.8%	29.1%	15.1%	3.9%	100.0%
University	18.0%	46.7%	28.1%	6.6%	0.6%	100.0%
Total	10.0%	40.4%	29.8%	16.7%	3.2%	100.0%
Adjusted residues						
Basic	-1.47	-1.22	0.05	3.22	-1.04	
Secondary without the GCSE	-2.29	-1.22	0.76	1.46	2.21	
Secondary with the GCSE	0.12	0.59	-0.29	-0.88	0.76	
University	3.83	1.87	-0.51	-3.90	-2.14	

Source: Own research. 2017

The χ^2 statistic value (46,41) is higher than the critical χ^2 value (21,03) of 12 degrees of freedom at 0.05 significance level. The null hypothesis can be rejected. The level of interest of respondents in the origin of products depends on the level of educational. However, the dependence measured by Cramér's V is weak ($V = 0.14$). The adjusted residue analysis shows that a statistically significant difference from the theoretical frequencies (level of significance of 0.001) shows mainly in preferences of university students who declare a high interest in the origin of products in their answers. 18% of university graduates are very interested in origin of goods in comparison with average of whole sample (10 %). Only 6.6% of university-educated respondents declared Not at all interested compared to 16.6% of the whole sample. On the other hand, respondents with basic education answered not at all interested in 25 % of cases.

Willingness to pay more for a product if the price reflects selected aspects

Attitude of the young generation to the general principles of Fair Trade was examined. Most consumers are quite sensitive to the price of their purchases. Respondents were asked if they would be willing to pay a higher price for the product if it reflected specific aspects.

Of the total number of respondents ($n = 840$), almost 80% (79.5%. 668) would accept a higher price if this would reflect a higher product quality. Another positively accepted reason for the higher product price was the environmentally friendly way of its production (60.6% .509). The above-mentioned answers show the interest of the generation Y in quality production and environmental issues.

The second group of questions reflects respondents' reflection on social issues. Less than 45% of respondents said they would be willing to pay a higher price if it reflected higher investment in people's working conditions (43.5%, 365) and 38.0% (319) of people would accept a higher price in the case of a contribution to the higher wages of people who contributed to the product with their work.

Given the visible differences in the attitudes of men and women, null hypotheses for individual variants of possible responses in relation to the gender of respondents, which are summarized in the following table, were determined and tested (Table 6.).

Table 6. Summary values of contingency tables - Willingness of the respondent to pay a higher price for a product if it reflects selected aspects related to the sex of the respondents

Hypothesis	degree of freedom	Statistics χ^2	Critical value	Cramér's V
H ₀ 4: The willingness to pay a higher price for a product if its price reflects higher quality does not depend on the respondent's sex.	2	10.99	5.99	0.11
H ₀ 5: Willingness to pay a higher price for a product, if its price reflects the environmentally friendly production method, does not depend on the respondent's sex.	2	38.16	5.99	0.21
H ₀ 6: The willingness to pay a higher price for a product, if its price reflects the contribution to the higher wages of the people who contributed to its production, does not depend on the respondent's gender.	2	18.81	5.99	0.15
H ₀ 7: The willingness to pay a higher price for a product if its price reflects higher investment in working conditions of people in the production process does not depend on the respondent's sex.	2	18.95	5.99	0.15

Source: Own research, 2017

All null hypotheses were rejected. The degree of contingency was measured by Cramér's V .

Knowledge of fair trade

The selected answers showed that from total number of respondents ($n = 840$), more than half (54%, 454 persons) had never encountered the term, partial knowledge of the term (answer "yes, I've heard about it, but I don't know exactly 22.9% (192 persons) declared it. Approximately the same number of respondents believed that Fair Trade was known (23.1%, 194 persons).

Null hypotheses have been established and then tested to verify relationships between socio-demographic characteristics and fair trade knowledge.

H₀8: Knowledge of the concept of Fair Trade does not depend on the respondent's sex.

Table 7. Knowledge of Fair Trade in relation to respondent's sex

Sex/ Answer	Yes, I am familiar with Fair Trade	Yes, I've heard about it, but I don't know exactly what it is	No, I've never heard about Fair Trade	Celkem
Woman	116	104	197	417
Man	78	88	257	423
Total	194	192	454	840
Relative frequencies within sex				
Woman	27,8 %	24,9 %	47,2 %	100,0 %
Man	18,4 %	20,8 %	60,8 %	100,0 %
Total	23,1 %	22,9 %	54,0 %	100,0 %
Adjust residuals				
Woman	3,22	1,43	-3,93	
Man	-3,22	-1,43	3,93	

Source: Own research, 2017

The χ^2 value is higher than the critical value of 2 degrees of freedom at significance level 0.05. The null hypothesis can be rejected. Knowledge of Fair Trade depends on the sex of the respondent. The dependence measured by Cramér's V is weak ($V = 0.14$). Significant differences were found by adjusted residue method. Better knowledge was declared by women in the "yes" response (27.8% vs. 18.4% of men), while men in the "no" response (47.2% women, 60.8% men). Around a quarter of the respondents, without a statistically significant for gender difference, at least heard the term, even though they did not know exactly content. Another monitored variable was age category.

H₀9: Knowledge of the term Fair Trade does not depend on the respondent's age.

Table 8. Knowledge of Fair Trade in relation to respondent age

Age/ Answ	Yes, I am familiar with Fair Trade	Yes, I've heard about it, but I don't know exactly what it is	No, I've never heard about Fair Trade	Total
15 - 19 old	17	35	118	170
20 - 24 old	54	46	100	200
25 - 29 old	62	54	94	210
30 - 34 let	61	57	142	260
Total	194	192	454	840
Relative frequencies within age				
15 - 19 let	10,0 %	20,6 %	69,4 %	100,0 %
20 - 24 let	27,0 %	23,0 %	50,0 %	100,0 %
25 - 29 let	29,5 %	25,7 %	44,8 %	100,0 %
30 - 34 let	23,5 %	21,9 %	54,6 %	100,0 %
Celkem	23,1 %	22,9 %	54,0 %	100,0 %

Source: Own research, 2017

The χ^2 statistic is below the critical value at 0.05 significance level. Null hypothesis cannot be rejected. The dependence of the knowledge of Fair Trade on the age of respondents has not been proven. It should be mentioned that the younger generation aged 15-34 was the subject of research, which is largely homogenised

by using of new communication technologies.

The results of many similar researches (eg Taylor and Boasson, 2014) indicate a strong link between Fair Trade knowledge and educational attainment. The same conclusions can be accepted on the basis of this research (see Table 9).

H₀10: Knowledge of Fair Trade does not depend on respondent level of education.

Table 9. Knowledge of Fair Trade in relation to the respondent’s education

Educational attainment / Answer	Yes, I am familiar with Fair Trade	Yes, I’ve heard about it, but I don’t know exactly what it is	No, I’ve never heard about Fair Trade	Total
Basic	14	37	143	194
Secondary without the GCSE	16	38	140	194
Secondary with the GCSE	77	72	136	285
University	87	45	35	167
Total	194	192	454	840
Relative frequencies within education levels				
Basic	7.2 %	19.1 %	73.7 %	100.0 %
Secondary without the GCSE	8.2 %	19.6 %	72.2 %	100.0 %
Secondary with the GCSE	27.0 %	25.3 %	47.7 %	100.0 %
University	52.1 %	26.9 %	21.0 %	100.0 %
Total	23.1 %	22.9 %	54.0 %	100.0 %
Adjusted residues				
Basic	-5.98	-1.43	6.27	
Secondary without the GCSE	-5.60	-1.24	5.77	
Secondary with the GCSE	1.93	1.19	-2.64	
University	9.93	1.41	-9.59	

Source: Own research. 2017

The χ^2 value is higher than critical value at 0.05 significance level. The null hypothesis can be rejected. Knowledge of Fair Trade depends on respondent’s education. The dependence measured by Cramer V is strong ($V = 0.32$). Significant differences were found by the adjusted residue method. In particular, there was a strong dependence between university education and the answer ‘yes’ and basic education or education without GCSE and the answer ‘no’. While 52.1% knew about the term, and 26.9% of university students heard about Fair Trade. Only 7.2% and 19.1% respondents with basic education know and hear about Fair Trade. 8,2 % respondents with secondary education with the GCSE know about Fair Trade and 19.6% respondents heard about that term, respectively. More than three quarters of respondents with basic education or without GCSE have never hear term Fair Trade. Subsequently, the relationship between respondents’ interest in the origin of the product and its knowledge of Fair Trade was investigated.

Table 10. The link between the respondent’s interest in the origin of purchased goods and his knowledge of fair trade

Interest in the origin of purchased goods / Knowledge of Fair Trade	Yes, I am familiar with Fair Trade	Yes, I’ve heard about it, but I don’t know exactly what it is	No, I’ve never heard about Fair Trade	Total
Very interested	35	16	33	84
Moderately interested	98	94	147	339
Slightly interested	50	53	147	250
Not at all interested	10	22	108	140
Don’t know	1	7	19	27
Total	194	192	454	840

The relative frequency of Fair Trade knowledge in the same answers to the question of interest in product origin				
Very interested	41.7 %	19.0%	39.3%	100.0%
Moderately interested	28.9%	27.7%	43.4%	100.0%
Slightly interested	20.0%	21.2%	58.8%	100.0%
Not at all interested	7.1%	15.7%	77.1%	100.0%
Don't know	3.7%	25.9%	70.4%	100.0%
Total	23.1%	22.9%	54.0%	100.0%
Adjusted residues				
Very interested	4.26	-0.88	-2.86	
Moderately interested	3.29	2.77	-5.11	
Slightly interested	-1.39	-0.74	1.80	
Not at all interested	-4.91	-2.20	6.01	
Don't know	-2.43	0.39	1.73	

Source: Own research

The χ^2 statistic value is higher than the critical value at 0.05 significance level. The null hypothesis can be rejected. The knowledge of Fair Trade depends on how the respondent is interested in food quality. The dependency strength measured by Cramér's V is medium ($V = 0.21$). Significant differences were found by the adjusted residue method. It has been shown that those who are very interested in the origin of goods know Fair Trade ($\alpha = 0.001$). Those who are not interested in the origin of goods don't know the term Fair Trade ($\alpha = 0.001$).

Yamoah (2014) states that it is necessary to examine the motivation of an ethical consumer to buy production in a wider context. On the basis of consumer research, he states that the purchase is stimulated not only by social but also by personal interest. The results of the questionnaire survey, from the willingness to pay a higher price for the product, indicate a high acceptance rate of respondents. Yadav (2016) considers interest in the environment as an expression of altruism. Bissinger & Leufkens (2017) state that "effective purchases indicate that buyers of organic products are primarily motivated by sustainability considerations, then by health and ultimately expected quality improvement". Furthermore, Bissinger & Leufkens (2017) point out the importance of ethical labels for food in terms of consumer preferences.

Pedregal & Ozcaglar-Toulouse (2011), based on their research, state that university graduates, city dwellers, and higher income groups are the most involved in buying Fair Trade products. Taylor & Boasson (2014) note that people with a liberal political opinion, women and younger people who have reached a higher level of education are willing to accept a higher product price. Manchiraju & Sadachar (2014) also hold this view. Women have a greater degree of altruism, and the strongest dependence has been found between Fair Trade knowledge and educational attainment. The expansion of the fair trade concept is influenced by the adoption of this business concept, mostly by civil society. Consumer, NGO and media activities are positive in this respect (Karjalainen and Moxham, 2013; Čábelková et al. 2015a).

5. Conslusions

The business concept of Fair Trade is a trading method its aim is to promote the opportunity of producers from third-world countries to obtain a fair proportion of the profit and sources for decent life.

The contribution of this paper is the presentation of current resulsts in the field of young consumer's awareness of business concept Fair Trade and its environmental and social aspects. In the competitive environment, the Fair Trade is very important for organisations, consumers and the whole society.

The first question was examined social and environmental issues. The results show that 50% of the participants responded positively. Women were clearly more interested in the origin of the product. Less than a 30% of

respondents were slightly interested. 17% of the respondents not at all interested. Only 3% of the respondents had neutral opinion. Of the total number of respondents, almost 80% would accept a higher price if this would reflect a higher product quality. Another positively accepted reason for the higher product price was the environmentally friendly way of its production (61%). The above-mentioned answers show the interest of the generation Y in quality production and environmental issues. Less than 45% of respondents said they would be willing to pay a higher price if it reflected higher investment in people's working conditions (44%) and (38%) of people would accept a higher price in the case of a contribution to the higher wages of people who contributed to the product with their work. The results of the primary survey showed, that 46% of young respondents have a knowledge of business concept Fair Trade. Knowledge of Fair Trade depends on respondent's education (dependence is strong).

The theoretical contribution of this paper consists in highlighting the issue Fair Trade in relation to sustainable, environmental and social aspects, while the practical contribution is to present the results of research. The limiting factor of this paper may be the fact that the survey was conducted only among young people in the Czech Republic. A possible direction for future research is the implementation of a questionnaire survey within the other aged group of people and comparison the results.

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