Abstract

As documented in previous research, the attitude-behaviour gap (inconsistency between declared values and actual purchases) is phenomena which affects consumption in many different markets of ethical consumption. The diploma thesis analyses this phenomena, specifically in Czech Fair trade market. The attitude behaviour gap in the Czech Fair trade market was found to be in around third of the population, confirming the presence of the gap, which replicated the results of previous research in the field. From people with pro Fair trade values who do not buy Fair trade products, approximately half is not aware of Fair trade existence, indicating that lack of Fair trade awareness could be possibly hurting Fair trade sales. When analyzing respondents with pro Fair trade values who also have Fair Trade awareness, the skepticism towards ability of Fair trade movement to fulfill their declared goals and high quality perception of Fair trade products turned out to be the strongest and statistically significant predictors of whether one buys Fair trade or not. Focus on raising awareness about Fair trade existence, improving quality perception and decreasing skepticism towards Fair trade conversion is suggested for Fair trade marketers for helping to convert people with pro Fair trade values into Fair trade buyers.