

## **Abstract**

The diploma thesis deals with validity of direct measurement of stated willingness to pay (WTP) in the fair trade context based on two-phase measurement applied in the INESAN survey. Attention is also paid to the unit of answer to an open-ended question and to the functionality of WTP as an indicator of purchase intent. First, fair trade, the concept of WTP with focus on areas of its application, ways of measurement, critics and problems of its use are introduced from the theoretical perspective. Further, cognitive aspects of the process of answering survey questions as a way of testing the functionality of a measurement tool are analyzed. The thesis is built on a combination of two survey methods, cognitive interviews and secondary analysis of quantitative data. It concludes that measuring WTP for the purpose of capturing the value of fair trade using direct stated method of measurement is problematic as numerous risks with impact on validity of acquired data appear. Those risks concern both the particular way of measurement and the direct stated WTP measurement in general, starting with ambiguous interpretation of WTP questions for a fair trade product among respondents. The thesis also shows that answering open-ended question in the form of percentage is cognitively more demanding than in the form of absolute numbers, thus creating more space for answer inaccuracy. Problematic interpretation of acquired WTP estimates adds to the fact that it cannot simply be used as an indicator of purchase intent. Finally, the thesis brings important findings about usefulness of WTP in relation to fair trade in general.