

## **Abstract**

The thesis "*Purchasing tendency of consumers buying fair-trade products*" examines aspects that influence consumer behaviour when buying fair-trade products. The thesis is based on a combination of two research methods - secondary data analysis and semi-structured interview. Secondary research uses data from a survey focused on the purchase, preferences and attitudes of fair-trade that was carried out by the Institute of evaluations and social analysis (INESAN). The quantitative part consist of two texts. The first part concentrates on finding aspects that can play a role in consumers' preference in purchasing fair-trade products. The second part concentrates on the purchase itself. It focuses on the extent to which consumers' purchase of fair-trade products is planned or impulsive. The qualitative part is based on quantitative analysis and focuses on established facts in detail. The thesis concludes that buying fair-trade products is influenced by social aspects, quality, price, availability and awareness of fair-trade products and the level of planning depends on the situation.