



Willingness to pay for Fair Trade products: Analysis and implications

By Michaela Gröpel

Grin Verlag Gmbh Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. Neuware - Bachelor Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 1,7, Munich University of Applied Sciences (Fakultät für Betriebswirtschaft), language: English, comment: The present thesis analyzes consumers willingness to pay for Fair Trade products. Specifically, the thesis asks whether (a) people are willing to pay a premium for Fair Trade products, (b) how much extra they are willing to pay, and (c) which factors influence the consumers willingness to pay. The findings of the most recent quantitative research on Fair Trade are studied. A total of 24 separate empirical papers on Fair Trade and willingness to pay are identified and reviewed. Based on this, implications for marketing are drawn. , abstract: The aim of the present thesis is to analyze consumers willingness to pay for Fair Trade products. Specifically, the thesis asks whether (a) people are willing to pay a premium for Fair Trade products, (b) how much extra they are willing to pay, and (c) which factors influence the consumers willingness to pay. To answer...



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