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“Bridging the gap between increasing knowledge and decreasing resources”

Do Consumers Care about Ethics? Influence of DEAR and GDI on Buying Preferences

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Abstract

These days consumers can express their concern about the ethical behaviour of companies by means of ethical buying and consumer behaviour. The purpose of this study was to investigate how DEAR (Development Education Awareness Rising) and GDI (Global Development Issues) knowledge affects consumers preferences in the environment of the Czech University of Life Sciences Prague (CULS Prague). The pilot survey was conducted in Prague, Czech Republic from February to March 2014 at the level of students of the Faculty of Tropical AgriSciences. Data collection was done through online survey. Our survey involved 106 respondents out of total 636. Collected data were categorised, coded and analysed in a statistical programme Statistica 10. In the study we examined DEAR impacts and its effects on consumer's care, consumer's habits and attitude, and influence of DEAR on buying preferences. Some of the most recent studies tend to assume that some ethical intentions are authentic; however, internal and external factors affect actual purchase decisions. This is why we also aimed at finding a relationship between DEAR and ethical consumption behaviour. Our results revealed a positive correlation ($\rho = 0.664$, $\alpha = 0.005$) between examined factors - knowledge of specific terms (effects of GDI and DEAR) with socially responsible consumers behaviour. This result indicates connection between knowledge about specific issues and consumers habits. If consumers are well informed, positively influenced and have access to willed products they act as socially responsible consumers. Therefore, there is proven importance of education and access to information as a key component for conscious behaviour. It confirms the importance of knowledge about GDI and proper DEAR as a main linkage between knowledge and consumers habits and their socially responsible behaviour in connection with shopping preferences. These days Global Development Education and Development Education Awareness Rising should be considered not only alternatively in education, but it should become more common part of educational process. Attention should be paid to these issues at the international and global levels.

Keywords: DEAR, ethically created products, global development issues