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By Maxime Dessy

GRIN Publishing Mrz 2010, 2010. Taschenbuch. Condition: Neu. Neuware - Scientific Essay from the year 2008 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 15/20, University of Aarhus, course: Economie / Marketing, Communication d'entreprise, CRM (GRC), Analyse de marché, language: English, abstract: This essay tries to identify (using a marketing mix approach of Fair Trade products) the main determinants driving customers to choose fair trade products rather than their free trade equivalents. It also highlights the major difficulties encountered by companies active in the fair trade market while trying to inform consumers and to influence their buying behaviour. On that basis, this paper proposes several solutions in order to ameliorate the Fair Trade marketing offer. Arguments and critics included in this essay are supported by recent scientific researches in the Fair Trade marketing area. 20 pp. Englisch.

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