Shaping Community: Factors Influencing the Choice to Buy Local

Includes:

Final Report

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Course Code: ADMN 4820Y

Course Name: Community-Based Research Project.

Completion Date: 4/1/2024

Project ID: 6023

FACTORS INFLUENCING SUPPORTING LOCAL

Research Report

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EXECUTIVE SUMMARY

This report will cover what factors influence individuals to support local businesses and charities. The small business and charity environments in Canada were hit particularly hard due to the pandemic. With many struggling to recover to pre-pandemic levels of operation, FriendLilySHOP was established in 2021 to assist.

FriendLilySHOP is an e-commerce marketplace that sells local business products and, through markups, donates a percentage of the price to a local charity of the customer's choosing. Focusing on the Peterborough and Kawartha area, where FriendLilySHOP operates, this research will highlight the supporting local consumer behaviour.

An online survey and a literature review were conducted to address the main research objectives. Both research method results are integrated to understand the current influencing factors, how they might change, and their subjectivity. Ultimately, the biggest factors found for supporting local businesses and charities are, respectively, "to support local businesses" and "belief in a cause".

This report will conclude by identifying important research takeaways for FriendLilySHOP, local businesses, and charities, while also identifying the next steps for this research.

RESEARCH OBJECTIVES

What factors influence people to buy local?

Understanding why people choose to buy local products provides insight into how small businesses can better cater to customers. For FriendLilySHOP this insight both benefits them and local business partners.

The reasons why someone may buy local are not static and can be dynamic. As such, for this objective, current and relevant data collection was crucial.

What factors influence people to support local charity?

Understanding why people choose to support charity can help philanthropy organizations frame themselves most effectively.

Charities were hit hard during the pandemic and are still trying to recuperate. With donations down and demand up, understanding these factors is both impactful and significant to combat this current struggle.

METHODOLOGY OVERVIEW

Literature Review
Secondary Research

This included **ongoing** and **exploratory research** into all areas that concern the two main research areas (i.e., small businesses and charities). The research overall focused more on Canada, however, some international sources were also reviewed.

This research explored:

- Journal articles
- News articles
- Industry reports
- Books

Online Survey
Primary Research

This included a short **(5-10 minute) online survey** designed through a Qualtrics, a Trent University trusted survey platform (see Appendix B). The survey was designed to produce relevant and focused data on the Peterborough and Kawartha area, the area with the highest concentration of FriendLilySHOP customers.

The survey included (see Appendix A):

- Four general demographic questions
- Eight research-related questions
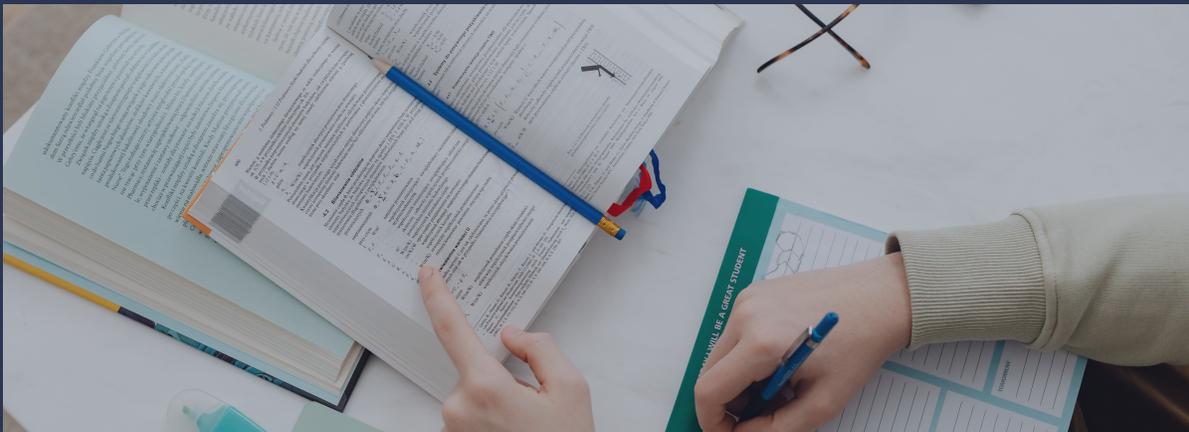
SECONDARY RESEARCH

The literature review focused on the following areas:
- **Direct Competition Overview**
- **Small Business Environment in Canada**
- **Charity Environment in Canada**
- **Current Consumer Perceptions**
- **Buy Local Factors**
- **Support Local Charity Factors**

Direct Competition Overview*

In Ontario, where FriendLilySHOP's consumer base is, the two main direct competitors have a very similar business model (see Appendix C). This similar business model is an online e-commerce platform that acts as a marketplace for local small business products, in turn helping promote these smaller organizations. These competitors are Living Local Marketplace, based out of Peterborough, Ontario, and Local Street, based out of Barrie, Ontario. The main difference between these organizations is that FriendLilySHOP supports local by not just selling small business products but, additionally, by donating a percentage of the proceeds to local charities. There are also other places to purchase the products these organizations offer, such as farmers' markets, brick-and-mortar stores, and flea markets.

Overall, Local Street has the largest market reach, having the largest product mix width (number of products) and selling products in Ontario and British Columbia. Living Local Marketplace has a considerable advantage in the Peterborough and Kawartha area, with its brick-and-mortar store centred in the area. Living Local Marketplace and FriendLilySHOP offer similar services, like gift boxes; however, Living Local Marketplace lets the customer choose the products they want for the box. FriendLilySHOP has pre-organized boxes with a preset arrangement of products, typically themed around a cause. The main purpose of this analysis is to understand that FriendLilySHOP is not alone in this market, and while they have a unique competitive differentiation, there are still similar competing marketplaces.

SECONDARY RESEARCH
Small Business Environment in Canada*

Small Business = 1 to 99 paid employees

In Canada, small businesses are crucial and can be considered the backbone of the economy. Hit particularly hard during the pandemic, small businesses are slowly beginning to recover. The pandemic reduced the amount of small businesses being created and increased the number of them being dissolved. Further impacting the creation of new small businesses, entrepreneurship is perceived as harder in Canada compared to other countries like Japan, Italy, France, Germany, and the United States.

Canadian small businesses source with and export to other countries. The top business export destinations for Canada are the United States, China, and the United Kingdom. In 2022, the amount of exports, in regards to total exports, by small businesses to the United States increased. This jumped from 79% to 81.8% in a year. This increase also occurred for the other business sizes (medium and large) but at a lower rate of change. For FriendLilySHOP, whose business model could work in the United States, this is a positive sign for possible expansion.

Concerning how small businesses are supported, Canadians have begun to increase the amount of locally produced products they purchase. In 2022, a study found that 28% of Canadian consumers are increasing the number of local products they purchase. While the majority at 67% are purchasing about the same, more consumers are increasing these purchases rather than decreasing, with only about 5% buying fewer.

~98%
OF BUSINESSES (BY BUSINESS SIZE) ARE SMALL BUSINESSES

#1
PRIVATE (NON-PUBLIC) SECTOR EMPLOYER AT 5.7 MILLION INDIVIDUALS (OR 46.8%)

#2
CONTRIBUTER TO GROSS DOMESTIC PRODUCT AT ~35%

SECONDARY RESEARCH
Charity Environment in Canada

The charity environment in Canada, similarly to small businesses, was significantly impacted by the pandemic. Considered a "demand crisis", 57.3% of charities have reported that they are unable to meet current demand. Many of these charities were already under stress from pre-pandemic demand. Most charities (45.5%) have reported that the amount of funds raised is inadequate to combat the rising demand. This decrease occurred among all sources of funding; these sources of funding include individuals, corporations, the government, and other charities. The biggest decrease noted by charities in terms of funding sources was for individuals, which decreased by 44.5%.

Further impacting charities, costs for charities have risen while funding has gone down. Attributed to inflation and other factors from the pandemic, service delivery went up 79.7% and staffing costs rose 44.5%, as reported by charities. The staffing cost increase poses a great issue as staff burnout and salaries are considered among the highest concerns for charities today and are forecasted to continue to be a high concern in the future. Staff are forced to take on further tasks to deal with the pressing demand, while charities are unable to offer competitive salaries to attract new and keep existing staff.

Further impacting the staffing issues, the amount of unpaid staffing, like volunteering, has decreased for the majority of charities. Around 56.9% of charities have reported that their volunteer programs have either moderately or significantly decreased in comparison to pre-pandemic levels. Overall, the current charity environment highlights how important it is to find alternative ways to raise funds for charities, something that FriendLilySHOP has sought to do.

KEY TAKEAWAYS

DEMAND FOR CHARITY

SUPPORT FOR CHARITY AMONG ALL AGE GROUPS

SUPPORT FOR CHARITY AMONG ALL HOUSEHOLD INCOME BRACKETS

GIFTS FROM INDIVIDUALS, CORPORATIONS, GOVERNMENT, AND OTHER CHARITIES

*(Canada Helps, 2023)

SECONDARY RESEARCH
Current Consumer Perceptions*

In Canada, consumers are cautious and price sensitive. Consumers are increasing online pre-purchase research to determine if a product is worth buying. For FriendLilySHOP, being an online e-commerce platform, the organization is fully set up for pre-purchase research. In Canada, the top three methods to do this pre-purchase research include search engines (60%), Amazon (48%), and reviews on retailer websites (35%). Social media is used relatively rarely as a method of pre-purchase research for all consumers overall, at 23%. Generation Z differs from this norm, as they are more inclined to use social media platforms, with 45% utilizing this form of pre-purchase research. Both social media and the usage of artificial intelligence are impactful for Gen Z; for other generations, they are relatively low but slowly increasing.

Many shoppers are willing to pay a premium for retail products that follow environmental, social, and governance (ESG) factors. The type of consumer who is willing to pay the highest premium for these types of products is the "upmarket consumer" segment. This segment is made up of consumers who have a high propensity for luxury products and brands. Compared to the average consumer, this segment is increasingly attracted by factors such as being produced locally, having a traceable or transparent origin, and the product or packaging being biodegradable.

Some other key statistics from the 2023 Canadian consumer insight survey include:

49%	**52%**	**63%**
OF CONSUMERS SAY **COMPETITIVE PRICING** MOTIVATES TO BUY DIRECTLY FROM A BRAND	OF CONSUMERS SAY **BETTER INVENTORY AVAILABILITY** MOTIVATES THEM TO BUY DIRECTLY FROM A BRAND	OF CONSUMERS HAVE PURCHASED A PRODUCT **DIRECTLY FROM A BRAND'S WEBSITE**

SECONDARY RESEARCH
Influencing Factors*

Buy Local Factors**

According to a Canadian 2023 study where participants were asked why the purchase local products, top factors included:

Rank	FACTOR	STATED BY
1	Want to support local business	63%
2	Feel they are better quality	56%
3	More sustainable/better for the environment	38%
4	Cheaper	23%
5	More unique	20%

Support Charity Factors

According to a study where charity donors were questioned on what influences them to give to charity the recurring factors were:

Rank	FACTOR	STATED BY
1	Personal values	96%
2	Belief in a specific cause	75%
3	Faith and religion	71%
4	Personal experiences	61%

PRIMARY RESEARCH
Survey Participants

Platform: Qualtrics (see Appendix B)
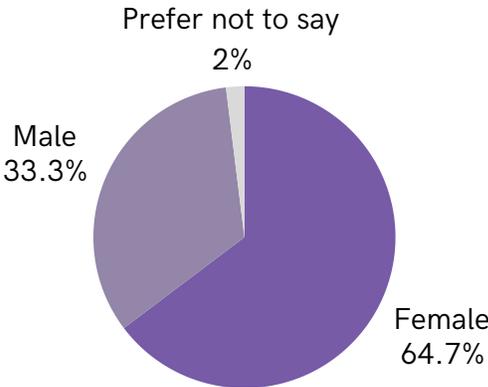
👤 52 participants

📅 January - February 2024

📍 Peterborough & Kawartha Area

Distributed via (see Appendix D):

- **Social Media:** TCRC, FriendLilySHOP, and Imagine Canada
- **Newsletter:** Peterborough + Kawarthas Chamber Of Commerce
- **Poster:** Trent University Campus

Based on the demographic data (see Appendix E) survey participants were:

Gender Identity

Prefer not to say 2%

Male 33.3%

Female 64.7%

Age

Age	Value
15-19	1
20-29	15
30-39	17
40-49	5
50-59	3
60 or older	10

Household Income

Income	Value
Below $9k	1
$10k-$49k	15
$50k-$99k	17
$100k-$149k	5
$150k or more	3
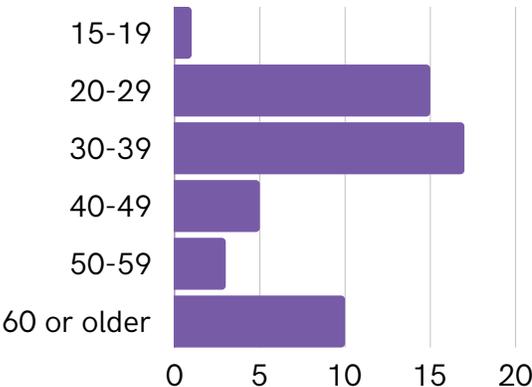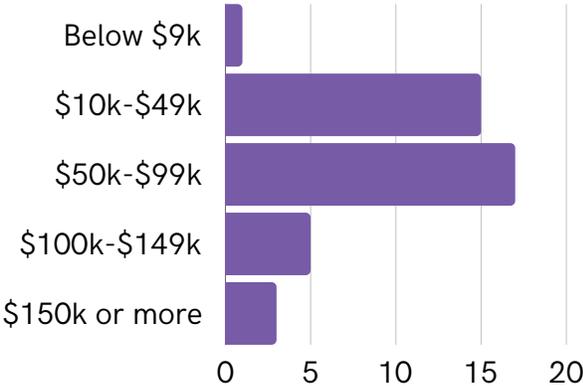
Location

~93%

Live in the Peterborough & Kawartha area

NOTE: These questions were not mandatory as they regarded sensitive information

PRIMARY RESEARCH
Supporting Local Business

In the Peterborough and Kawartha areas, supporting local businesses is a top priority. Among participants, when asked if supporting local is important to them, 96% either somewhat or strongly agreed. As such, it is understandable why this is the number one influencing factor. Local product purchasing behaviour, while for many it has remained stagnant (~49%), many have begun to slightly increase it (~37%). The given responses suggest that the area is highly community-oriented, and this support will likely increase.

*Factors Surrounding Supporting Local Business:

The factors given by participants are subjective, and dynamic. The top five influencing and deterring factors are crucial to consider as a business owner, but so are the numerous additional and unique factors participants went out of their way to state (see Appendix F). Straying from the preset list of factors given and stating something totally different identifies how prevalent that factor is when buying local. The top five factors found connect to previous studies and to widely associated factors on why people buy local. These connected and expected factors include price, product quality, product variety, and convenience.

Rank	TOP INFLUENCING FACTORS	TOP DETERRING FACTORS
1	To support local business	Price
2	Product Quality	Product Quality
3	Price	Hours of Operation
4	Convenience	Convenience
5	Product Variety	Product Variety

PRIMARY RESEARCH
Supporting Charity

Overall, there are minimal unique support charity factors that were stated by participants (see Appendix G). The most important influencing factors among all demographics was "belief in a cause" and "a want to give back to society". The most repeated unique factor was that identified was the want to see how the charity they support actually impacts the cause (see Appendix H). More importantly, they want to be sure that the charity they donate to is utilizing their support effectively, something that participants stated should be evident and clearly communicated.

This lack of variety in factors stated may directly be due to how broad the term "charity" is. Had more alternatives under the broad term of charity been listed, there may have been more observable differences in support patterns.

Charity Support Factors
Top reasons include:

Belief in a cause	**45%**
A want to give back to society	**39%**
Personal experiences	**13%**

Charity Types
Top charity types include:

1. Environmental
2. Children
3. Animal-based
4. Human rights
5. Disaster relief
6. Education

PRIMARY RESEARCH
Differences Among Demographics

Gender Identity

When observing the results through the gender identity of participants, there were minimal differences. The key noticeable difference regarded influencing factors to buy local. More than any other gender identity, female participants ranked the factor "to support local business" higher, by a considerable amount.

Age

When comparing the results by observing the participants ages, some differences were clear. In terms of influencing factors, all age groups were similar except for the age group of 40-49. They differed from the norm, with the normal top factor of to "support local business" being ranked as less important than price, product quality and variety, and convenience. Participants aged within the range of 15 to 29 years old view price as the biggest barrier to buying local. For the participants 30 years of age or older, they view quality as more important and as the top factor that, if not suitable, could deter them from supporting a local business. Regarding charity, there were no significant differences among age groups for why they support charity; however, there were differences for the types of charities they support. The 15 to 39-year-old participants stated they support environmental charities the most. Alternatively, the 40 or older participants were more diversified in the charities they support, with children, animal-based, disaster relief, and human rights just as supported as environmental charities.

Household Income

The amount of household income participants had did not impact many results; however, it did impact the buying local factors stated. As could be expected, those with a lower household income ($49k and lower) stated price as the most important factor.

RESEARCH CHALLENGES

Research Constraints

There are a few important aspects in this research that should be noted. For both buying local and supporting charities, the factors that influence people are not static, and are very subjective. As such, while this data may be somewhat applicable now, it may not accurately reflect the future market.

For the primary research, there was a relatively low sample size of 52 participants. This lower sample size, as a result, may not exactly, but rather directionally depict the target population of the Peterborough and Kawartha Area.

The platforms used to distribute the survey, like FriendLilySHOP and the Peterborough + Kawarthas Chamber Of Commerce are directly related to supporting local.

The survey was distributed through mailing lists of these organizations who may have favourable bias towards supporting local businesses

General Challenges

Overall challenges in conducting research were minimal. Consistent open communication occurred allowing for any problems to be resolved promptly. The only unexpected factor that slowed the progress in the research was navigating the University policies regarding privacy and survey conduction.

This resulted in the survey being rolled out a little later than planned. The survey began being distributed in early January, 2024, with a full social media rollout occurring in February, 2024.
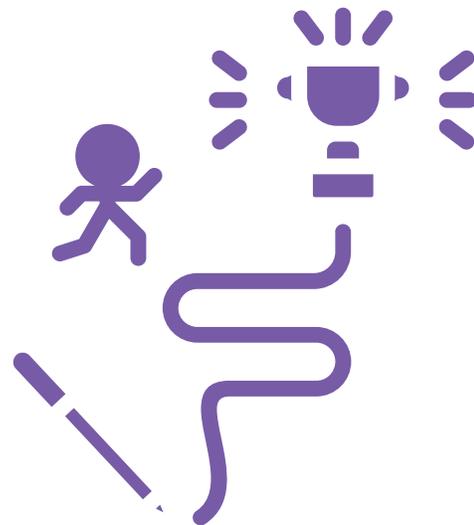
RESEARCH TAKEAWAYS

Factors are inherently subjective & dynamic

What factors are most important varies between individuals. For example, price, one of the top factors for buying local, on average was important to participants (3.9/5) (see Appendix F). This factor being near the top was reinforced by the rise of price conscious consumers. Despite this, some participants still ranked it as one of the least important factors (i.e., ranking it 1/5). Factors are also dynamic, and can be made more important due to the external environment and time. Interesting factors like "ability to view stock online" was ranked by one participant as the most important (see Appendix H). This is a factor that would have once been considered a luxury feature of a business, just like other technological advancements, has become almost an expectation for some. For charity, an example of this regarded the degree to which donors want to actively see the actions of charities (i.e., initiatives and progress). Making these actions both routine and easily accessible.

There are opportunities from the market

There are alternatives and competitors (see Appendix C) in FriendLilySHOP's market that can be beneficial. One of FriendLilySHOP's greatest strengths is collaboration, and the market is connected by their goal of supporting small businesses & entrepreneurs. The direct competition having similar business models (e-commerce marketplaces) allows the organization to compare and improve. The competitive differentiation that FriendLilySHOP has in this market is that it additionally supports local charities.

The current environment is challenging

Both the small business and charity environments, as made evident in the discussion, were heavily impacted by the pandemic. The small business is recovering better from the pandemic than the charity environment. Even though the recovery state is different, both still need help to achieve pre-pandemic levels, and FriendLilySHOP is designed to help organizations from both environments.

RESEARCH TAKEAWAYS

The Peterborough and Kawartha area is prepared to support local

96% AGREE
SUPPORTING LOCAL
BUSINESS IS IMPORTANT

37% STATED
THEIR LOCAL PRODUCT
PURCHASING BEHAVIOUR
INCREASED

There are important BIG FACTORS

BUYING LOCAL	SUPPORTING CHARITY
To support local business	**Belief in a cause**
Product Quality	
Price	**A want to give back to society**
Convenience	
Product Variety	**Personal experiences**
Hours of Operation	

There are considerable *unique factors*

- Hours of operation
- Retail atmosphere
- Knowledgeable staff
- Inventory monitoring
- Social media engagement
- Store creativity
- Charity transparency
- Charity action reporting
- Donation tax refunds

NEXT STEPS

01   **Utilize Findings**

- Internally reflect on research and adjust
  - Consider factors when conducting any marketing communication
  - Change the marketplace (website) to acknowledge and integrate important factors

02   **Relay Findings**

- Relay the findings of the research to the community
  - Local businesses (e.g., Kyoto Coffee)
  - Local charities (e.g., YWCA Peterborough Haliburton)
    - Help both understand their supporters better to attract and cater to their wants

03   **Continue Research**

- Continue to survey the area to adjust to the ever-changing market
- Continue to utilize, adjust, and relay research

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Appendix A
Online Survey Questions

The following are the survey questions in order from how they were presented to participants:

1. Supporting a local business is important to me

2. How important are the following factors when it comes to influencing you to buy local products

3. Between 2022-2023, how did your local product purchasing behaviour change?

4. How important are the following factors when it comes to deterring (discouraging) you to buy local products

5. Is there anything else you would like to share about your decisions to support local?

6. What is the most important personal factor that influences you to support charities? (select one)

7. What types of charities do you support? (select all that apply)

8. Is there anything else you would like to share about your decisions to support charity?

9. Do you identify as?*****

10. In which range do you fall******

11. Do you live within Peterborough & the Kawarthas area?

12. Please indicate the range your household income falls within:

*regarded participants gender identity
**regarded participants age

Appendix B

Survey Layout

Survey layout as displayed to participants:

Q1 Supporting a local business is important to me

- ○ Strongly agree
- ○ Somewhat agree
- ○ Neither agree nor disagree
- ○ Somewhat disagree
- ○ Strongly disagree

Q2 How important are the following factors when it comes to **influencing** you to buy local products
1 star = not very important
5 stars = extremely important

Convenience	☆☆☆☆☆
Price	☆☆☆☆☆
Product quality	☆☆☆☆☆
To support local business	☆☆☆☆☆
Product variety	☆☆☆☆☆
Business reviews	☆☆☆☆☆
Founder's story	☆☆☆☆☆
Packaging	☆☆☆☆☆
Other (specify)	☆☆☆☆☆

Q3 Between 2022-2023, how did your local product purchasing behaviour change?

- ○ It significantly increased
- ○ It slightly increased
- ○ It remained the same
- ○ It slightly decreased
- ○ It significantly decreased

Q4 How important are the following factors when it comes to **deterring (discouraging)** you to buy local products
1 star = not very important
5 stars = extremely important

Price	☆☆☆☆☆
Hours of operation	☆☆☆☆☆
Return policy	☆☆☆☆☆
Inconsistency	☆☆☆☆☆
Convenience	☆☆☆☆☆
Product quality	☆☆☆☆☆
Product variety	☆☆☆☆☆
Packaging	☆☆☆☆☆
Other (specify)	☆☆☆☆☆

Q5 Is there anything else you would like to share about your decisions to support local?

Q6 What is the **most important** personal factor that influences you to support charities? (*select one*)

- ○ Want to give back to society
- ○ Belief in a cause
- ○ Faith and religion
- ○ Personal experiences
- ○ Other (specify)

Q7 What **types** of charities do you support? (*select all that apply*)

- ☐ Environmental charities
- ☐ Children's charities
- ☐ Animal-based charities
- ☐ Human rights charities
- ☐ Disaster relief charities
- ☐ Research charities
- ☐ Religion or faith charities
- ☐ Education charities
- ☐ Sports-based charities
- ☐ Other (specify)

Q8 Is there anything else you would like to share about your decisions to support charity?

Q9 Do you identify as?

- ○ Male
- ○ Female
- ○ Other (specify)
- ○ Prefer not to say

Appendix B

Survey Layout

Survey layout as displayed to participants:

Q10 In which range do you fall:

- ○ 15-19
- ○ 20-29
- ○ 30-39
- ○ 40-49
- ○ 50-59
- ○ 60 or older

Q11 Do you live within Peterborough & the Kawarthas area?

- ○ Yes
- ○ No

Q12 Is there anything else you would like to share about your decisions to support local?

Appendix C

Competitor Analysis

	FriendLilySHOP	Living Local Marketplace	Local-Street
Year Established	2021	2021	2017
Sales Channels	Ecommerce	Ecommerce & Brick-&-Mortar	Ecommerce
Product Mix Width (# of products)	83	522	598
Supports	Small Local Business & Local Charities	Small Local Business	Small Local Business
Gift boxes?	YES	YES	NO
Main Area of Focus	Peterborough & Kawartha Area	Ontario (Store in Peterborough)	Ontario & British Columbia

*(Riches, n.d.), (*About us*, n.d.), & (Doris, n.d.)

Appendix D

Distribution Materials Examples

The following are examples of the distribution material used for the online survey
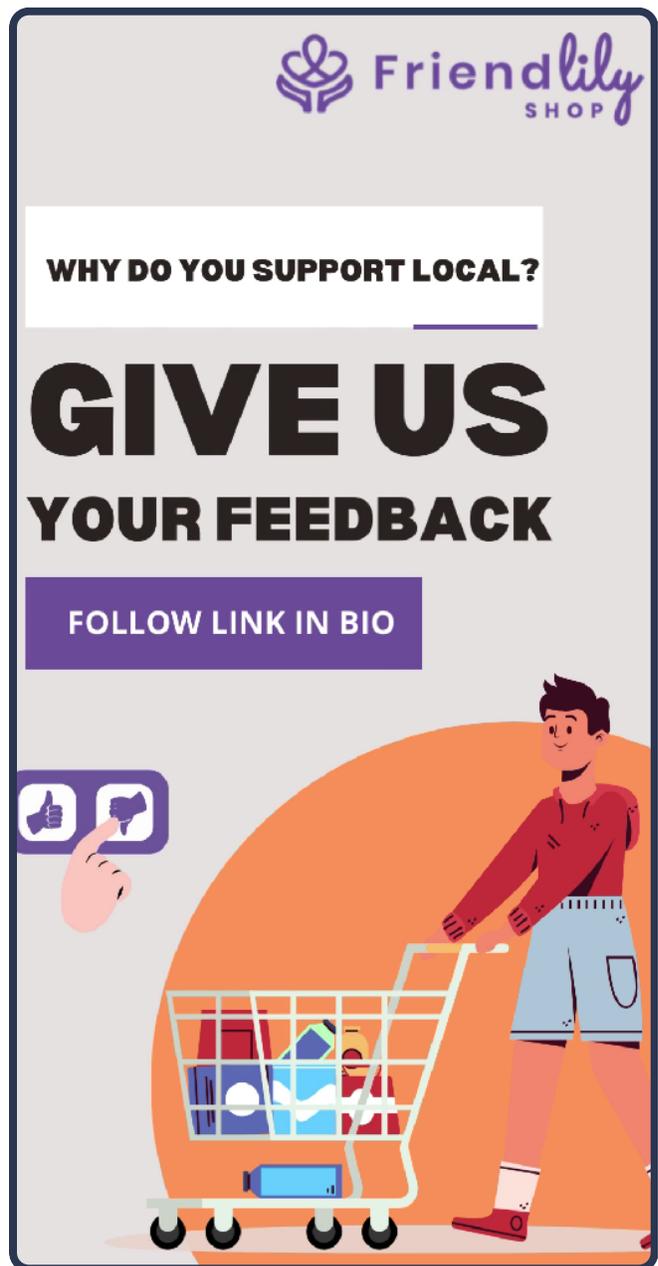
1. Instagram Post
2. Trent Campus Poster
3. Instagram Story Post

Appendix E

Online Survey: Demographic Data

Household Income

Answer	%	Count
Below $9k	2.00%	1
$10k-$49k	18.00%	9
$50k-$99k	42.00%	21
$100k-$149k	26.00%	13
$150k or more	12.00%	6
Total	100%	50

Age

Answer	%	Count
15-19	1.96%	1
20-29	29.41%	15
30-39	33.33%	17
40-49	9.80%	5
50-59	5.88%	3
60 or older	19.61%	10
Total	100%	51

Do you live in Peterborough & Kawartha area?

Answer	%
Yes	92.86%
No	7.14%
Total	100%

Gender Identity

Answer	%	Count
Male	33.33%	17
Female	64.71%	33
Other (specify)	0.00%	0
Prefer not to say	1.96%	1
Total	100%	51

Appendix F

Online Survey: Buy Local Business Data

How important is supporting local business to you

Answer	%	Count
Strongly agree	74.00%	37
Somewhat agree	22.00%	11
Neither agree nor disagree	0.00%	0
Somewhat disagree	2.00%	1
Strongly disagree	2.00%	1
Total	100%	50

Between 2022-2023, how did your local product purchasing behaviour change?

Answer	%	Count
It significantly increased	5.88%	3
It slightly increased	37.25%	19
It remained the same	49.02%	25
It slightly decreased	3.92%	2
It significantly decreased	3.92%	2
Total	100%	51

Influencing Factors

Field	Min	Max	Mean	Std Deviation	Variance
Convenience	1	5	3.83	0.95	0.9
Price	1	5	3.9	0.99	0.99
Product quality	2	5	4.17	0.75	0.56
To support local business	3	5	4.45	0.77	0.59
Product variety	2	5	3.52	0.86	0.73
Business reviews	1	5	3.17	1.15	1.32
Founder's story	1	5	2.93	1.05	1.1
Packaging	1	5	2.79	1.35	1.82
Other (specify)	3	5	4.63	0.7	0.48

Deterring Factors

Field	Min	Max	Mean	Std Deviation	Variance
Price	1	5	3.86	1.25	1.55
Product quality	1	5	3.82	1.2	1.43
Hours of operation	1	5	3.75	1.06	1.12
Convenience	1	5	3.29	1.16	1.35
Other (specify)	1	5	3	2	4
Product variety	1	5	2.93	1.19	1.42
Inconsistency	1	5	2.85	1.41	1.98
Return policy	1	5	2.25	1.21	1.47
Packaging	1	5	2.18	1.31	1.72

Appendix G

Online Survey: Local Charity Data

Top reason for supporting charity

Answer	%
Want to give back to society	38.71%
Belief in a cause	45.16%
Faith and religion	0.00%
Personal experiences	12.90%
Other (specify)	3.23%
Total	100%

Types of charities supported by participants

Answer	%	Count
Environmental charities	20.48%	34
Children's charities	18.07%	30
Animal-based charities	14.46%	24
Human rights charities	13.86%	23
Disaster relief charities	8.43%	14
Research charities	4.82%	8
Religion or faith charities	2.41%	4
Education charities	7.83%	13
Sports-based charities	3.01%	5
Other (specify)	6.63%	11
Total	100%	166

Appendix H
Online Survey: Text Responses

Buy local business influencing factors stated in "Other (specify)"

The retail experience for small business tends to lean more creative and less corporate

Social media engagement. I'm tired of reading social media posts complaining about pandemic shutdowns to save lives. It was hard on all of us. But our elders and people with medical conditions were able to survive. Complaining STILL about that, and blaming Trudeau for everything when the Conservatives would've made life worse for all of us, is a guaranteed way to lose my business!

Hours open

Personally, need the option of easy parking OR option for delivery

Friendly employees

sourced locally

Shopping experience (walking between stores, atmosphere of the store, social time with friends)

Business's reputation for philanthropy

Accessibility of stores, ability to navigate the store and find things easily, having things I need.

ability to check stock online

Novelty. Can I get this elsewhere?

Is there anything else you would like to share about your decisions to support local?

I like to support our local Business Owners. Hours of operation and prices are typically a deterrent.

I try to support local whenever I can. Sometimes I have something really specific in mind and I can only find it online but if I knew of a local shop I would buy it locally if I could.

Local businesses will always be incompetitive pricewise and conveniencewise when compared to large retailers. So they have to stand out for local sourcing and supporting community members. They need to support ALL members of our community not just their local tribes, such as the anti-vaxxers. If you're going to complain about government directives to save lives, you're going to lose my business and that of many people in our community.

promotions should be easily conveyed and understood - will promte me to return

Product knowledge is very important by sales staff

I am also weighing the need for consumerism, so I now try to buy second hand when possible.

It benefits the community and I'd rather support local than large multi-million dollar franchises. It's kinder to support our town

Happy to have our local stores, not just for "emergency" purchases

I prefer to support local when I can, but the store needs to have something useful to me.

Buying local arises from a mindset of believing in your own community to produce goods or services equal to other places.

Local businesses offer many people employment opportunities as well as fostering a sense of community. Meeting faces that are within your area and hearing stories offers an important sense of human connection.

Appendix H

Online Survey: Text Responses

Additional charity types supported that were stated in "Other (Specify)"

Right to Heal
food security
Senior Charities
Senior's Charities
Health causes
Hospitals/health care
social justice
Health charities (IE: hospital foundations)
Indigenous
Health or Medical Related
Health-related charities

Is there anything else you would like to share about your decisions to support charity?

I support charities that actually provide services. Most just sit in offices waiting for people to access their service and most then say no.
It's important that the charity shows what impact they're having - not just the work they're doing!
I am blessed, many are not and need our support
The impact of an organization matters so I watch to see how funds are used.