

WHY DO YOU BUY LOCAL?



FriendLilySHOP allows you to support **small businesses** and contribute to **local charities** with each purchase from the site

All locally produced products sold on FriendLilySHOP have 10% of the retail price donated to a charity of the customer's choice.

RESEARCH QUESTIONS

 What factors influence people to buy local?

 What factors influence people to support local charity?

METHODOLOGY

 Online Survey

 Literature Review

 Internal Analysis

KEY FINDINGS

 Online Survey  52 Participants  Peterborough & Kawartha Area
 Jan - Feb 2024

Buy Local Factors

When given option to rate factors by **influence**

To support local business		4.5/5
Product quality		4.2/5
Price		3.9/5

Barriers to Buying Local

When given option to rate factors by level of **deterrence**

Price		3.9/5
Product quality		3.8/5
Hours of operation		3.8/5

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



*Visual representation of buy local factors stated in text-based survey responses

RECOMMENDATIONS

Local Businesses:

- Offer **options** to the **price-sensitive customer**
- **Emphasize** the **local aspects** of your business
- Adjust your **availability** to cater to target customers
- Focus on **consistency** and **variety**

Local Charities

- Clearly **identify** the **main cause** the charity is for & its actions taken
- Create ways that supporters can be **involved** in charity activities

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