

Incidence and level of knowledge of the solidarity economy and fair trade in Sucre**Incidencia y nivel de conocimiento de la economía solidaria y el comercio justo en Sucre**

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Abstract

The present work of investigation rescues the opinions of the chiefs of family of Sucre as agents of decision, observing the degree of knowledge and effect that they have the products related to the just trade on the familiar economy, opposite to the products that come from other regions of the world across the import. The topic has relevance knowing that Bolivia is a producing country of prime matters and that it does not incorporate in the majority of its product sad devalue, and that it has big industrial differences with other economies worldwide.

Family economy, Trade, Solidarity**Resumen**

El presente trabajo de investigación rescata las opiniones de los jefes de familia de Sucre como agentes de decisión, observando el grado de conocimiento y efecto que tienen los productos relacionados con el comercio justo sobre la economía familiar, frente a los productos que provienen de otras regiones del mundo a través de la importación. El tema tiene relevancia sabiendo que Bolivia es un país productor de materias primas y que no incorpora en la mayoría de sus productos devaluación triste, y que tiene grandes diferencias industriales con otras economías a nivel mundial.

Economía familiar, Comercio, Solidaridad

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Introduction

Faced with the process of globalization and the evolution of new economies that reflect the developed and underdeveloped countries. Alternatives of socioeconomic development arise, in order to adapt to the latest social and monetary changes that the world is experiencing, among them we can mention the Solidarity Economy, an approach that is an alternative to sustainable human development, respect for the unity and policies of the economy; to finance and labor, social and ecological issues; to decentralization and self-administration and equal rights between men and women; social dialogue as a key instrument to address economic-social problems.

On the other hand, Fair Trade means equitable price, quality and fair quantities to fully satisfy the customer and payment to satisfy the producer. In this way both currents complement each other and generate a powerful alternative trade, which is why for many countries, organizations, associations, producers, processors, companies of different structures and social groups, it already represents a success in their commercial and monetary practices, especially for artisan, ecological, humanist, religious and cultural sectors that have managed to form the different Multisectoral Platforms for the Promotion and Development of Solidarity Economy (E-S) and Fair Trade (C-J).

In the case of Bolivia, its practice is so recent and little deepened, but thanks to initiatives of non-governmental organizations in coordination with rural and urban micro-producers, have made our country part of these new currents, with short but significant experiences in regions with few apparent comparative advantages. But nevertheless if we analyze our cultures and ancestral traditions, these concepts of the (ES) and the (CJ), already practiced in a concrete and accurate way when we refer to the "Community Trade" where the exchange of products was appreciated through (barter), or we can also describe the Community Self Help, as the mink "a, the ayni, etc..

Fair trade offers a simple and direct method to improve the situation of producers and developing countries. By buying, offering and promoting a Fair Trade product, consumers and businesses can play an important role in improving the global balance of power and wealth, all with a simple transaction we make every day.

By joining the awareness campaigns that Fair Trade organizations promote, citizens can put pressure on companies to act responsibly towards all those involved in their activities, from producers to consumers, and thus promote a type of production and marketing that is socially, economically and environmentally sustainable. Fair Trade campaigns give citizens the opportunity to ask politicians to adopt measures at the international level to ensure a fairer and more people-oriented world trade.

In this sense, during the research we will try to reflect on the importance of these new alternatives of economic, social and cultural development that are being developed in our country and specifically in our department when we refer to rural producers such as the OECAS and the Mypes of the city of Sucre. In both sectors, we will analyze the degree of applicability of these economic models, their positive and negative expressions.

Materials and methods

Materials used for the development of the research

The present research study took into account basic desktop materials such as bond paper, cardboard, markers and others, and also used bibliographic reference materials that were used in its analysis and elaboration.

The budget detail can be seen in the annexes and highlights the preparation of the research to be carried out in the final phase of this 4th Science, Technology and Innovation Fair, organized by the University of San Francisco Xavier de Chuquisaca.

Methodology used in the development of the investigation

Type of research

The type of research to be used will be exploratory and descriptive, performing in a first phase a review of documents related to Fair Trade and Solidarity Economy, and then proceed to collect information from primary sources to be tabulated and analyzed later.

Methods to be used

Statistical method

The statistical method will be applied for the processing, tabulation and systematization of the quantitative information collected from the application of different survey forms.

Bibliographic method

The application of this method will make it possible to obtain secondary information necessary for the structuring of the theoretical framework, which will allow for a more precise understanding of the topic of Solidarity Economy and Fair Trade.

Deductive method

This method will allow to adopt and emanate global final decisions and conclusions after a specific and particular analysis and evaluation of our data.

Techniques to be used

The survey

It will be aimed at collecting opinions and criteria of the population regarding Fair Trade and Solidarity Economy. It will take into account aspects related to the level of knowledge regarding the topic and the incidence on their family economy.

The total projected population taken from the National Institute of Statistics indicates a population of 288283 inhabitants for the year 2008, and taking into account an average family of 5 members we have 57657 families in the city of Sucre Urbano. From this total, a sample was obtained using the finite population formula and a total of 381 surveys were obtained.

Results obtained

Population surveyed according to sex

As can be seen in the following table, 381 families were taken into account and parents and/or heads of household were surveyed as decision makers in the purchase of products.

SEXO			
		Frecuencia	Porcentaje
Válidos	HOMBRE	242	63.5
	MUJER	139	36.5
	Total	381	100.0

Table 1 Population surveyed according to sex

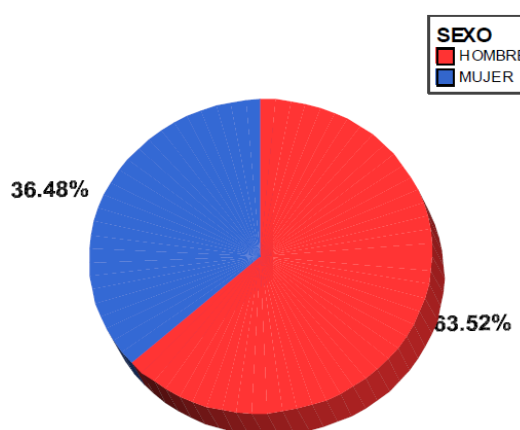


Figure 1 Respondent population by sex

The largest number of respondents were parents as can be seen in both the table and the graphic.

Population surveyed by District

The largest number of surveys was conducted in District 2 (42%) and this corresponds to the population size of this district and its geographic coverage.

DISTRITO EN EL QUE VIVE			
		Frecuencia	Porcentaje
Válidos	DISTRITO 1	53	13.9
	DISTRITO 2	161	42.3
	DISTRITO 3	66	17.3
	DISTRITO 4	51	13.4
	DISTRITO 5	50	13.1
	Total	381	100.0

Table 2 Population surveyed by District

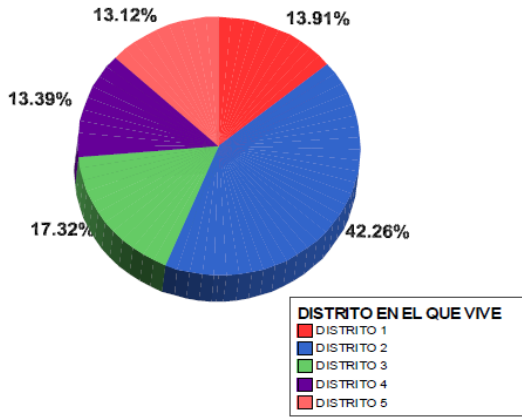


Figure 2 Population surveyed by district

Level of knowledge on the topic of Solidarity Economy and Fair Trade

Most of the respondents have knowledge of what fair trade is, although in many cases they cannot even express it in the best way.

		Frecuencia	Porcentaje
Válidos	SI	189	49.6
	NO	155	40.7
	Total	344	90.3
Perdidos	Sistema	37	9.7
Total		381	100.0

Table 3

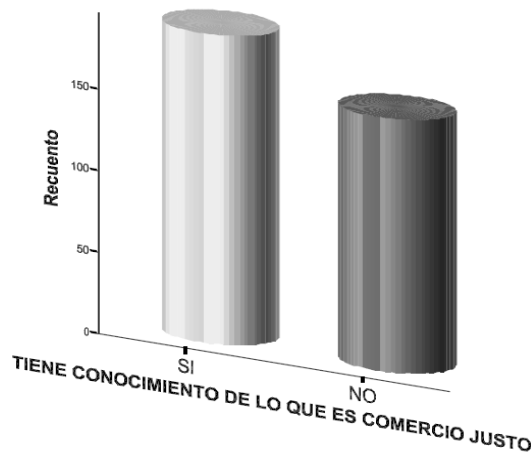


Figure 3 Knowledge of what fair trade means

It is important to mention that 9.7% did not want to answer, so it is also possible to infer that they are not unaware of the implications of the topic under study.

Products consumed and their relationship with Fair Trade

A large number of respondents stated that they do not consume products linked or related to Fair Trade (60%).

		Frecuencia	Porcentaje
Válidos	SI	135	35.4
	NO	231	60.6
	Total	366	96.1
Perdidos	Sistema	15	3.9
Total		381	100.0

Table 4

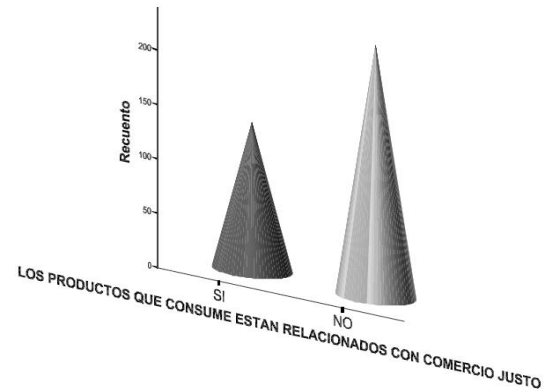


Figure 4 Products consumed are related to Fair Trade

From the opinions and responses it can be concluded that most of the products in the local markets do not share the Fair Trade criteria.

Approximate average percentage of consumption of Fair Trade products

In this case, we obtained an average statistical indicator that is approximate since in many cases we did not have exact data, obtaining an average percentage of 39%, which is minimal compared to a large 71% of the products that we usually buy in the markets and that do not include fair trade and solidarity economy criteria.

	N	Media
PORCENTAJE PROMEDIO DE CONSUMO DE PRODUCTOS DE COMERCIO JUSTO	381	39.42
N válido (según lista)	381	

Table 5 Average percentage of consumption of Fair Trade products

This result is also supported by the previous table (No. 5) since approximately 60% do not consume products included within fair trade.

Knowledge of companies that practice Fair Trade in Sucre

As can be seen in the following table and graph, 62% are aware of the companies that use fair trade criteria and 32% do not know.

		Frecuencia	Porcentaje
Válidos	SI	237	62.2
	NO	125	32.8
	Total	362	95.0
Perdidos	Sistema	19	5.0
Total		381	100.0

Table 6

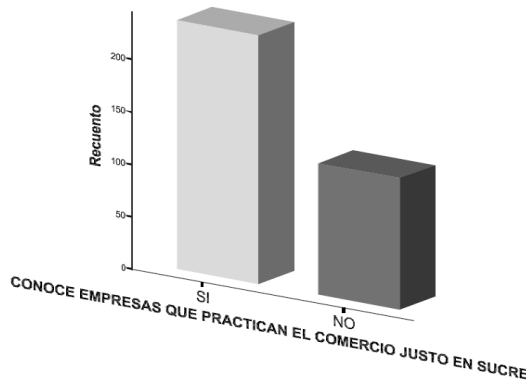


Figure 5 Knowing which companies are involved in fair trade in Sucre

It is also important to clarify that in many cases, although it is known that companies are related to fair trade because of their slogans and logos, there is no clear concept of how they are involved in this respect.

Knowledge of institutions involved in fair trade in Sucre

In the case of the level of knowledge of institutions related to and linked to fair trade and the solidarity economy (NGOs and others), the majority of those surveyed are aware of some of them (63%).

		Frecuencia	Porcentaje
Válidos	SI	242	63.5
	NO	127	33.3
	Total	369	96.9
Perdidos	Sistema	12	3.1
Total		381	100.0

Table 7 Do you know institutions that practice fair trade in Sucre?

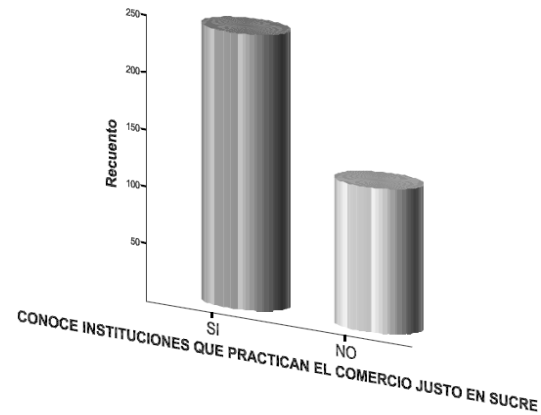


Figure 6 Knows institutions that practice fair trade in Sucre

		Frecuencia	Porcentaje
Válidos	CAROS	95	24.9
	MODERADOS	156	40.9
	BAJOS	121	31.8
	Total	372	97.6
Perdidos	Sistema	9	2.4
Total		381	100.0

Table 8 Perception of the prices of fair trade products

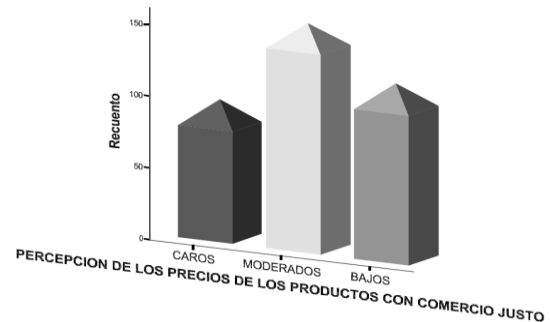


Figure 7 Perception of prices of fair trade products

The majority of respondents think that the prices of fairly traded products are moderate (40%), 31% think that they are low and only 25% think that they are expensive.

Perception of fair trade price levels

61% of respondents believe that the prices of fair trade and solidarity economy products would go down and 35% that they would not.

		Frecuencia	Porcentaje
Válidos	SI	232	60.9
	NO	135	35.4
	Total	367	96.3
Perdidos	Sistema	14	3.7
Total		381	100.0

Table 9 With fair trade, do you think that the prices of products would go down?

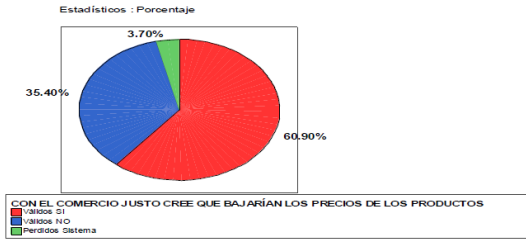


Figure 8 With fair trade, they believe that the prices of products would go down

Perception of the quality of fair trade products

55% of respondents think that the quality of products can be improved with solidarity economy and fair trade and 41% do not.

		Frecuencia	Porcentaje
Válidos	SI	212	55.6
	NO	158	41.5
	Total	370	97.1
Perdidos	Sistema	11	2.9
Total		381	100.0

Table 10 With fair trade you think the quality of the products will improve

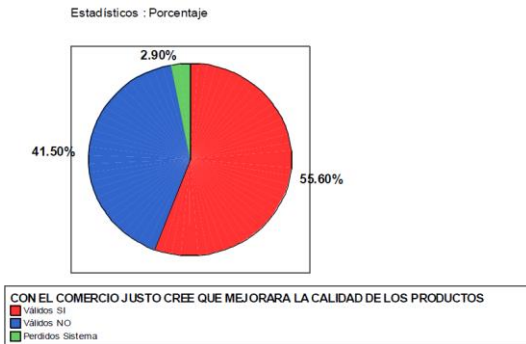


Figure 9 With fair trade you think that the quality of products will improve

Perception of fair trade in relation to local industry and economy

60% of the respondents think that it is possible to improve the local industry and economy by applying fair trade and solidarity economy and 35% responded positively.

		Frecuencia	Porcentaje
Válidos	SI	229	60.1
	NO	135	35.4
	Total	364	95.5
Perdidos	Sistema	17	4.5
Total		381	100.0

Table 11 With fair trade you think that local industry will be promoted

Perception of relations between local productive actors and fair trade

58% of respondents stated that it is possible to improve the relationship between productive actors (companies, institutions, etc.) with the implementation of a solidarity economy and fair trade and 38% stated that it is not.

		Frecuencia	Porcentaje
Válidos	SI	229	60.1
	NO	135	35.4
	Total	364	95.5
Perdidos	Sistema	17	4.5
Total		381	100.0

Table 12 With fair trade, we believe that local industry will be promoted

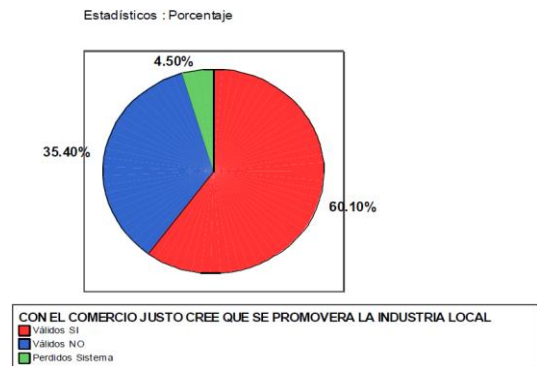


Figure 10 With fair trade, we believe that local industry will be promoted

Opinion regarding incentives for fair trade

86% of the heads of household surveyed believe that it would be a good idea to encourage and promote fair trade and the solidarity economy.

		Frecuencia	Porcentaje
Válidos	SI	221	58.0
	NO	148	38.8
	Total	369	96.9
Perdidos	Sistema	12	3.1
Total		381	100.0

Table 13 With fair trade, they believe that relations between pro-local actors will improve

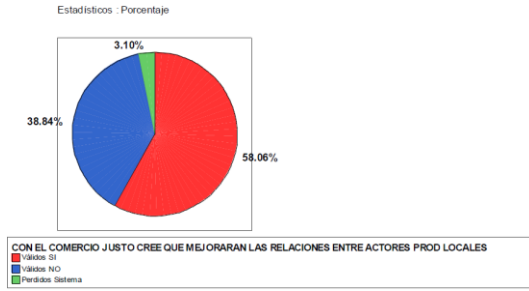


Figure 11 With fair trade, we believe that relations between pro-local actors will improve

Opinion regarding the impact of fair trade on the economy

The majority of respondents believe that fair trade and the solidarity economy clearly have an impact on the local economy.

		Frecuencia	Porcentaje
Válidos	SI	330	86.6
	NO	44	11.5
	Total	374	98.2
Perdidos	Sistema	7	1.8
Total		381	100.0

Table 14 Do you think it will have an impact on Sucre's economy?

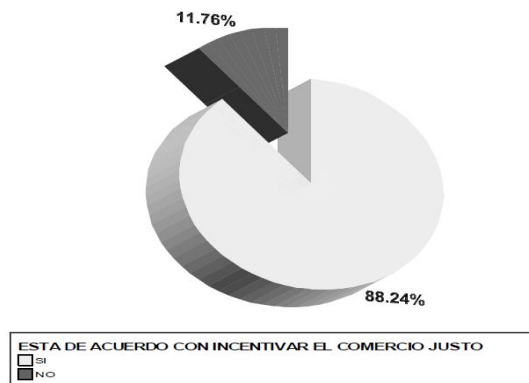


Figure 12 Respondents think it will have an impact on the economy of Sucre

Opinion on the impact of fair trade on consumers' health

As can be seen in the following table and graph, 75% of those surveyed believe that there is a clear relationship between fair trade and the health of the people who buy different products.

		Frecuencia	Porcentaje
Válidos	SI	324	85.0
	NO	49	12.9
	Total	373	97.9
Perdidos	Sistema	8	2.1
Total		381	100.0

Table 15 Do you think that consuming fair trade products will have an impact on the health of the population?

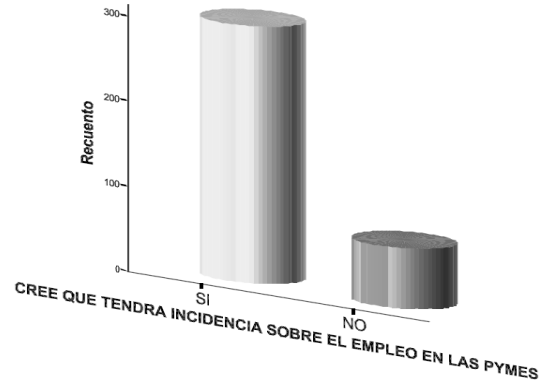


Figure 13 Do you think that consuming products related to fair trade will have an impact on the health of the population?

Opinion regarding the impact of fair trade on employment

79% of the total number of respondents believe that there is an influence on employment and fair trade, while 18% deny this relationship and impact.

		Frecuencia	Porcentaje
Válidos	SI	302	79.3
	NO	71	18.6
	Total	373	97.9
Perdidos	Sistema	8	2.1
Total		381	100.0

Table 16 Do you think it will have an impact on employment in SMEs?

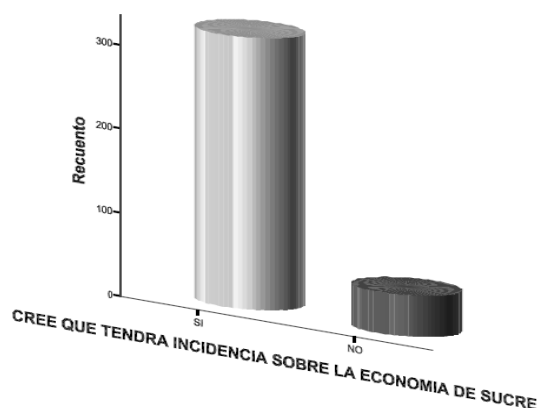


Figure 14 Believes it will have an impact on employment in SMEs

Opinion on the impact of fair trade on the influx of products in local markets

61% of the surveyed heads of household believe that there is an impact and relationship with respect to the influx of products in local markets with fair trade and solidarity economy.

		Frecuencia	Porcentaje
Válidos	SI	236	61.9
	NO	132	34.6
	Total	368	96.6
Perdidos	Sistema	13	3.4
	Total	381	100.0

Table 17 Do you think it will have an impact on product flow?

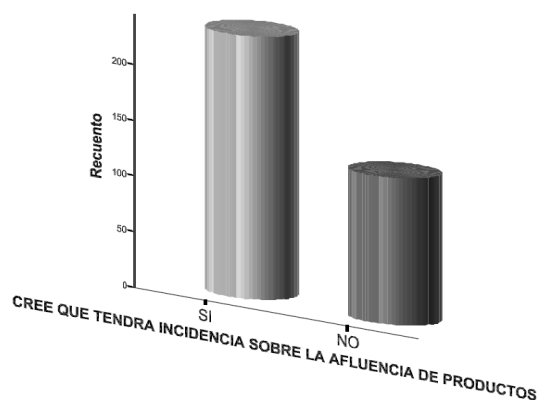


Figure 15 Believes it will have an impact on the influx of products

From the last opinion we can infer that the population thinks that by reducing the number of intermediaries with fair trade and solidarity economy they perceive that it is possible to improve the affluence of products in local markets.

Discussion

Profitable versus social

In many cases, profitability in companies is a determining option, without considering alternatives that include social implications that take into account local actors, benefiting national and local people rather than international ones.

Fair trade and solidarity economy represent an option to balance the social factor of inclusion of national producers and companies, also achieving an economic benefit, but also taking care of the conditions that the consumer achieves when buying products.

The level of competitiveness of products on the local market

Another topic of controversy and discussion is the level of competitiveness of national fair trade products with respect to those imported or produced by other economies, a relationship that in many cases is not favorable for national products that achieve higher costs and prices in the markets.

However, as evidenced in the research, consumers are beginning to perceive the level of quality and health benefits of domestic and imported products.

Global trends, international consumption and fashion factor

Finally, another topic that generates discussion is the global trends that determine the consumption of certain products that are reinforced by the advertising factor of the large communication chains and that in many cases harm the consumption of national products, which even have better properties and characteristics than those mentioned above.

Conclusions

From the diagnosis, it can be concluded that there is not a good promotion and dissemination of Fair Trade and Solidarity Economy, a factor that in many cases harms the search for consumption alternatives among the population.

Most of the products in the local markets are not related to fair trade, which makes their consumption restrictive.

In Sucre there are still very few companies that have the fair trade and solidarity economy system or are linked to it, being more institutions such as NGOs and others.

The prices of products linked to fair trade are still perceived as high in relation to other products in the markets.

There is a favorable opinion regarding the implementation of a fair trade system with respect to: the quality to be achieved by the products, the convenience of the prices with respect to consumers, the virtues in the health area, the generation of labor sources, the influx of products in the market and the influence on the local economy in general.

Our economy is still very fragile and uncompetitive in the face of products that come from abroad and are strongly favored by mainly television advertising and the fashion factor.

Acknowledgments

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