

CONTENT

ACKNOWLEDGEMENTS	iii
CONTENT	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	ix
1 INTRODUCTION.....	1
1.1 Justification.....	1
1.2 Research objectives	2
2 LITERATURE REVIEW.....	4
2.1 Biotrade: general background.....	4
2.2 Importance of Biotrade for poverty reduction and biodiversity conservation.....	6
2.3 Biotrade experiences in Latin America, advantages and constraints.	9
2.4 Economic studies about biodiversity trade in Latin America	11
2.5 Studies about consumers' attitudes in Europe and Germany towards protected species	13
3 METHODOLOGY AND RESEARCH DESIGN.....	15
3.1 Conceptual framework and selection of variables	15
3.2 Research design and survey development.....	19
3.2.1 Target population and place of the study.....	19
3.2.2 Sample and sample size	20
3.2.3 Survey elaboration.....	21
3.2.4 Contingent valuation questions	22
3.2.5 Choice set.....	22
3.3 General characteristics of sample	24
3.4 Data analysis	27
4 RESULTS AND DISCUSSION.....	28
4.1 Relevant consumers' characteristics with respect to purchasing ornamental plants 28	
4.1.1 Sex, age, and educational level	28
4.1.2 Preferences regarding the type and origin of ornamental plants	30
4.1.3 Spending on ornamental plants	33
4.1.4 Knowledge about the origin of ornamental plants	35
4.1.5 Knowledge regarding the protection of plants	36
4.2 Analysis of willingness to buy protected plants (WTB of PP).....	38
4.2.1 Relationship between product characteristics and willingness to buy protected plants	39
4.2.2 Relationship between the consumers' characteristics and willingness to buy protected plants	44

4.3	Analysis of willingness to pay for protected plants (<i>WTP for PP</i>)	53
4.3.1	Relation between the products' characteristics and the willingness to pay for protected plants	54
4.3.2	Relation between characteristics of a potential purchaser and willingness to pay for protected plants	58
4.4	Evaluation of attributes of protected plants.....	65
4.4.1	Preference analysis	65
4.4.2	Simulation exercise for determining a reference price for protected plant commercialization	68
4.5	Analysis of purchasing three plants from Bolivia	69
4.5.1	Description of the plants from Bolivia	69
4.5.2	Individual preference for plants from Bolivia	70
4.6	Implications from the study for Biotrade	71
5	<i>CONCLUSIONS AND RECOMMENDATIONS</i>.....	74
5.1	Conclusion.....	74
5.1.1	Ornamental plant purchase among Göttingen's inhabitants	74
5.1.2	Willingness to buy protected plants	75
5.1.3	Willingness to pay for protected plants	75
5.1.4	Weight of attributes.....	76
5.2	Recommendations	76
6	<i>REFERENCES</i>.....	79
ANNEX	85

LIST OF TABLES

<i>Table 1. Attributes and level of plants used in the choice experiment.....</i>	<i>23</i>
<i>Table 2. Distribution of the sample interviewed according to sex and age.....</i>	<i>24</i>
<i>Table 3. Distribution of purchasing ornamental plants according to sex.....</i>	<i>28</i>
<i>Table 4. Distribution of buying ornamental plants according to age.....</i>	<i>29</i>
<i>Table 5. Purchase of ornamental plants distribution according to the educational level.....</i>	<i>30</i>
<i>Table 6. Percentage of people according to the type of house and the grade of interest in ornamental plants</i>	<i>33</i>
<i>Table 7. Comparison between people who are interested in foreign and local plants and their knowledge regarding the origin of plants.</i>	<i>36</i>
<i>Table 8. Correlation analysis and level of significance between willingness to buy and the variables: plant characteristics according to the framework.....</i>	<i>39</i>
<i>Table 9. Correlation coefficient among willingness to buy protected plants and the variables of the consumers' characteristics.....</i>	<i>44</i>
<i>Table 10. Summary of the regression model using the variables with a significant correlation coefficient of the willing to buy protected plants.</i>	<i>51</i>
<i>Table 11. Variables with a higher relation with the dependent variable willingness to buy of protected plants</i>	<i>52</i>
<i>Table 12. Correlation analysis and significance level between willingness to pay for protected plants and the plant characteristics variables.....</i>	<i>54</i>
<i>Table 13. Correlation analysis and significance level between WTP for PP and potential consumer characteristics.....</i>	<i>58</i>
<i>Table 14. ANOVA between WTP for PP and educational level.....</i>	<i>60</i>
<i>Table 15. Average of willingness to pay within the groups of educational level.....</i>	<i>60</i>
<i>Table 16. ANOVA between willingness to pay for protected plants and the Age groups.....</i>	<i>61</i>
<i>Table 17. Percentage of people who are willing to make an extrapayment for a protected plant according to their type of house.....</i>	<i>62</i>
<i>Table 18. Percentage of respondents and their different levels of payment for protected plants according to their level of income.</i>	<i>62</i>
<i>Table 19. Percentage of people who pay different levels of money according to the fact whether they purchase ornamental plants.....</i>	<i>63</i>
<i>Table 20. Regression model for WTP for PP using the variables with significant correlation.....</i>	<i>63</i>
<i>Table 21. Variables with a higher relation with the dependent variable WTP for PP</i>	<i>64</i>
<i>Table 22. Attributes, levels and codes used in the analysis of choices.....</i>	<i>66</i>
<i>Table 23. Coefficients of utility function obtained using different attributes of protected plants.....</i>	<i>67</i>
<i>Table 24. Simulation probabilities for the scenario "reduction of the price by 25%"</i>	<i>68</i>
<i>Table 25. Simulation probabilities for scenario "reduction of the price by 50% "</i>	<i>69</i>

LIST OF FIGURES

<i>Figure 1. Factors that affect the a) willingness to buy and b)willingness to pay for protected plants from Bolivia.....</i>	18
<i>Figure 2. Comparison of the data from this study and the Statistic department from Göttingen. a) Comparison of age. b) Comparison of educational levels. c) Comparison of gender.....</i>	25
<i>Figure 3. Percentage of missing values of every variable evaluated.....</i>	26
<i>Figure 4. Percentage of people who buy ornamental plants within the group of educational level</i>	30
<i>Figure 5. Percentage of the respondents who buy different plants. a) according to the type of plant b) according to the origin of plants.....</i>	32
<i>Figure 6. Percentage of people spending different amounts of money on ornamental plants during a month.....</i>	34
<i>Figure 7. The monthly expenses and the spending on ornamental plants.(percentage of people)</i>	34
<i>Figure 8. Percentage of people that spend money on ornamental plants according the age.....</i>	35
<i>Figure 9. Percentage of population who know about the production country of purchased plants.....</i>	36
<i>Figure 10. Knowledge about plants protected by law within the group of ornamental plants purchasers.....</i>	37
<i>Figure 11. Percentage of people with different grades of WTB protected plants.....</i>	38
<i>Figure 12. Percentage of people who are willing to buy protected plants and willing to buy protected plants with sustainable management.....</i>	40
<i>Figure 13. Percentage of respondents who have different levels of willingness to buy protected plants and buy plants from developing countries.....</i>	41
<i>Figure 14. Percentage of respondents who are interested in a) foreign plants, b) local plants and c) plants from developing countries within the group willingness to buy protected plants.....</i>	42
<i>Figure 15. Levels of payment for protected plants in percentage of people.....</i>	43
<i>Figure 16. Percentage of people agree to buy protected plants and the correspondent t-test according to them working in a nature office, belonging to an environmental organization and giving a donation for nature purposes.....</i>	46
<i>Figure 17. Percentage of people who are willing to buy protected plant according the type of house.....</i>	47
<i>Figure 18. Percentage of people who agree to buy protected plants according to their level of income.</i>	48
<i>Figure 19. Percentage of people who agree to buy protected plants according to their level of expenses</i>	48
<i>Figure 20. Willingness to buy protected plants according to gender</i>	49
<i>Figure 21. Willingness to buy protected plants according to Age.....</i>	49
<i>Figure 22. Comparison of the willingness to buy protected plants with (WTB PP_SM) and without (WTB PP) sustainable management criteria according to the knowledge of these plants.</i>	50
<i>Figure 23. Behavior of the variable willingness to pay for a protected plant a) Distribution of respondents agreeing and disagreeing towards WTP. b) Distribution of respondents who are willing to pay more for protected plants according to the selected additional increase.....</i>	54
<i>Figure 24. Average of extra payment according the willingness to pay for protected plants with sustainable management.....</i>	55
<i>Figure 25. Percentage of people willing to pay for protected plants and for the certification of sustainable management.....</i>	56
<i>Figure 26. Percentage of people willing to pay more for a protected plant according to their interest in foreign plants.....</i>	57

<i>Figure 27. Percentage of people willing to pay more for protected plants in comparison with the percentage of people willing to pay for plants from Bolivia.....</i>	<i>57</i>
<i>Figure 28. Comparison between members and non members of environmental organizations in term of more payment for protected plants.....</i>	<i>59</i>
<i>Figure 29. Comparison between donors and non donors of an environmental organization in terms of more payment for protected plants.....</i>	<i>60</i>
<i>Figure 30. Differences of percentages of payment between age groups and WTP for PP</i>	<i>61</i>
<i>Figure 31. Different interest grades towards three plants from Bolivia.....</i>	<i>71</i>