

**THE FAIR TRADE CONSUMER: ATTITUDES, BEHAVIORS, AND
KNOWLEDGE OF FAIR TRADE PRODUCTS**

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ABSTRACT

Fair trade products have increased in popularity in many developing countries, as social responsibility has become a relevant issue for retail businesses and consumers. Numerous fair trade organizations have emerged, nationally and locally, with the goal of improving the lives of producers in developing countries by creating sustainable businesses and improving the quality of working conditions. Sales of fair trade products have increased in the United States, especially by mainstream retailers. The sales volume of fair trade products continues to increase throughout various retail channels, however, the profile of the fair trade consumer remains unclear.

This study focuses on two research questions: What is the relationship between consumer attitudes towards fair trade and consumer psychographics, demographics, and the level of fair trade knowledge? How do consumer attitudes towards fair trade affect consumer purchase intentions? Consumers who demonstrate positive attitudes about fair trade are hypothesized to have an increased likelihood of purchasing fair trade products. A sample of customers of a local fair trade retailer was invited to participate in a web based survey. The data from survey results suggested that attitudes and fair trade knowledge were the strongest influencers of consumer purchase intentions.

By examining consumer psychographics, demographics, and level of fair trade knowledge, the results of this research will help retailers and fair trade organizations understand the profile characteristics of fair trade consumers, determine correlations with consumer buying behavior, and enable them to more effectively educate and target fair trade customers. Conclusions related to the profile of the US fair trade consumer will allow retailers to expand their businesses and better predict which fair trade product offerings will resonate best with consumers.

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INTRODUCTION

The presence of fair trade consumer products in the marketplace has increased in the past several decades, and sales volumes of fair trade goods have been steadily increasing. Fair Trade International reported that globally, consumers spent €4.9 billion in 2011, which is a 12% increase since 2010 ("Annual report 2011-12," 2012). In 2009 in the United States, consumers spent \$1.2 billion on fair trade certified products ("Fairtrade market experiencing explosive growth in UK and US," 2011). Much of the increase in fair trade consumption is attributed to consumer food products. In 2011, the top six fair trade certified products were bananas, cocoa, coffee, cotton, sugar and tea.

In 2012, the largest area of growth for fair trade certified products was sales by mainstream retailers in the United States. Sales of fair trade certified products in mainstream retailers grew by 26 percent between 2011 and 2012. In this same time period, fair trade certified products sold at specialty grocers grew by 22 percent, and fair trade certified products sold at natural grocers increased by 16 percent. The increasing sales of fair trade products from mainstream retailers, specialty grocers, and natural grocers shows the rising consumption of fair trade products in the United States. As the sales volume of fair trade products continues to increase throughout various retailer channels, the profile of the fair trade consumer will likely diversify.

Imports of fair trade certified garments have also increased. Fair Trade USA began to monitor the imports of fair trade apparel and linens in 2010. The number of garments purchased by retailers rose by 261% from 14,961 fair trade garments purchased in 2010, to 54,023 garments purchased in 2011 ("2011 Almanac," 2011). The increased consumption of fair trade clothing reflects expansion of fair trade product offerings and

the early acceptance of non-food fair trade products. Despite the increase in fair trade consumption, many US consumers remain unaware of the fair trade concept. Consumer awareness of fair trade in the United States is 34 percent, which is not as high as consumer awareness of organic products (Schwartz, 2012).

Several studies have aimed to predict fair trade buying behavior of shoppers by examining various consumer demographics and psychographics. Studies of fair trade buying behavior have focused on investigating psychographics (Castaldo, Sandro, Perrini, Misani, & Tencati, 2009; Dickson, 2000; Doran, 2009; Ma, Littrell, & Niehm, 2012; DePelsmacker, Patrick, & Janssens, 2007), or demographics (Abeliotis, Koniari, & Sardanou, 2010; Bondy, Tierney, & Talwar, 2011; Eastman & Liu, 2012; Littrell, Ma, & Halepete, 2005). However, the attributes of a fair trade consumer are still unclear. This uncertainty calls for further research investigating the psychographic and demographic characteristics of fair trade consumers.

Therefore, this study is aimed at investigating the profile of fair trade consumers. The combination of consumer psychographics and demographics will be investigated in this study. The research begins with Specific Aim 1, which is to identify the relationship between various consumer psychographics of fair trade shoppers. Specific Aim 2 is to determine the relationship between various consumer demographics and intentions to buy fair trade products. Specific Aim 3 is to determine the impact fair trade knowledge has on a consumer's attitudes and perceptions of fair trade products. The combination of these three specific aims will uncover the fair trade consumer profile.

The proposed research is significant because it examines the relationship of consumer psychographics, demographics, and the level of fair trade knowledge with purchase intention. The results of this study will help retailers and fair trade organizations

understand the profile characteristics of fair trade consumers, determine correlations with consumer buying behavior, and enable them to use this information to expand the fair trade product offerings.

To accomplish the objectives of this research, (i) a sample of fair trade consumers was surveyed to gain insights into consumer psychographics, demographics, and knowledge of fair trade products, (ii) survey results were analyzed to determine the factors with significant correlations to fair trade consumption, and (iii) a profile of the fair trade consumer in the United States was developed.

Glossary / Terminology:

Attitudes: The degree to which a person has a favorable or unfavorable evaluation of a behavior (Ajzen, 1991). Attitudes are formations of personal values and beliefs, and are focused on specific objects and situations (Dickson, 2000).

Demographics: Statistical data relating to the population such as age, education, and income.

Fair Trade: Trade in which fair prices are paid to producers in developing countries. Fair Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade.

Psychographics: Information used to classify consumers according to psychological variables such as lifestyle, interests, values, and personality (Lee & Littrell, 2006).

Purchase Intention: A consumer's intent to purchase a particular good in the future.

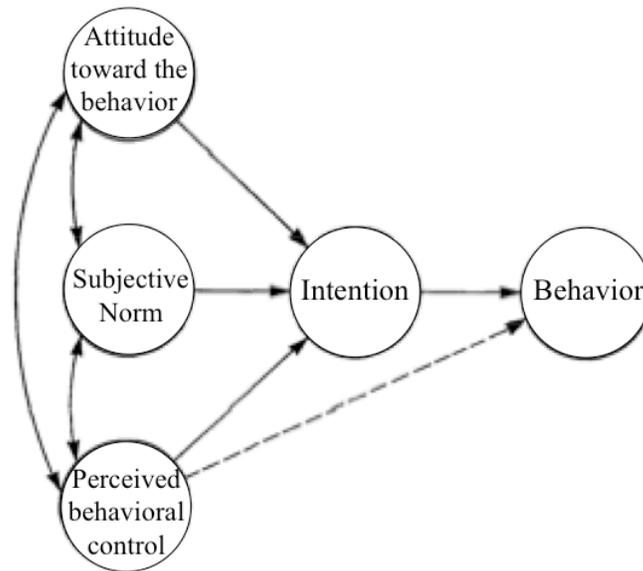
RELEVANT LITERATURE

Background: Fair trade is trade that assures fair prices are paid to producers in developing countries. Often times, the fair trade creates long-term business partnerships amongst artists, farmers, and consumers around the globe. In the United States, the fair trade movement began in the 1950s with the Alternative Trade Organizations (ATOs) that aimed to alleviate poverty in third world countries. Fair trade has developed with a mission that encourages trading partnerships based on dialog, transparency, respect, and greater equity in international trade (“What is fair trade?” 2009). The goal of the fair trade business model is to improve the lives of producers in developing countries by creating sustainable businesses and improving the quality of working conditions. Fair trade allows artists and farmers who live in developing countries to sell their goods for a price that ensures they receive a fair wage. One notable difference between fair trade and conventional trade is the marketing tactics. The marketing strategy of conventional trade products is often driven with the goal of increasing profits, where fair trade marketing is driven by consumer education and advocacy for socially responsible business practices (“What’s the difference between fair trade and free trade?” n.d.). The marketing strategy is an important consideration when studying the fair trade consumer because it has the potential to influence the attitudes and perceptions that consumers have about fair trade products.

Theory of Planned Behavior. The Theory of Planned Behavior states that behavioral intentions are determined by (i) attitudes, (ii) subjective norms, and (iii) perceptions of behavioral control. The Theory of Planned Behavior has been used by scholars to examine the characteristics of consumers and draw conclusions about behavioral intentions. The Theory of Planned Behavior has been applied to several

studies to investigate fair trade intentions (Ma, Littrell, & Niehm, 2012) and consumption patterns (Bondy, Tierney, & Talwar 2011). These studies have used the Theory of Planned Behavior as a framework and the research findings provide insight to consumer purchase behaviors.

Figure 1: Theory of Planned Behavior (Ajzen, 1991)



Attitudes. Researchers examining attitudes have looked at the relationship between various product attributes and their impact on consumer buying behaviors. There are various measures to test product specific attitudes. The research that Dickson (2000) conducted was based on the Rokeach Value Survey, which was used to measure consumers' personal values. Dickson's findings suggest that only product specific attitudes – not personal values, beliefs or knowledge – are linked to intentions to purchase socially responsible goods.

Ma, Littrell & Niehm (2012) study of young female consumers suggests that beliefs, general attitudes, and perceived behavioral control were all important factors in predicting non-food fair trade products.

Demographics. Researchers have found that consumer demographics create statistically meaningful information that can be used to describe the population in terms of age, gender, annual income, level of education, race. When predicting eco-friendly behaviors in Italian consumers, Abeliotis, Koniari, & Sardianou (2010) found that age and income were the most influential factors and gender was the weakest predictor. Many articles have found strong relationships between fair trade consumptions patterns and generational cohorts, level of income, and level of education (Dickson, 2000; Lee & Littrell, 2006).

Psychographics. Researchers have found that a segment of consumers are dissatisfied with the financial return for disadvantaged producers when compared to the financial return for the retailers (Dickson, 2000). The dissatisfaction suggests that consumers who possess certain personal values purchase fair trade products because these products have a fair financial return for producers and retailers. Doran's (2009) study of consumers' personal values is based on the Schwartz Value Survey. The Schwartz Value Survey classifies values as concepts of beliefs, which transcend specific situations, guide selections, and are ordered relative to importance. Doran's findings suggest that consumers with a high universalism value, which is defined as "understanding, appreciation, tolerance, and protection for the welfare of *all* people and for nature" have a strong positive correlation with fair trade consumption.

Knowledge of fair trade. DePelsmacker, Patrick, & Janssens (2007) found major differences in attitudes between low- and high-income individuals, and improving knowledge and overall attitude increases buying. The study found that the more people know about fair trade, the more they care and the less skeptical they are of the trade mechanism. The results suggest that improving knowledge and overall attitudes directly

and indirectly lead to an increase in consumer purchases. Interestingly, the results of d'Astous, Alain, & Mathieu (2008) experiment suggest that when consumers are given abstract information, such as marketing materials that suggest social validation, this leads to larger amounts of money spent on purchases relative to consumers who were given concrete information.

HYPOTHESIS DEVELOPMENT

Attitudes and Purchase Intention: Analysis of survey results from a study on behavioral intentions demonstrated that consumer intentions towards the fair trade concept as well as attitudes towards product attributes (handcrafted or ethnic appearance) play a major role in predicting purchase behavior (Ma, Littrell, & Niehm, 2012). These factors influenced consumers' attitudes and perceived behavioral control, which impact the consumers' purchase decision (DePelsmacker, Patrick, & Janssens, 2007; Dickson, 2000; Ma, Littrell, & Niehm, 2012). Thus positive attitudes about fair trade and fair trade products will positively influence consumers' purchase behaviors.

H1: *Consumers who demonstrate positive attitudes about fair trade products will have an increased likelihood of purchasing fair trade goods.*

Consumer Demographics and Purchase Intention: There are conflicting findings about the role that demographics have in determining buying behavior. Some studies show no demographic differences (Dickson, 2000; Doran, 2009). Other studies have found demographic factors like generation (Abeliotis, 2010; Eastman & Liu, 2012; Littrell, Ma, & Halepete, 2005) and income (Abeliotis, Koniari, & Sardianou, 2010; Bondy, Tierney, & Talwar, 2011; DePelsmacker, Patrick, & Janssens, 2007) have strong correlations to buying behavior.

H2: *Middle-aged individuals will have an increased likelihood of purchasing fair trade products.*

Fair Trade Knowledge and Purchase Intention: Analysis of survey results support the idea that improving abstract knowledge about the fair trade concept can increase purchasing behavior (DePelsmacker, Patrick, & Janssens, 2007). The more that people know and understand about the practices and functions of fair trade, the more they

care and the less skeptical they are about fair trade as an alternative to the traditional trade mechanism.

H3: *Consumers with more knowledge about fair trade products will have an increased likelihood of purchasing fair trade goods.*

METHOD

This study used a survey to collect information from fair trade shoppers. Individuals were asked to answer 40 questions on a web-based survey (See Appendix A). The aims of the survey are three fold. Part one of the survey contained questions that measured consumer psychographics, specifically attitudes towards fair trade products and measurement of the universalism value. Part two of the survey contained questions that measured consumer demographics (gender, age, approximate annual income, etc.). Part three of the survey measured consumer knowledge of fair trade, the level of information that the consumer has about fair trade, as well as the frequency of fair trade purchases.

Measures:

Psychographics: Questions measuring psychographics were based on questions used in research that investigated the link between consumer perceptions of socially responsible companies and consumers' intentions to purchase products from these socially responsible retailers (See Table 9 in Appendix D). The psychographics scale consisted of 8 items from the Schwartz Value Survey ($\alpha = 0.39 - 0.79$). These 8 items asked respondents to evaluate personal values (i.e. social justice, unity with nature etc.) (Castaldo, Sandro, Perrini, Misani, & Tencati, 2009). Response options were based on a Likert scale; with options ranging from strongly agree to strongly disagree. The 5 other items in the psychographics section ($\alpha = 0.788$) asked respondents to evaluate their personal alignment with statements that measure personality and lifestyle (Littrell, Ma, & Halepete, 2005).

Attitudes: Questions measuring attitudes towards fair trade were based on questions used in research investigating consumer buying behavior associated with ethical problems (See Table 9 in Appendix D). This scale consisted of 7 items ($\alpha = 0.7$) that

capture respondents' attitudes towards fair trade as a method of business and attitudes towards fair trade products (Pelsmacker & Janssens, 2007). Response options were based on a Likert scale; with options ranging from strongly agree to strongly disagree.

Fair Trade Knowledge: Questions aimed at measuring fair trade knowledge consisted of 7 items ($\alpha = 0.91$) that asked respondents to evaluate their level of agreement with statements about fair trade business practices and the impact of purchasing fair trade products (Littrell, Ma, & Halepete, 2005). Response options were based on a Likert scale; with options ranging from strongly agree to strongly disagree (See Table 9 in Appendix D).

Purchase Intention: Questions measuring consumer purchase intention consisted of a mix of behavioral questions, and questions about purchase experience. The behavioral set of questions asked how often, for what reasons, and how likely respondents were to purchase fair trade products (Bondy, Tierney, & Talwar, 2011). Respondents selected one or more check boxes for the statements that aligned with their behavior. Questions about purchase experience sought to capture the experience respondents had in fair trade retail environments (See Table 9 in Appendix D). There were 5 items ($\alpha = 0.685$) that asked respondents to evaluate their agreement, on a 5-point Likert scale, with statements about fair trade products, stores, and sales associates (Littrell, Ma, & Halepete, 2005).

Demographics: Questions measuring sample demographics were based on questions used in research investigating the fair trade consumer spending habits (Bondy, Tierney, & Talwar, 2011). Respondents were asked questions about household income, education, age, race, and gender. Data brackets from the United States Census Bureau in the American Community Survey were used for questions involving income, education, and

race (Chapter 6. Survey Rules, Concepts, and Definitions, 2013) (See Table 9 in Appendix D).

Sample Frame: Subjects recruited for the study were Global Gallery customers. Global Gallery is a fair trade retailer with three store locations in the Columbus, OH area. The Global Gallery distribution list included customers and store visitors who opted into email communication with Global Gallery. This list includes a variety of consumers, including fair trade shoppers.

Pre-Test Procedure: A pretest of the survey was conducted on a sample of 12 Ohio State University students in order to obtain individual reactions to the survey materials and to ensure survey reliability. Reliability tests were run after pre-test data collection, and no modifications were made to the survey after the pre-test.

Data Collection: A link to the survey was distributed by email to the Global Gallery customer database. In an effort to increase response rate, the survey had an incentive and was co-branded with Global Gallery (Dillman, Smyth, & Christian, 2009). The tangible rewards, \$25 gift certificates to Global Gallery, were offered as incentives to complete the survey (See Appendix A). Global Gallery consumers are familiar with the Global Gallery email and formatting, thus they are more likely to open an email from a familiar business. Global Gallery reported that 3,573 contacts were invited to participate, and five hundred and one, or 14 percent, of recipients opened the email. One hundred and seventy-four contacts responded to the questionnaire. This produced a participation rate of 4.68 percent, which is relatively low.

Data Analysis: Data was analyzed statistically using SPSS and Excel. SPSS was used to examine the measurement scales using principal component analysis and Excel was used to test hypotheses. In order to test the hypotheses, regression analysis that examines

the linear relationships between attitudes towards fair trade and consumers' decision to purchase fair trade goods were performed. Multiple regression analyses were performed to measure the level of significance for demographic variables and psychographic variables. A 95% confidence interval ($p < 0.05$) was used to determine significance, and conclusions were inferred based on all significant findings.

ANALYSIS AND RESULTS

Sample Characteristics: Data were collected from a survey questionnaire emailed to subjects (See Appendix A). The sample consisted of Global Gallery customers creating a total of 174 responses. The distribution of the survey to customer was handled by Global Gallery. Of the 174 responses, 155 surveys were complete, so the survey completion rate was 89 percent. Nineteen respondents' survey data were omitted from analysis because of incomplete survey responses. One hundred fifty-five surveys were completed and used in data analysis.

The majority of respondents were female (86%), White/Caucasian (89%), and college educated (82%) (See Table 2). Based on the economic definitions of the middle class income range as \$30,000 to \$99,000, the majority of survey respondents were middle class (64%) (Francis, 2012). Respondents' ages were evenly distributed across the age brackets between 18 – 64 years old.

Analysis of Measurements: First, principal component analysis was performed on five constructs (SVS 1, SVS 2, psychographics, knowledge, attitudes, and experience) to check factor dimensionality. Then, Cronbach's alpha was tested to check for reliability. Third, for analysis purposes, the mean of the responses for each scale was calculated and found for each participant's set of responses.

Table 1: MEASUREMENT RELIABILITY

Scale	Cronbach's Alpha
Schwartz Value Survey (SVS 1 and SVS 2)	0.800
Psychographics	0.878
Fair Trade Knowledge	0.926
Fair Trade Attitudes	0.774
Purchase Experience	0.760

Scale 1 – Schwartz Value Survey: The principal component analysis showed that components 1 and 2 had Initial Eigen Values greater than 1 (see Table 1, Appendix B), so two dimensions, Schwartz Value Survey Factor 1 and Factor 2, were created. Three questions were thrown out due to low loadings, less than 0.5, or high loadings on the lesser factor, greater than 0.4 (see Table 2, Appendix B). Cronbach's $\alpha = 0.800$.

Scale 2 – Psychographics: The principal component analysis showed one component with an Initial Eigen Value of 3.395 so one factor, the psychographic component universalism, was created. Cronbach's $\alpha = 0.878$.

Scale 3 – Fair Trade Knowledge: The principal component analysis showed one component with an Initial Eigen Value of 4.861 so one factor, FT Knowledge, was created. Cronbach's $\alpha = 0.926$.

Scale 4 – Fair Trade Attitudes: The principal component analysis showed that components 1 and 2 had Initial Eigen Values greater than 1 (see Table 3, Appendix B), so two factors were created. Three questions were thrown out due to low loadings, less than 0.5 (see Table 3, Appendix B). Factor 2 was thrown out due to weak component loadings. One factor, FT Attitudes, was assigned to the scale (see Table 4, Appendix B). Cronbach's $\alpha = 0.774$.

Scale 5 – Purchase Experience: The principal component analysis showed one component with an Initial Eigen Value of 2.586 so one factor, Purchase Experience, was created. Cronbach's $\alpha = 0.760$.

Table 2: SUMMARY OF SAMPLE DEMOGRAPHICS

SUMMARY OF SAMPLE DEMOGRAPHICS		
Sample Demographics	Number of Respondents	Percent of Respondents
AGE (n=152)*		
18-24	25	16%
25-34	34	22%
35-44	31	20%
45-54	29	19%
55-64	26	17%
65-74	6	4%
75+	1	1%
GENDER (n=155)*		
FEMALE	134	86%
MALE	21	14%
APPROX. ANNUAL INCOME (n=127)*		
Under \$10,000	6	5%
\$10,000 - \$19,999	8	6%
\$20,000 - \$29,999	21	17%
\$40,000 - \$49,000	25	20%
\$50,000 - \$74,999	35	28%
\$75,000 - \$99,999	20	16%
\$100,000 - \$150,000	8	6%
Over \$150,000	4	3%
LEVEL OF EDUCATION (n=154)*		
High School Graduate or Equivalent	7	5%
Vocational Technical School (2 year)	7	5%
Some college, Bachelor's degree	74	48%
Master's degree	53	34%
Doctoral Degree	7	5%
Professional Degree	6	4%
RACE (n=154)*		
American Indian or Alaskan native	0	0%
Asian or Pacific Islander	5	3%
Black/African America	5	3%
Hispanic/Latino	1	1%
White/Caucasian	137	89%
Other	6	4%

* n values vary due to non-response.

Generally, (59%) respondents purchased fair trade products in order to make a difference in the world and to ensure that workers are paid a fair wage for their work. The majority of the respondents either strongly agreed or agreed that they encountered knowledgeable sales associates (62%), information about the about the fair trade products (79%), and found Fair Trade stores to be a fun place to shop (68%).

Table 3: SUMMARY OF PURCHASE EXPERIENCE

SUMMARY: PURCHASE EXPERIENCE					
Quality	Moral Obligation	Environmental Reasons	Popularity	Make a Difference in the World	Guarantees Fair Price to Producers
32%	49%	42%	2%	59%	59%
Knowledgeable Sales Associates	Information about Fair Trade	Broad Product Selection	Conveniently Located	Fair Trade Stores Fun To Shop	
62%	79%	54%	30%	68%	

*Note: Survey respondents could select more than one reason for purchase (See Table 9 in Appendix D), so percent will total greater than 100 percent.

Hypothesis Testing: Linear regression was the statistical method used to test the hypotheses. The dependent variable, purchase intention, is not a true continuous variable. When asked “Are you likely to buy fair trade products in the near future?” 133 respondents indicated “Yes,” 20 indicated “No,” and one “Maybe.” Therefore, the regression results should be interpreted cautiously. The focus will be to use the regression R Square as an indicator of explained variance and the p-value (Significance F) as an indicator of significance of the regression. Regression analyses were performed utilizing the Excel Data Analysis ToolPak. Significance was determined using 95% confidence interval ($p < 0.05$).

Table 4: LINEAR REGRESSIONS SUMMARY

Relationship	R Square	Significance F
Purchase Intention and Attitudes	0.2324	0.000000000214
Purchase Intention and Age	0.0023	0.5549
Purchase Intention and Knowledge	0.1725	0.00000000768
Purchase Intention and SVS Factor 1	0.0361	0.0177
Purchase Intention and SVS Factor 2	0.052	0.0043
Purchase Intention and Psychographics	0.0847	0.0002

Summary:

Significant Relationships: Consumer fair trade attitudes and knowledge have significant relationships with purchase intention. When analyzed in a single linear regression analysis, H1, H2 and H3 were supported.

Hypothesis 1 proposed positive relationships between consumers’ attitudes and purchase intentions. The regression analysis reveals that the relationship between attitudes and purchase intention is statistically meaningful (see Table 4). There is a positive linear relationship between attitudes and purchase intention. Twenty-three percent of purchase intention variance is explained by consumer’s attitudes towards fair trade. Thus, H1 is supported.

The regression analysis reveals that the relationship between psychographics, SVS factor 1, and SVS factor 2 and purchase intention has significance (see Table 4). There is a moderately positive linear relationship between these factors. SVS factor 1 explains 3.61 % of variance in purchase intention and SVS factor 2 explains 5.2% of variance in purchase intention. Psychographics explain 8.47% of variance in purchase intention.

Hypothesis 3 proposed a positive relationship between consumers’ knowledge of fair trade and purchase intentions. The regression analysis reveals that the relationship is

statistically significant. There is a positive relationship between the two factors. Seventeen percent of purchase intention variance is explained by consumer knowledge of fair trade. Thus, H3 is supported.

Relationships That Lack Statistical Significance: Hypothesis 2 proposed that consumer demographics would have a positive relationship with purchase intention. The regression analysis reveals that the relationship between age and purchase intention lacks statistical significance (see Table 4).

CONCLUSION

Conclusions Based On Findings: Consumer attitudes towards fair trade, consumer psychographics, and consumer knowledge of fair trade were all important factors in predicting consumers' intention to purchase fair trade products. Consumers who know more about fair trade business practices and have more positive attitudes towards fair trade are more likely to purchase fair trade products.

These findings are aligned with many of the studies discussed in the literature review. The results support Ma, Littrell, & Niehm (2012) who concluded that beliefs, attitudes and perceived behavioral control are all important factors in predicting fair trade consumption. These findings are also aligned with research from DePelsmacker, Patrick, & Janssens (2007) who found that the more people know about fair trade, the more they care and the less skeptical they become about fair trade.

These findings are not aligned with the journal articles that focused on the relationship between age and intention to purchase fair trade products, which were discussed in the literature review. Abeliotis, Koniari, & Sardianou (2010) found that age and income were the strongest predictors of purchase intention. The results of this research found no significant relationship between consumer age and purchase intention.

Summary of Conclusions: The research conclusions have important implications for consumers, retailers, and fair trade producers because they reveal the characteristics of fair trade consumers in Ohio. By taking into account the characteristics of the profile of the fair trade consumer, fair trade retailers and production organizations may be able to improve the effectiveness of their campaigns by better informing consumers.

The research findings imply that retailers can improve the effectiveness of their marketing campaigns by focusing on providing consumers with more information about fair trade production. Whether this information is communicated at the store level, on a product level, through another channel, or in a large marketing campaign, it is clear that consumer knowledge is a large factor in purchase intention. It is critical for fair trade retailers and producers to gain a deeper understanding of what information can be communicated to consumers, in order to increase their levels of fair trade knowledge.

The research findings suggest that consumer knowledge of fair trade business practices has a strong positive relationship with purchase intention. The well-being of consumers can be improved by an increase in communication that occurs between the fair trade retailer and the consumers. Increasing the amount of available product information, whether it be through new types of marketing campaigns for non-profit organizations, a Fair Trade certification label, or throughout the shopping experience, more data about fair trade will enable consumers to be more informed. By concluding that knowledge has a significant impact on purchase intention, consumers will have up-to-date information and will be prepared to make cognizant purchasing decisions.

Future Research Suggestions: Future research is needed to further identify the relationship between consumer knowledge of fair trade business practices and attitudes towards fair trade. This study suggested that both knowledge and attitudes played a role in predicting purchase intention, however, it did not examine the strength of the relationship between knowledge and attitudes. This study also assumed that participants had prior knowledge about fair trade, which may or may not be true. Future research is needed to verify the findings by testing for the relationship between attitudes and

consumer knowledge, and examining the extent of prior knowledge that consumers have about fair trade.

In this study, purchase intention was based on respondents' self-reported likelihood to purchase fair trade products in the near future. Future research could determine the types of fair trade products that respondents' were planning on purchasing, and measure respondents' actual level of consumption of fair trade products. Having sales data would be a useful extension to the survey respondents' data because it would allow researchers to examine the relationship between consumer's consumption patterns in the marketplace and consumers' reported attitudes towards fair trade products.

This study sampled a group of consumers from the United States, while much of the relevant literature and relevant studies are being conducted in Europe. Thus, future research is recommended to further investigate the impact of geographic location on consumer purchase intentions. Future research needs to synthesize findings from international and national studies, in order to determine impacts of different cultures on consumers' fair trade purchase intentions.

Also, additional richer analysis could be performed on the survey responses. Alternative statistical analysis approaches could include ANOVA analysis to compare means (i.e. mean attitude, mean knowledge) between those who intended to purchase and those who did not. Also, chi-square analysis could be used to compare responses to categorical variables between those who intended to purchase and those who did not. Performance of these types of analyses could reveal more detailed conclusions.

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APPENDIX A

WEB SURVEY QUESTIONNAIRE

THE FAIR TRADE CONSUMER: ATTITUDES, BEHAVIORS...

<https://sn2prd0106.outlook.com/owa/?ae=Item&u=Open&t=L...>

Reply Reply All Forward Chat

THE FAIR TRADE CONSUMER: ATTITUDES, BEHAVIORS, AND KNOWLEDGE OF FAIR TRADE PRODUCTS

Prestage, Tani [colvin.51@osu.edu]

To: Stoel.1@osu.edu; kelley.506@osu.edu

Monday, February 18, 2013 12:15 PM



Office of Research
Office of Responsible Research Practices

Protocol Title: THE FAIR TRADE CONSUMER: ATTITUDES, BEHAVIORS, AND KNOWLEDGE OF FAIR TRADE PRODUCTS

Protocol Number: 2013E0065

Principal Investigator: Leslie Stoel

Date of Determination: 2/18/13

Qualifying Category: 2

Attachments: None

Dear Investigators,

The Office of Responsible Research Practices has determined the above referenced project **exempt from IRB review**. Please note the following:

- Retain a copy of this correspondence for your records.
- Only the OSU staff and students named on the application are approved as OSU investigators and/or key personnel for this study.
- No changes may be made to exempt research (e.g., personnel, recruitment procedures, advertisements, instruments, etc.). If changes are needed, a new application for exemption must be submitted for review and approval prior to implementing the changes.
- Per university requirements, all research-related records (e.g., application materials, letters of support, signed consent forms, etc.) must be retained and available for audit for a period of at least three years after the research has ended.
- It is the responsibility of the investigators to promptly report events that may represent unanticipated problems involving risks to subjects or others.

This determination is issued under The Ohio State University's OHRP Federalwide Assurance #00006378. All forms and procedures can be found on the ORRP website: www.orrp.osu.edu. Please feel free to contact the Office of Responsible Research Practices with any questions or concerns.

Thanks,
Tani



Tani Prestage, MA, MPH, CIP, Quality Improvement Specialist I

Default Question Block

Dear Participants,

I am a researcher in Consumer Sciences at The Ohio State University. I would like to invite you to participate in my research, focusing on fair trade consumption. You may participate if you are over the age of 18.

If you decide to participate you can access the survey by clicking the next button below.

Please complete the survey by March 8th.

This questionnaire contains 16 questions and will take about 10-15 minutes. Your research will help retailers gain a better understanding of the fair trade consumer. Participants will be entered for a chance to win one of 10 gift cards.

Please, understand that your participation in this research is entirely voluntary. If you decide to participate, you are free to withdraw your consent and to discontinue participation at any time without prejudice. Any information that is obtained in connection with this study will remain confidential.

If you have any questions, please contact me at Kelley.506@buckeyemail.osu.edu, or my advisor, Dr Leslie Stoel at stoel.1@osu.edu.

Thank you in advance for responding to the survey.

Sincerely,

Meghan Kelley

Leslie Stoel
Professor
Department of Consumer Sciences
The Ohio State University

Phone: 614-688-8594
Email: stoel.1@osu.edu

Confidentiality cannot be guaranteed in online research (we will protect confidentiality by turning off IP address collection, using encryption, collecting email addresses separate from responses, etc.) For questions about your rights as a participant in this study or to discuss other study-related concerns or complaints with someone who is not part of the research team, you may contact Ms. Sandra Meadows in the Office of Responsible Research Practices at 1-800-678-6251.

I would like to know about your personal values. Please indicate how much you agree or disagree with the following values by selecting an option on the scale below that best describes your personal values:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Broadminded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wisdom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social justice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A world at peace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A world of beauty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unity with nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protecting the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Select an option from the scale below that best describes the level of agreement you have with the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I am concerned about social and political issues affecting people in developing countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself a part of a larger global community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about sweatshops and worker rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel responsible for helping to meet their basic needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel responsible for helping to meet the basic needs of the poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Select an option from the scale below that best describes your level of agreement with the following statements about fair trade products in general:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The workers who produce fair trade products have been treated with respect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The workers who produce fair trade products have been fairly paid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade products help alleviate poverty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade products help create a better world	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade products are produced in safe, clean environments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmentally sustainable practices are followed during the production of fair trade products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade focuses on empowering women	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Select an option from the scale below that best describes the level of agreement you have with the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Fair trade products have a better quality than other products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buying fair trade products requires an effort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade is important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade products are more expensive than other products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade ought to be a generalized way of trading (the benchmark) and not an alternative way (the exception)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned about the fair trade issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am not interested in fair trade products because I prefer my usual brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What best describes your fair trade purchase behavior?

- I do not purchase fair trade products
- I rarely purchase fair trade products
- I occasionally purchase fair trade products
- I purchase fair trade products quite often
- I purchase fair trade products whenever possible
- I actively seek fair trade products to purchase

Why do/did you buy fair trade products? (Select one or more options)

- Because of the quality
- Because of a moral obligation
- For environmental reasons
- Because it has become popular
- To make a difference in the world
- Because it guarantees a fair price to the producers in developing countries
- Other (please specify)
- I do not buy fair trade products

Are you likely to buy fair trade products in the near future?

- Yes
- No
- Maybe

For each statement below, select an option from the scale below that best describes the level of agreement you have about fair trade retail stores:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Sales associates are knowledgeable about fair trade products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information is provided about fair trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade stores offer broad product selections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade stores are conveniently located	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade stores or catalogs are a fun way to shop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Gender:

- Male
 Female
 Other

Year born:

Approximate annual income:

- Under \$10,000
 \$10,000 - \$19,999
 \$20,000 - \$29,999
 \$40,000 - \$49,000
 \$50,000 - \$74,999
 \$75,000 - \$99,999
 \$100,000 - \$150,000
 Over \$150,000
 Would rather not say

What is the highest level of education completed?

- High school graduate or equivalent
- Vocational/technical school (2 year)
- Some college, Bachelor's degree
- Master's degree
- Doctoral degree
- Professional degree (MD, JD, etc)
- Other

Race:

- American Indian or Alaskan native
- Asian or Pacific Islander
- Black/African American
- Hispanic/Latino
- White/Caucasian
- Other (please specify)

Please enter your email below to be entered for one of ten gift cards.

APPENDIX B

Scale 1 – Schwartz Value Survey

Table 1:

Component	Initial Eigen Values		
	Total	% of Variance	Cumulative %
1	3.941	49.268	49.268
2	1.239	15.483	64.751
3	.783	9.784	74.536
4	.622	7.775	82.310
5	.487	6.083	88.393
6	.443	5.535	93.928
7	.264	3.300	97.228
8	.222	2.772	100.000

Table 2:

Rotated Component Matrix

	Component	
	1	2
Q3_1	.707	.251
Q3_2 *	.414	.403
Q3_3	.860	.066
Q3_4	.862	.215
Q3_5 *	.453	.624
Q3_6	.000	.863
Q3_7	.202	.848
Q3_8 *	.477	.652

*Items marked were thrown out due to loading errors.

Table 3:

Component	Initial Eigen Values		
	Total	% of Variance	Cumulative %
1	2.717	38.817	38.817
2	1.350	19.283	58.100
3	.868	12.401	70.501
4	.703	10.044	80.545
5	.516	7.370	87.915
6	.476	6.804	94.719
7	.370	5.281	100.000

Table 4

Rotated Component Matrix^a

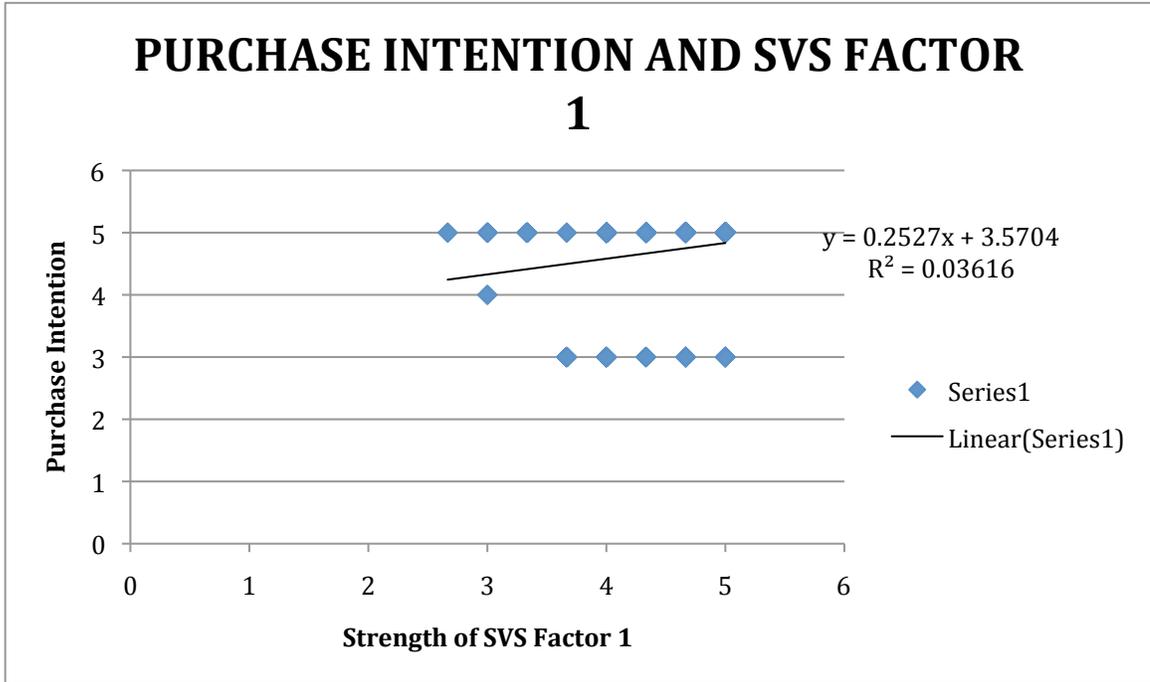
	Component	
	1	2
Q7_1 *	.564	.160
Q7_2 **	.286	.769
Q7_3	.828	.003
Q7_4 *, **	-.137	.831
Q7_5	.793	.141
Q7_6	.784	.074
Q7_7 *	-.575	.240

*Items marked were thrown out due to loading errors.

** Items marked were thrown out due to weakness.

APPENDIX C

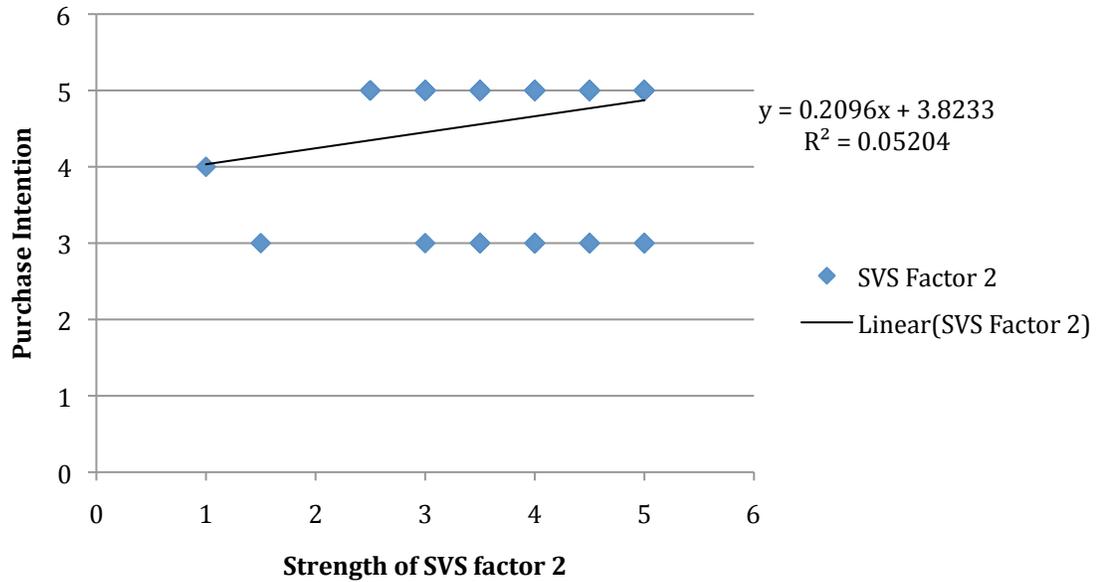
Results



1. LINEAR REGRESSION MODEL FOR PURCHASE INTENTION AND SVS FA

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.1901696							
R Square	0.0361645							
Adjusted R Square	0.0298649							
Standard Error	0.6647901							
Observations	155							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	1	2.5371131	2.5371131	5.7407774	0.0177834			
Residual	153	67.617726	0.4419459					
Total	154	70.154839						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.5704441	0.4891684	7.2990081	1.475E-11	2.6040478	4.5368405	2.6040478	4.5368405
	0.2526789	0.105459	2.3959919	0.0177834	0.0443351	0.4610226	0.0443351	0.4610226

PURCHASE INTENTION AND SVS FACTOR 2



2. LINEAR REGRESSION MODEL FOR PURCHASE INTENTION AND SVS FACTOR 2

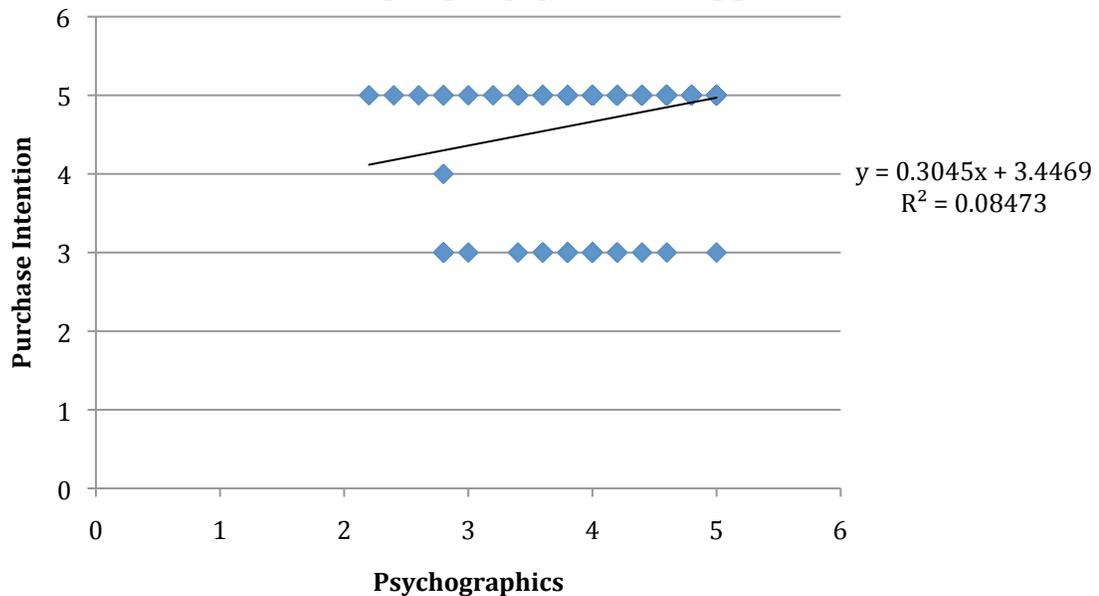
SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.2281161
R Square	0.052037
Adjusted R Square	0.0458411
Standard Error	0.6592935
Observations	155

ANOVA					
	df	SS	MS	F	Significance F
Regression	1	3.6506457	3.6506457	8.3987003	0.0043068
Residual	153	66.504193	0.4346679		
Total	154	70.154839			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.8233296	0.3191712	11.978929	9.619E-24	3.192778	4.4538812	3.192778	4.4538812
X Variable 1	0.2096129	0.0723289	2.8980511	0.0043068	0.0667206	0.3525052	0.0667206	0.3525052

PURCHASE INTENTION AND PSYCHOGRAPHICS



3. LINEAR REGRESSION MODEL FOR PURCHASE INTENTION AND PSYCHOGRAPHICS

SUMMARY OUTPUT

Regression Statistics

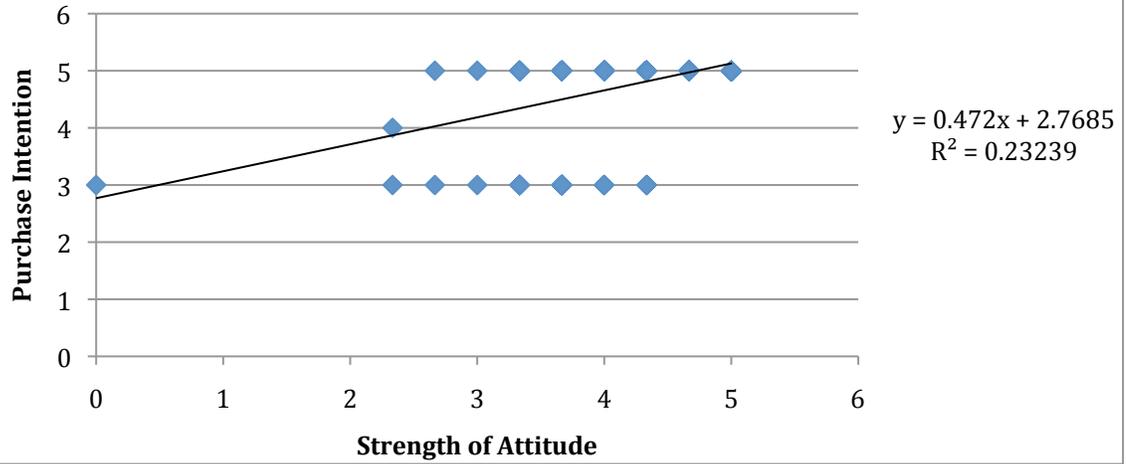
Multiple R	0.291082
R Square	0.084729
Adjusted R Square	0.078747
Standard Error	0.647825
Observations	155

ANOVA

	df	SS	MS	F	Significance F
Regression	1	5.944149	5.944149	14.1636	0.000238
Residual	153	64.21069	0.419678		
Total	154	70.15484			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.446865	0.346334	9.952419	2.65E-18	2.76265	4.13108	2.76265	4.13108
X Variable 1	0.304476	0.080903	3.763456	0.000238	0.144644	0.464307	0.144644	0.464307

PURCHASE INTENTION AND FAIR TRADE ATTITUDE



5. Linear Regression Model for Purchase Intention and FT Attitude

SUMMARY OUTPUT

Regression Statistics

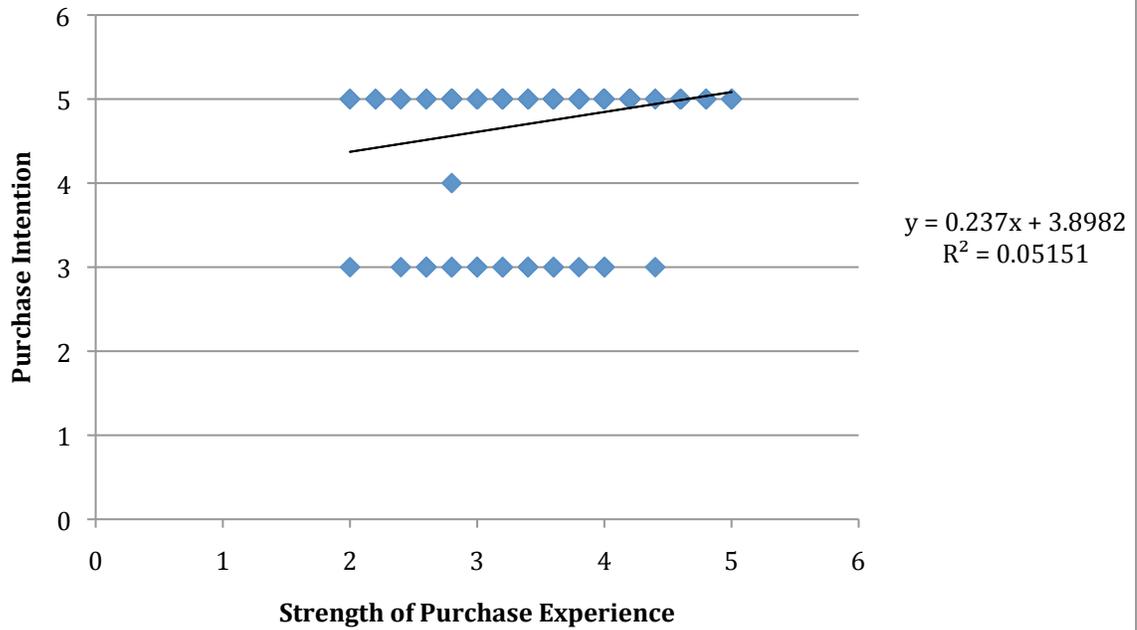
Multiple R	0.482066
R Square	0.232387
Adjusted R	0.22737
Standard Error	0.593272
Observations	155

ANOVA

	df	SS	MS	F	Significance F
Regression	1	16.30311	16.30311	46.31931	2.1E-10
Residual	153	53.85173	0.351972		
Total	154	70.15484			

	Coefficient	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	2.768515	0.292915	9.451613	5.52E-17	2.189836	3.347194	2.189836	3.347194
X Variable 1	0.471951	0.069345	6.805829	2.14E-10	0.334953	0.608948	0.334953	0.608948

PURCHASE INTENTION AND PURCHASE EXPERIENCE



6. Linear Regression Model for Purchase Intention and FT Purchase Experience

SUMMARY OUTPUT

Regression Statistics

Multiple R	0.226968
R Square	0.051515
Adjusted R	0.045315
Standard Error	0.659475
Observations	155

ANOVA

	df	SS	MS	F	Significance F
Regression	1	3.614005	3.614005	8.309825	0.004511
Residual	153	66.54083	0.434907		
Total	154	70.15484			

	Coefficient	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	3.89819	0.295248	13.20311	4.75E-27	3.314901	4.481478	3.314901	4.481478
X Variable 1	0.236999	0.082215	2.882677	0.004511	0.074576	0.399422	0.074576	0.399422

APPENDIX D

Table 8: SAMPLE DESCRIPTIVE STATISTICS

<i>DESCRIPTIVE STATISTICS</i>								
	Mean for SVS (factor 1)	Mean for SVS (factor 2)	Mean for Psychographics	Mean for FT Knowledge	Mean for FT Attitude	Purchase Intention	Mean of Purchase Experience	Age
Mean	4.61	4.35	4.23	3.89	4.17	4.74	3.53	40.34
Standard Error	0.04	0.06	0.05	0.05	0.06	0.05	0.05	1.26
Median	4.67	4.50	4.40	3.86	4.33	5.00	3.60	39.00
Mode	5.00	5.00	5.00	4.00	4.00	5.00	3.60	21.00
Standard Deviation	0.51	0.73	0.65	0.66	0.69	0.67	0.65	15.71
Sample Variance	0.26	0.54	0.42	0.44	0.48	0.46	0.42	246.77
Kurtosis	2.02	2.99	0.22	1.03	7.73	2.87	-0.13	-0.58
Skewness	-1.50	-1.39	-0.78	-0.56	-1.74	-2.19	-0.02	0.01
Range	2.33	4.00	2.80	3.43	5.00	2.00	3.00	76.00
Minimum	2.67	1.00	2.20	1.57	0.00	3.00	2.00	0.00
Maximum	5.00	5.00	5.00	5.00	5.00	5.00	5.00	76.00
Sum	714.67	674.50	656.00	603.57	646.00	734.00	547.60	6253.00
Count	155.00	155.00	155.00	155.00	155.00	155.00	155.00	155.00

Table 9: CODING

Survey Coding	
Questions	Answers
SVS (factor 1)	
Broadminded	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Social Justice	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Equality	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
SVS (factor 2)	
A World of Beauty	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Unity with Nature	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Psychographics	
I am concerned about social and political issues affecting people in developing countries	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
I consider myself a part of a larger global community	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
I am concerned about sweatshops and worker rights	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
I feel responsible for helping to meet their basic needs	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
I feel responsible for helping to meet the basic needs of the poor	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
FT Knowledge	
The workers who produce fair trade products have been treated with respect	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
The workers who produce fair trade products have been fairly paid	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade products help alleviate poverty	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade products help create a better world	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade products are produced in safe, clean environments	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade products are produced in safe, clean environments	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)

Environmentally sustainable practices are followed during the production of fair trade products	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade focuses on empowering women	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
FT Attitude	
Fair trade is important	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade ought to be a generalized way of trading (the benchmark) and not an alternative way (the exception)	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
I am concerned about the fair trade issue	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Purchase Intention	
Are you likely to buy fair trade products in the near future?	Yes (5), Maybe (3), No (1)
Purchase Experience	
Sales associates are knowledgeable about fair trade products	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Information is provided about fair trade	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade stores offer broad product selections	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade stores are conveniently located	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)
Fair trade stores or catalogs are a fun way to shop	Strongly Agree (5), Agree (4), Neither Agree nor Disagree (3), Disagree (2), Strongly Disagree (1)