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CONSUMER'S MOTIVATION FOR PURCHASING FAIR TRADE CLOTHING

THESIS

A thesis submitted in partial fulfillment of the
requirements for the degree of Master of Science in the
College of Agriculture
at the University of Kentucky

By

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Lexington, Kentucky

2011

ABSTRACT OF THESIS

CONSUMER'S MOTIVATION FOR PURCHASING FAIR TRADE CLOTHING

The purpose of this research is to determine if a consumer's demographics, perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations that ultimately influence their purchase intentions. Two separate studies were conducted: a focus group and a survey. Middle-aged and older respondents were more motivated to buy fair trade clothing by both hedonic and utilitarian motivations than younger respondents. Respondents with only some college or an Associate's degree are more hedonically motivated than other education levels. Respondents with a high household income are more motivated by their hedonic and utilitarian motivations than respondents with a low income. Respondents with high PCE responded more to their hedonic and utilitarian motivations to buy fair trade clothing than consumers with low PCE. Respondents that see promotional campaigns for fair trade clothing are overall less motivated to buy fair trade clothing than respondents that do not. Respondents that feel that people could make fairer choices if they were aware of which companies had high ethical principles are overall more motivated than respondents that feel people could not. As a respondent's buying intention grew, the respondent grew more motivated in both hedonic and utilitarian categories.

KEYWORDS: Fair Trade, Consumer Motivations, Hedonic, Utilitarian, Clothing Retail

CONSUMER'S MOTIVATION FOR PURCHASING FAIR TRADE CLOTHING

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Chapter 1

Introduction

Ethical consumption has been considered to be the new wave in consumerism (Sally, 2006). Consumers today are aware of organic and fair trade products because name brand goods are promoting their "ethical" or "green" products. Daily news and magazines articles stress the importance and need for consumption of these goods. Eighty percent of Marks and Spencer's consumers wanted to know more about how clothing products were made, according to Mike Barry, head of corporate responsibility (Sally, 2006). With this influx of media information, consumers are encouraged to question their purchase choices and to consider taking a stand in support of ethical goods. The purpose of this research is to determine if a person's demographics (age, income level, and education), perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations that ultimately influence their purchase intentions via focus group and survey.

Ethical consumption is the purchase of products produced under fair trade laws or organically made and grown. "Fair trade involves a marketing system that "bridges artisans' needs for income, retailers' goals for transforming trade, and consumers' concerns for social responsibility through a compatible, nonexploitive, and humanizing system of international exchange" (J. Halepete, Littrell, Mary, Park, Jihye, 2009). It is natural that different consumer groups have different and specific buying intentions. Specific advertising methods purposefully target the attention of specific target markets. "Empirical evidence has shown that different consumers behave differently even when presented with the same shopping atmosphere and/or with the same product" (Scarpi, 2006). It has been noted by researchers Kinnear, Taylor, and Ahmed (Kinnear, Taylor, & Ahmed, 1974), that consumers of the same ethical product may have different levels of perceived consumer effectiveness (PCE). PCE was developed in 1991, and is defined by Kinnear et al as the extent to which a consumer feels their individual purchase is making a difference in the bigger issue.

Today's consumers are more conscious of where products come from and how they are produced (Sally, 2006). The specific consumer group used for this study has been dubbed "ethical consumers" by various media groups. This group of consumers was the target for this research. Since ethical consumers are concerned with fair trade labor laws, this makes them the primary research sample of this study. More specifically, this study surveyed their motivations surrounding fair trade clothing purchases. Freestone and McGoldrick (2008) examined the motivations of the ethical consumer in multiple studies. The ethical consumer in these studies purchased both organic and fair trade products, products considered to be "ethical" (Freestone & McGoldrick, 2008). In Freestone and McGoldrick's research, the authors noted that this topic needs to be examined because of a gap in the current literature. Freestone and McGoldrick used a focus group for their methodology to assist in the construction of their survey, the same process used for this study.

"…Ethical concern encompasses a broader range of issues and therefore a more complex decision making process for consumers" (Freestone & McGoldrick, 2008). Understanding who the ethical consumer is helps us to better understand their motivations for purchasing fair trade items. This study explored the motivations of consumers purchasing fair trade products and categorized consumer's motivations into hedonic and utilitarian categories; topics not covered by Freestone and McGoldrick. Hedonic consumption is associated with emotions while utilitarian consumption is associated with functional reasoning (Guido, Capestro, & Peluso, 2007). Motivations are closely linked to values in that values are the criteria that individuals use to select and justify behavior (Freestone & McGoldrick, 2008). This study examined if consumer PCE affects individual motivations to purchase fair trade clothing. Along with PCE, consumer awareness of fair trade laws was also tested. Freestone and McGoldrick (Freestone & McGoldrick, 2008) suggest that when individuals are in the earlier stages of ethical awareness, they are less likely to agree with motivational statements that suggest an ethical course of action is beneficial to them as a person, and to the wider society.

Various factors of motivations were tested in this study. These variables were used to assist in categorizing motivations of fair trade consumers into hedonic and

utilitarian motivations. Shopping to pursue a form of pleasure or fashion status can be associated with hedonic dimensions, while shopping to pursue useful, beneficial or valuable products can be associated with utilitarian dimensions.

A set of pre-determined hedonic and utilitarian dimensions have been designed by the researcher.

Figure 1.1 Hedonic Motivations
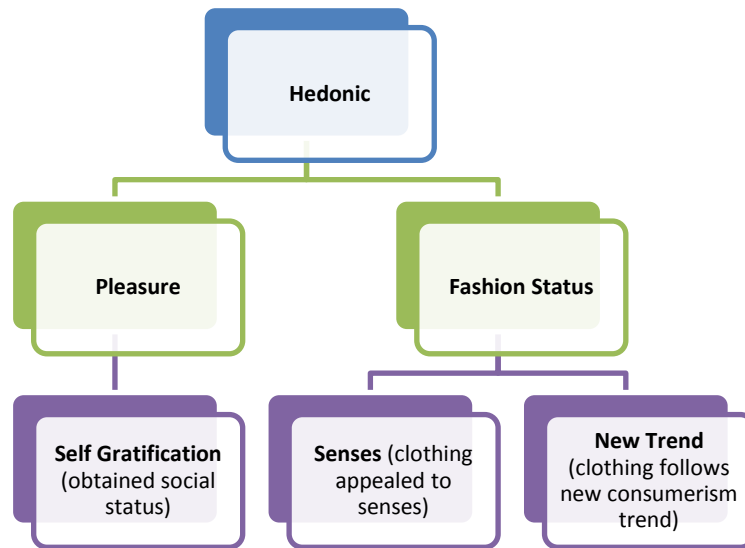
Figure 1.2 Utilitarian Motivations
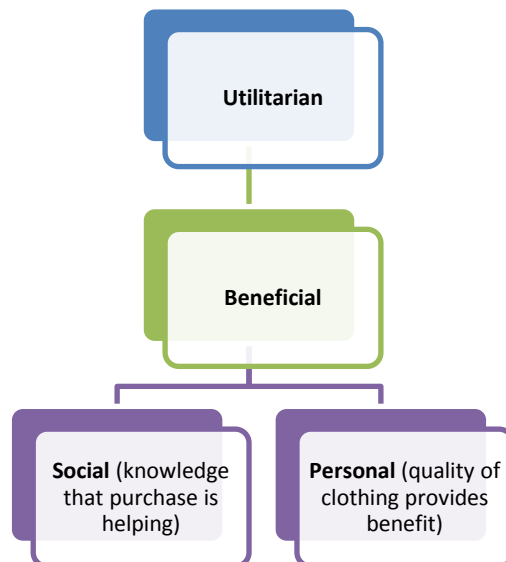
This study analyzed hedonic motivations as more of a want, instead of a need, to purchase fair trade products. Utilitarian motivations were treated as more of a need, rather than a want, to purchase fair trade products because of its benefits to the producer or consumer. "An important distinction must be drawn between being of a mind to do the right thing and wanting to be seen doing the right things. Both of these behavioral motivations can be satisfied in a single fair trade transaction" (Watson, 2006). One hypothesis of this study is that consumers of fair trade clothing will be motivated by a combination of hedonic and utilitarian motivations. "Empirical evidence has shown that these two aspects (hedonic and utilitarian) are complimentary and intertwined, so that they need to be taken into account together, in order to allow for a richer understanding of buying processes" (Scarpi, 2006).

This study used a focus group of fair trade clothing consumers found in Lexington, Kentucky to test the pre-determined hedonic and utilitarian dimensions. Based on the results of the focus group, the researcher made appropriate changes to the hedonic and utilitarian dimensions to be tested. This new set of hedonic and utilitarian dimensions were then tested by fair trade clothing consumers via a survey.

Problem Statement

The problem that this study addressed is the lack of literature surrounding the hedonic and utilitarian motivations of fair trade clothing consumption. There is a need for studies that analyze the ethical reflections of consumers when buying clothes, an aspect only minimally covered in the literature (Valor, 2007). Little research has been conducted on the purchasing motivations of consumers for fair trade clothing within the hedonic and utilitarian motivational categories.

Purpose Statement

The purpose of this research is to determine if a person's demographics (age, income level, and education), perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations that ultimately influence their purchase intentions.

Research Objectives

The following research objectives were used to define the outline of this study.

1. to identify the purchasing motivations of consumers for fair trade clothing.
2. to categorize the purchasing motivations of consumers for fair trade clothing as hedonic and/or utilitarian.
3. to determine if age, income, and education demographics affect motivations for purchasing fair trade clothing.
4. to determine if consumer Perceived Consumer Effectiveness influences individual motivations for purchasing fair trade clothing.
5. to determine if consumer awareness of fair trade practices influences individual motivations for purchasing fair trade clothing.

Research Questions

The following research questions were tested in this study via focus group and survey.

1. What are the purchasing motivations of consumers of fair trade clothing?
2. Are the purchasing motivations of consumers of fair trade clothing either hedonic or utilitarian, or a combination of the two?

Research Hypotheses

The following research hypotheses were tested in this study via focus group and survey.

1. Does age, income, or education affect the motivations of consumers purchasing fair trade clothing?

    H1.1: Younger consumers will respond more to their hedonic motivations to purchase fair trade clothing than will middle-aged or older consumers.

Middle-aged and older consumers will respond more to their utilitarian motivations to purchase fair trade clothing than will younger consumers.

H1.2: Consumers with a higher education level will respond more to their utilitarian motivations to purchase fair trade clothing than will consumers with a lower education level. Consumers with lower education level will respond more to their hedonic motivations to purchase fair trade clothing than will consumers with a higher education level.

H1.3: Consumers with a low household income will respond more to their utilitarian motivations to purchase fair trade clothing than will consumers with a high household income. Consumers with a high household income will respond more to their hedonic motivations to purchase fair trade clothing than will consumers with a low house-hold income.

2. Does a consumer's perceived consumer effectiveness or awareness of fair trade practices influence motivations for purchasing fair trade clothing?

H2.1: A consumer with high perceived consumer effectiveness will respond more to their utilitarian motivations to purchase fair trade clothing than will consumers with low perceived consumer effectiveness. A consumer with low perceived consumer effectiveness will respond more to their hedonic motivations to purchase fair trade clothing than will a consumer with high perceived consumer effectiveness.

H2.2: A consumer highly aware of fair trade practices will respond more to their utilitarian motivations to purchase fair trade clothing than will a consumer not aware of fair trade practices. A consumer with low awareness of fair trade practices will respond more to their hedonic motivations to purchase fair trade clothing than will a consumer highly aware of fair trade practices.

3. Is a highly motivated consumer willing to spend more time and money on fair trade clothing purchases?

H3.1: A highly motivated consumer will be willing to spend more time on fair trade clothing purchases than will a non-motivated consumer.

H3.2: A highly motivated consumer will be willing to spend more money on fair trade clothing purchases than will a non-motivated consumer.

Research Framework

The research framework used for this study indicates that a person's demographics, perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations, which therefore influences their purchase intentions. The research framework that is designed for this study is as follows:

Figure 1.3: Research Framework

Demographics
    1. Age
    2.Income Level
    3. Education Level
Perceived Consumer Effectiveness
    1. High PCE
    2. Low PCE
Awareness of FT Practices
    1. Highly Aware
    2. Not Aware

Hedonic Motivations
    1. Pleasure
        a. Diversion/Recreation
        b. Self Gratification
    2. Fashion Status
        a. Senses
        b. New trend
Utilitarian Motivations
    1. Beneficial
        a. Social
        b. Personal

Purchase Intentions
    1. Time
    2. Money

<center>**Chapter 2**</center>

<center>**Literature Review**</center>

In order to better understand the consumer's motivations for purchasing fair trade products, one must first break down all the components and fully understand every aspect of fair trade, the consumer itself, and buying motivations. Much literature was retrieved on all topics. Where as a large amount of studies have been conducted to examine the purchasing motivations for organic products, less research has been carried out to define the purchasing motivations for fair trade products, more specifically clothing. Throughout this literature review one should notice the patterns in findings among the "ethical" consumer. This section will discuss various aspects including the importance of clothing to Americans, the impact of imported goods on clothing, an overview of fair trade and the fair trade consumer, and then finally a look into consumer buying patterns and motivations.

Importance of Clothes

Clothing can be categorized as a need for survival. We as humans need clothing like we need shelter. Just like an animal needs fur, we need clothes to add warmth to our body, and not to mention to be socially accepted in public. But as humans, we have taken this basic need and turned it into a want. "A narrow interpretation of 'needs' would include only those things that are necessary to maintain one's physical survival. The term 'wants' would then refer to those individual desires providing satisfactions above the level of physical survival" (Pauline G. Garrett, 1967). Clothing has become an art form for humans. We use it as a way to express individuality.

> "We may do this deliberately, or quite unconsciously, but when we use our clothes in this way we are bringing something this is inside us outside, perhaps magnifying and enhancing it in the process, and changing the balance of just what we are" (Harvey, 2008).

Multiple authors have categorized fashion, or clothing, as hedonic products, things we want and desire. Empirical evidence has shown in various literatures that hedonism and utilitarianism, purchasing products that are essential to our needs, can actually act

<center>8</center>

complementary to each other in the context of clothing. Then concept of buying clothes that we need, utilitarianism, and picking out the clothes that we want, hedonism, is a prime example of these motivations acting together. (Scarpi, 2006)

People buy clothes to feel good about themselves (White, 2005). "In shopping for clothes, people make decisions that directly affect their appearance (Tatzel, 1982). This is an example of turning a need into a want; clothes are not simply shelter for our body, but also a medium for expressing our inner-self in our appearance. Now that clothing is turned into a want, motives for buying clothing are going to change as well. A person's motivations can be liking to shop versus needing clothes (Tatzel, 1982). Buying clothes are now a hedonic (emotional) or utilitarian (functional) motivation.

A new buzz in fashion is ethical clothing. Consumers are becoming more and more concerned with where and how their apparel is being produced. This awareness is stemming from the increase in imported clothing being produced in illegal sweatshops overseas. This wave in consumerism has brought fair-trade clothing education to the eyes of consumers. "Fair trade fashions have unfortunately been tagged with an unhip – or too hippy – image" (Groves, 2005). Some consumers feel that by purchasing ethical clothes, or fair trade clothes, they are changing their self-identity (Valor, 2007). Since individuality in clothing is an important factor to consumers, this perception of the appearance of fair trade clothes could play an important role in consumer's motivation for purchasing them. "Consumers purchase goods and services and perform consumption behaviors for *two* basic reasons: (I) consummatory affective (hedonic) gratification (from sensory attributes), and (2) instrumental, utilitarian reasons." (Voss, 2003) In a single fair-trade purchase, both reasons can be met; the instrumental reason is to buy fair-trade because of the cause it is associated with while the sensory attributes are fulfilled by styling characteristics, associated status, or even the act of buying.

Most of the clothes consumers are purchasing are imported, rather than being produced within the United States. As consumers of clothing, people are becoming concerned about where their clothing is coming from.

Imported Apparel

"By far the largest part of international trade, in terms of money value at least, takes place not in commodities but in manufactured goods." (Ransom, 2001) Clothing and apparel falls into this manufactured goods category. Essentially, the apparel industry is largely supported by international trade through globalization of companies; a strategy most retailers are using to gain one step up on their competitors. Consumer demand is seen as the number one influence on retailers. In an economy that is facing a recession, such as we are today, consumers typically become value and price oriented, leading to increased competition and decreased prices. As retailers and manufacturers are forced to drive down prices in answer to consumer demand, they have to find new strategies to cut production costs. "Fast fashion, trendy clothing produced in bulk and sold at low prices, has been gaining a market foothold over the past year or so." (2010)

Most fair trade products are imported into the United States. "Imported goods are an important component of the merchandise assortments of many retailers" (Ettenson, Wagner, & Gaeth, 1988). With more and more manufacturing jobs being outsourced from the U.S., imported goods have become a necessity for retailers in the U.S. Most notably, clothing and textile retailers are relying on imports.

Not only is most fair trade products imported into the U.S., but the majority of clothing is imported as well. "90% of the clothes Americans buy come from places like China, Mexico, Bangladesh, Honduras, Indonesia and Vietnam" (Kiviat, 2008). This is only leaving 10% of clothes to be manufactured and produced within the U.S. or to be imported from another developed country equal to the U.S. In 2005, an article was published in the Philadelphia Inquirer claiming that "Chinese apparel imports have soared…" (Fernandez, 2005). Imports of almost every textile in every spectrum of clothing are increasing every quarter (Fernandez, 2005). One of the main reasons for this increase in imported clothing is the demand from consumers for cheaper apparel prices. U.S. manufacturers were unable to keep up with the rising production costs and are forced to ship production overseas. Apparel manufacturing has been outsourced for decades.

Foreign manufacturers are able to produce such cheap items because of their low labor costs. One of the most common controversies in the apparel manufacturing industry overseas is the use of sweatshops. The more sweatshops that plague developing countries, the more they are showing up in the public. Once consumers get word of how their apparel is being manufactured, there becomes this demand for ethical consumption, or fairly traded goods. A prime example of a company that was claimed to have used sweatshop practices is Nike, which suffered consumer backlash after their unfair labor usage was made public. "In the mid-1990's, Nike began to suffer public criticism over allegations about sweatshops in Asia." (Tannenbaum, 2003) Nike was even sued by a San Francisco consumer activist, claiming Nike mislead consumers about their unfair labor practices in Asian manufacturing companies. (Tannenbaum, 2003) "When the shoemaker originally balked at changing work conditions at its contracted factories, a consumer backlash damaged the company's reputation and sales." (Roosevelt/Huatusco, 2004)

A sweatshop is considered to be factory style production with exploited employees, low wages, long hours, under age workers and is most frequently found in developing countries (Shaw, Hogg, Wilson, Shui, & Hassan, 2006). "Consumer concern surrounding sweatshop clothing production has resulted in a demand for fairer practices in the clothing sector" (Shaw, et al., 2006). The more consumers are purchasing clothing, the more they are demanding to know the conditions under which it was produced.

Fair Trade

As a result for the demand for eliminating sweatshop production, fair trade laws were established. "Fair trade is concerned with ensuring a fair price and fair working conditions for producers and suppliers, promoting equitable trading agreements" (Shaw, et al., 2006). These laws were set in place to guarantee that the men and women hand sewing textiles are treated equally and fairly and make enough wages to sustain their lifestyle. There are a few main goals of fair trade including; the ability to guarantee and stable source of income to the producer, improved health and safety standards of the work environment, and to protect the rights of children, ethnic minorities, and the environment (Goig, 2007).

Fair trade was virtually unheard of until recently as it gained consumer acceptance. Fair trade purchases are on the rise as more and more consumers are buying internationally traded goods from global companies. "Recent years have witnessed annual growth rates of 30 percent or more in the global consumption of such goods, with sales now topping two billion dollars annually." (Lyon, 2010) Global expansion and utilization of internaiton trade is seen in the retail sector as the next imperative move retailers can make. "The idea was that, since world trade tends to grow faster than individual economies, producing for 'world-markets' is the most efficient and profitable way to go." (Ransom, 2001)

As international products are introduced into the domestic retail industry, consumers are faced with multiple choices for their products. Looking back into history, when international grade started to gain ground, fair trade wasn't a concept consumers were aware of. "The term fair trade first arose to encompass an agenda among United Nations member states favoring more equitable exchange between the developed and developing worlds." (Lyon, 2010) Knowledge of unfair labor practices and uses of sweatshops started to seep into the media and brought to the face of the consumer. "…The need for fairer international trade has become ever more pressing to many people in the postcolonial world. Free-market policies have brought millions of small-scale farmers into competition with industrial agriculture, which enjoys greater productivity because of its technological advantages as well as subsidies in the form of tax credits and price supports in the developed countries." (Lyon, 2010) Small-scale producers of textiles especially, do not have the resources to compete with manufacturers consisting of 1,000 plus employees and mass-producing machinery. Thus, small-scale producers are forced to price their textiles higher than their main-stream competitors, not allowing them to compete in a free trade market. "These trends have been exacerbated by the consolidation of retail power in the developed world-epitomized by the emergence of Wal-Mart as a multinational supermarket chain- which has fueled intense price competition among the surviving retailers for the consumer market." (Lyon, 2010) The effects of small-scale producers not being able to compete "included massive emigration from rural areas (in turn lowering wages and living standards in manufacturing sectors) and recourse to dangerous and often exploitative survival strategies, such as prostitution

and the production of illegal drugs." (Lyon, 2010) As awareness for global trade gives light to fair trade practices as an international movement consumers are finding their place to participate in the empowerment of small-scale struggling producers.

Unfortunately, in order for retailers to pay for the appropriate wages of these producers, the product's market value is increased leading to higher prices for consumers. Again, one can visibly see that the consumer demand is a cyclical process. "The global market for fair trade products was valued at about $900 million in 2005. This market is growing by over 20% a year" (Didier & Lucie, 2008).

"Much that has been written of this rapidly growing phenomenon has taken as its point of departure the language of fair trade advocates in the now-developed world. Fair trade is seen as a means by which solidarity and mutual respect are created between producers and consumers in place of capitalist imperatives of competition and profit maximization." (Lyon, 2010) Fair trade advocates can be described in this sense as innovators in retail to find new ways companies can maximize profits not at the expense of a producer's lifestyle. "Fair trade consumption can be seen as a solidarity-based commitment, and fair trade consumers' concerns mainly relate to the well-being of workers and farmers in developing countries. These motives are mainly linked to universal personal values but are combined with other motives, such as taste or quality, linked with self-oriented values" (Didier & Lucie, 2008).

Previous research has noted that hedonic and utilitarian motivations are task related; meaning that depending on the task a consumer will act on either hedonic or utilitarian motivations. An example from the literature is a choice task. If the consumer if faced with a choice, generally he/she will favor the option higher on the utilitarian dimension. This is supported by the idea that decision makers search for reasons and arguments to justify their choices. (Dhar, 2000) If a consumer justifies purchasing a fairly traded product over a main stream product because it is the socially responsible thing to do, that consumer is favoring the utilitarian dimensions of the product. If said consumer chose the fairly traded product because of the garment's styling characteristics or fashion status, it would be an example of favoring the hedonic dimensions of the product.

There are certain types of consumers that are purchasing products produced under fair trade laws. "…Consumers of fair trade products are characterized by a greater 'global cognitive orientation', which implies interest in the geographical origin of the products consumed and the social and economic conditions in which they were elaborated…" (Goig, 2007). Fair trade clothing consumers have a heightened sense and desire to help employees of sweat shops. The driving factors, or motivations, of these particular consumers can vary.

The Ethical Consumer

Within the overall group of American consumers, there are multiple sub-groups. Some are defined by gender, age, or by what product they purchase. One consumer group that has recently emerged is the "ethical" consumer. Ethical consumerism is about the social and environmental outcomes of global trade and it includes such issues as concern about the use of child labor.

Ethical consumerism emerged in the late 1980's and is considered to be the third major wave in consumerism (Valor, 2007). "The growing awareness among consumers of the environmental and social impact of their own consumption has led to the increased demand for more 'ethical' product alternatives" (Shaw, et al., 2006). Some consumers are requesting ethical products, or fair trade products, because of social reasons. Consumers are feeling a need to become a more responsible global citizen. "Using the example of a t-shirt, consumer choice criteria may include the 'people' issue of whether the t-shirt is fairly traded or made under sweatshop conditions" (Shaw, et al., 2006). These ethical consumers believe that they have the power to encourage retailers to provide ethical products and avoid those products produced in sweatshops. Ethical consumers may feel that they should purchase fairly-traded products. "The want/should distinction is broadly compatible with the distinction between hedonic and utilitarian goods—items that are high on hedonic value are likely to be subject to want preferences, and items that are high on utilitarian value are likely to be subject to should preferences." (Dhar, 2000)

Consumers concerns surrounding various issues are prioritized. Based on previous studies, it has been found that ethical concerns are more pertinent (Shaw, et al., 2006). "It has been suggested that ethics will only matter to consumers when they are directly impacted by the issue" (Shaw, et al., 2006). Citizens that have lost their jobs due to outsourcing in the apparel manufacturing industry were replaced by sweatshop workers. This is an example of how consumers are directly being impacted.

A prominent factor that is pertinent to ethical consumers is the inclusion of personal ethical values (Carey, Shaw, & Shiu, 2008). Throughout previous literature, five areas for wanting an ethical lifestyle have been mentioned. These motivators are an inheritance factor, self-centered reasons, altruistic reasons, fashion trends, and deep-rooted beliefs. The consumers with the deep-rooted beliefs are considered to be the main ethical consumers. (Carey, et al., 2008) The self-centered reasons, altruistic reasons and fashion trends are still strong motivators in certain fair trade consumers. Self-centered reasons for purchasing fairly traded goods could be satisfy an obtained social status; if others see or witness the consumer purchasing or wearing a fairly traded product it could increase that consumer's social status among their peers. This could also be seen as an altruistic reason, as well as buying the fairly traded product because the consumer internally enjoys the act of shopping, or the fair trade product appeals to their personal fashion taste, or even the consumer wanting to buy fair trade because it is the new up-and-coming trend in fashion; being socially responsible and environmentally friendly. The consumer may feel they are acting as a fashion role model by buying only fair trade. All of these altruistic reasons satisfy a want for a product, and the consumer acting on their hedonic motivations. As stated, deep-rooted beliefs are seen to be the main motivator in ethical consumers. These deep-rooted beliefs are supported by the notion that if the consumer purchases only fair trade goods, the consumer is staying true to their personal values and beliefs and fulfilling that internal need to do so.

Just as there are motivations for purchasing fair trade clothing, there are motivations for not purchasing fair trade clothing. "Price was reported as a significant barrier to purchasing sweatshop free clothing. Ethical clothing is often sold at a higher price than mainstream clothing…in order to pay a living wage to the producer" (Shaw, et al., 2006).

Some of these fair trade consumers are turning away from fair trade products strictly because of the cost, even though they are highly motivated consumers. Fair trade consumption is beginning to take a backseat due to the current economic recession that the U.S. is experiencing. People have closer issues at home to deal than worrying about the conditions of an apparel manufacturer overseas (Flatters & Willmott, 2009).

The Fair Trade Consumer

It has been stated previously that, "The main goals of fair trade are: to guarantee a stable source of income for workers, to improve safety and health in the workplace, to increase equal opportunities for women, and to protect the rights of children, ethnic minorities and the environment." (Goig, 2007) The fair trade consumer is defined in this study as a consumer that purchases fairly traded goods. Fair trade products are described as food or artisan goods, that have socially responsible characteristics and a price premium set in place for the primary producer. (Becchetti & Rosati, 2007)

According to research objective number one, a purpose of this study is to determine what motivates a fair trade consumer to actually purchase these fairly traded goods. "Price was reported as a significant barrier to purchasing sweatshop-free clothing." (Shaw, et al., 2006) Typically, fairly traded clothing is priced higher than regular mainstream clothing in order to supply the producer with an appropriate wage. "The price of ethical clothing can be seen to be alienating potentially highly motivated consumers." (Shaw, et al., 2006) It can be stated then, that a consumer of a low-income level may not be highly motivated to purchase fair trade clothing due to lack of disposable income. It is this reason that this study will compare the motivations of consumers from a low-income level and high-income level.

Consumer Buying Patterns

Ethical and fair trade consumerism is taking over in a good way in the U.S. "Nearly 90% of Americans say the words 'conscious consumer' describe them well, and are more likely to buy from companies that manufacture energy efficient products, promote health and safety benefits, support fair labor and trade practices, and commit to environmentally friendly practices…" (Sadowski, 2007). According to this statistic, this means that the

majority of American consumers fall into the category of the ethical, or fair trade consumer category. Although this statistic does provide fact that most Americans are considering themselves socially-conscious consumers, it doesn't take into fact how many of these people are simply saying they are socially responsible consumers, but do not actually carry their actions out. What needs to be realized is that often "…results of marketing research indicate that the professed attitudes of consumers are not always good predictors of their purchase behavior" (Ettenson, et al., 1988). Some consumers are simply providing these socially desirable responses, even if they do not reflect their decision making. This effect could be caused by the consumer thinking they are favoring the utilitarian dimensions of the product, but unconsciously or either non-externally favoring the hedonic dimensions of the product.

Consumers all have reasons for shopping, each is individually constructed. In a study conducted by Heath, therapeutic reasons were the high consumption motivators (Heath & Heath, 2008). Based on the findings, Heath states that "…people want to show that they are richer or have more purchasing power than others…" (Heath & Heath, 2008). Satisfying these wants gives the consumer a self gratification by obtaining this desired social status.

Based on previous literature and research, it has been shown that are some key buying determinants among consumers: determinants such as value of a product, the ability to purchase the product, the quality, the service, and the urgency that the consumer needs a product. In a study conducted by the authors of *Why Consumers Buy*, a series of questions found that the top determinant is risk. Within these determinants exist two internal factors: telic and paratelic. Telic factors are present when the consumer is shopping to achieve a particular goal. Paratelic factors are present when the consumer is shopping as a form of pleasure (Guido, et al., 2007). All of these determinants fall into buying motivations categories. The two most common categories are the hedonic and utilitarian motivations. Telic factors can be considered to be utilitarian while paratelic can be considered to be hedonic. It is these telic and paratelic factors that will form the basis for the defined dimensions of hedonism and utilitarianism for this study.

Consumer buying patterns can differ from person to person and from good to good. As previously stated, clothing shopping is considered to be a need and a want. For retailers to better understand their consumers, they can begin by looking at the motivations that are driving their consumers to purchase. "Fair trade consumers have a need for individuality and desire unique and ethnic products." (Littrell, 2005) Some fair trade consumers are driven by the fact that fair trade has only just recently saturated media and seen as a new trend in consumerism. Other fair trade consumers are motivated by the social responsibility component of fair trade. "A recent study of North American fair trade customers confirmed that customers recognize and affirm fair trade philosophy (Littrell, et al., 2005). Phrases such as "people over profits" and "builds lives not wallets" were used to distinguish fair trade from mainstream business approaches." (Littrell, 2005)

Hedonic Motivations

"Hedonism has been described as the festive, or even epicurean side of shopping: it is related to fun and playfulness rather than to task completion, and reflects the experiential side of shopping, comprising pleasure, curiosity, fantasy, escapism, and fun." (Scarpi, 2006) A hedonic buying motivation is characterized by an emotional state (Guido, et al., 2007). "It might be argued that consumers behaving hedonically shop more frequently: they are explorative, they enjoy it, and may continue shopping even in the absence of a specific need for a certain product." (Scarpi, 2006) As fashion is used more and more as a form or art and a way to express our internal personalities and individuality, we as consumers have turned clothing shopping into a hedonic purchase. We search for apparel that stimulates our aesthetic senses. Some women and men even use apparel shopping as therapeutic relief, sending their mind into a state of joy while they shop for clothing appealing to their wants and likes. Consumers behaving hedonically could be attracted to fair trade clothing because it makes a personal statement, it is considered the new wave of consumerism, and it allows the consumer to explore new places to purchase these garments.

"By nature people are motivated to enjoy themselves" (Okada, 2005). People enjoy themselves when they feel good about themselves. "…What we need to understand is

that emotion drives the consumer and while it is an intangible, highly individualistic thing, it controls the consumer when they shop"(Danziger, 2006). Purchasing a fair trade product could stimulate many internal good feelings; being socially responsible, obtaining self gratification, appealing to personal taste, etc. "Hedonism has been measured using Babin's et al. (1994) scale, asking consumers how much fun they had during the shopping trip, if they had a good time while shopping, if they enjoyed being immersed in new products, and if they enjoyed shopping *per se*." (Scarpi, 2006) A consumer buying fair trade goods because they enjoy the act of shopping and what comes with it would be fulfilling a pleasurable motivation, or hedonic motivation.

Pleasure

If a consumer purchases fair trade clothing and they know they are assisting to cease sweatshop production, and by doing an ethical act it could make the consumer feel good about their social standing. "After consumers put effort into the acquisition of hedonic goods, they believe that they have earned the right to indulge and thus become more likely to consume. Bundling a hedonic purchase with a promised contribution to charity reduces the sense of guilt and facilitates hedonic purchases." (Okada, 2005) Hedonic fair trade clothing consumers are purchasing this ethical apparel because of the end result the consumer feels. "Need most often sends out to the store, while desire plays a dominant role in getting us to make purchases" (Danziger, 2006). Many consumers often shop for therapeutic reasons; they enjoy the act of shopping and the recreation. Shopping for clothes is often seen as therapeutic for some consumers. If a consumer can justify their need to want to shop by supporting a socially responsible cause, the sense of guilt of wanting to shop is relieved and the consumer is more motivated to purchase a fair trade item. Shopping to satisfy this emotion will be considered being motivated by the *recreational* dimension of hedonic behavior for this study.

Often times, since hedonic motivations are an emotional state, a justifier is needed to make the purchase. Justifiers turn desires into needs. "…The ultimate justifier that transforms want into need is how a particular purchase will ultimately enrich the quality of one's life" (Danziger, 2006). Consumers purchasing fair trade clothing with a hedonic motivation are justifying their purchase by using the belief that their purchase is helping

another person, thus making the consumer's quality of life better, by touching their emotional state. Price can often times become a barrier for purchasing fair trade clothing. "Moreover, emotion helps interpret price, either by making the shopper feel excited about finding a bargain or willing to stretch their budget to pay a price high than they would like" (Danziger, 2006). Hedonic consumers can justify the price of fair trade clothing as a purchase that adds to their perception of themselves as an ethical consumer. This gives the consumer an obtained social status, tangible or tangible; motivated by the *self gratification* dimension of hedonism. Fair trade claims can even create an image for retailers. Marks & Spencer's launched a "look-behind-the-label" campaign which featured fairly traded apparel. "Before the launch of the campaign, M&S's corporate reputation had been heading downhill." (Groves, 2006) Since the launch of the fair trade campaign, Marks & Spencer's experienced consumer and sales growth. (Groves, 2006)

As individuals, we constantly seek acceptance from ourselves and other. "For many individuals in Western society the role of clothing is not confined to functional needs; rather, it is suggested that needs for belongingness and self-esteem motivate individuals to seek fashionable clothing as a means of gaining acceptance from peers and as a demonstration of social standing" (Shaw, et al., 2006) If a consumers peers value social responsibility, being seen buying or wearing fair trade products will support this social status. "As Shaw and Shiu have shown, the issue of "self-identity" is crucial to consumers' decisions to privilege fairly traded products in their consumption choices. In other words, they say, many people who become fair-trade consumers do so because they believe that it is something that people like them should do: that is, people of their social background, their organizational affiliation and their political orientation." (Watson, 2006) Shopping fair trade to obtain a social status is again motivated by self gratification and a feeling of pleasure internally. "The image associated with fairly traded products relates not only to the lifestyle that consumers can buy for themselves, as it does in conventional advertising, but also to the sense of using consumption choices in order to do the right thing by distant strangers." (Watson, 2006) Generally, if others accept our actions socially, we will as well. "An important distinction must be drawn between being of a mind to do the right thing, and wanting to be seen doing the right thing. Both of

these behavioral motivations can be satisfied in a single fair trade transaction." (Watson, 2006)

Fashion Status

Renee Bowers, a buyer for Ten Thousand Villages (a fair trade retailer), feels that consumers will not buy something just because it is fair trade. She feels that consumers shop based on price and style. Both of these motivations are considered hedonic for the purpose of this study. "Research exploring decision-making among ethical consumer groups has revealed that while consumers place ethical concerns highly on their purchase criteria this is often not at the expense of other more traditional factors important in choice." (Shaw, et al., 2006) In the general context of clothing, consumers are often motivated by the styling characteristics and their personal taste for fashion. Consumers shopping according to style are satisfying their *senses*. A consumer may buy a fair trade garment not because of deep-rooted beliefs, but because the garment fits and flatters their body.

"In clothing choice, research has revealed that factors including fashion and availability are pertinent to actual purchase behavior among concerned consumers." (Shaw, et al., 2006) This concern if often found in younger consumers worried about fashion status. These consumers often buy what looks good on them. "This was evident from complaints about the 'unfashionability' of many fair trade alternatives available on the market." (Shaw, et al., 2006) Styling feature and aesthetic appeal matter vary much to a consumer that is hedonically motivated. A consumer is shopping based on their personal wants. "We must not forget the importance of desirable clothes. For smaller ethical retailers to gain a presence on the high street, they will need to leave behind clichéd staples such as shapeless hemp tunics and make clothes that people want to wear." (Shepard, 2010) Retailers have answered consumer demand for fashionable products by seeking out the fair trade apparel that has "trendy", or in style, characteristics about the garments. "Fair trade fashion has broken all the stereotypes and is at the cutting edge of fashion retail. It marks the beginning of a big change in the fashion industry, and to the unfair structures that currently have such a detrimental effect on millions of workers." (Groves, 2006)

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Fair trade consumption has been considered fashionable and part of the new wave of consumerism by numerous researchers. "…hedonism could be easily evoked by being immersed in many new products, by the curiosity of seeing and trying new clothes and accessories." (Scarpi, 2006) Consumers can be intrigued by this new world in fashion and are curious about the products. "A consumer immersed in an atmosphere favoring hedonic feelings, such as a typical fashion store, could be more likely to act on the spur of the moment, to explore, to try, and thus to do unplanned purchases." (Scarpi, 2006) A fair trade consumer may find themselves purchasing fairly traded clothing because it is the *new trend* in fashion, a socially responsible trend to follow. An author from *Vogue* magazine spoke in article about a socially-responsible skirt she wanted to buy that sold out almost immediately online. She continued to talk about how socially-responsible shopping has become ever-more important in today's society. (De Sole, 2011) A reader of this article looking for new trends in fashion would be stimulated by the socially-responsible trend becoming urgent and having a sense of exclusivity. A common tactic most clothing-retailers use to promote new trends within their brick and mortar stores. Fashionista.com features an article about teen icon, Emma Watson, becoming an endorser for a sustainable, fair trade clothing line. Celebrities can often be put into the category of fashion role models or innovators. These are people fashion followers, the vast majority of clothing consumers, look up to for new trends in fashion to follow. The article continues to discuss Emma Watson's travels to Bangladesh's textile industry and her encounters with sweatshop like conditions. (Chernikoff, 2011) This is bringing the 'people-issue' to fashion-concerned consumer's minds.

Utilitarian Motivations

Opposite of hedonic buying motivations are the utilitarian motivations. These are more functional reasons for purchasing products (Guido, et al., 2007). "…utilitarianism has been described as ergic, task related, and rational, meaning a product is purchased efficiently and rationally. It is related to necessity, rather than to recreation, and is often described in terms commonly used to evaluate work performance." (Scarpi, 2006) I have already established that purchasing clothing is a utilitarian motivation, if there is a need for clothing. The utilitarian motivation for purchasing fair trade clothing goes beyond the

basic need for clothing for survival purposes. To be socially acceptable in public, one must be clothed, a utilitarian example of needing clothing. Clothing provides protection to the body as well. Unlike our furry friend, humans do not have a coat of fur or hair to protect our skin from external damage. We use clothing to keep us warm in cool weather, to protect our body from injuries while participating in various physical activities. Just as clothing can be seen as a fun and "want" driven purchase, it depending on the kind of clothing bought, it can also be categorized as a useful and "needed" purchases. Fair trade consumers have been described as purchasing fair trade products because of their added benefit to society and producers.

Beneficial

Consumers that are aware of the benefits of fair trade, know that their purchase supports a cause. When purchasing fair trade clothing, utilitarian shoppers are buying because they have an internal desire to want to stop sweatshop production. Consumers feel a need to purchase fair trade in order to help another person. "Ethical consumers believe that by making ethical choices they have the power to encourage and support businesses which avoid exploiting or harming humans" (Shaw, et al., 2006). "Work by Belk (1988) suggests that consumers develop symbolic relationships with their possessions." (Dhar, 2000) The relationship a consumer develops with their fair trade products extends beyond physical characteristics of the product. There is a bond created with knowing that the purchase benefitted another. In a survey developed by Voss, to test hedonic and utilitarian consumer attitudes, utilitarian dimensions were defined as helpful, functional, necessary, and beneficial. (Voss, 2003) All of these dimensions are fulfilled when a consumer knows that purchase is supporting a strong and helpful cause. The consumer is reacting to a motivation encouraging *socially responsible* behavior.

Utilitarian motivated fair trade clothing consumers are people who are motivated to shop because they know they are supporting a cause, and their actions of purchasing this particular product is going to the good of humanity.

As our economy is currently recovering from a recession, consumers tend to shift their shopping habits and seek out valuable items. If a particular clothing brand has a

reputation of producing quality a consumer can be motivated to by their brand over another. "A recent study by the French Institute of Fashion suggested that retailer forays into fair trade are reassuring for consumers in terms of quality…" (Groves, 2006) In other words, fair trade clothing is seen to be of better quality than main-stream mass produced clothing. "The institute's consumer panel also was surprised by the variety of clothing items as well as the style, quality and softness of fair trade apparel. (Groves, 2006) Comfort is another driving factor of consumers today. Entering into the second decade of the new millennium, consumers today usually have busy lifestyles that doesn't allow for constraining garments. Consumer need clothing that can look good, while still allowing them to live their life. The softness aspect of some fair trade clothing can appeal to these consumers.

Another important element of fair trade clothing is the producer's use, or lack thereof, of pesticides and toxins. One of the most prominent crops that yield high textile use in consumer clothing is cotton. "Cotton uses higher volumes of more toxic pesticides than any other crop. A quarter of the world's pesticides are sprayed on it, causing a million cases of human poisoning every year." (Ransom, 2001) This is used to describe conventional cotton; cotton that can been frequently seen in mass-produced clothing because of its low cost compared to organic cotton. "To make the fabric, cotton is treated with another concoction of chemicals. The dyes are made from synthetic toxins." (Ransom, 2001) Before the cotton is turned into a t-shirt, it has been saturated in chemicals at multiple levels of production. "But suppose you want something quite elementary – a garment that isn't drenched in poison and sweat. With a straightforward commodity, like coffee, you can quite readily find fairly-traded brands." (Ransom, 2001) Searching for like brands in the apparel sector is much more difficult. Some consumers may feel that they need the apparel of better quality. Consumers can find that the value to price ratio of fair trade clothing is acceptable. While a consumer may justify buying a garment because of its quality is a need, landing the motivation under the utilitarian category, it can be considered as a *personal* choice; consumers are seeking garments that stack up to a personal standard of *quality*.

Dr. Sarah Lyon, of the anthropology department of the University of Kentucky, drew upon an experience of Central American textile producers in an ethnography: Juana and Lidia often worked together to dye up to ten pounds of thread during one long, hot day of work. Their husbands assisted them by providing firewood to heat the large cauldrons of water and making trips to the surrounding forest or nearby communities to collect or purchase materials such as banana stems, blackberries, hibiscus flowers, and various tree barks. Because of the amount of labor the natural dyes required, Juana and Lidia priced their products significantly higher than comparable weavings made out of chemical dyes. (Lyon, 2010)

Competition always creates price wars. Consumers of any level are faced with choices and often time prefer the cheaper option. Profit maximization is obtained this way. "When prices fall, the environmental impacts rise as farmers use more chemicals to increase yields." (Groves, 2006) As consumers, we are often made aware of dangers of products and safety features of others. Retailers use these strategies as forms of diversifying their products. With the awareness of fair trade and ethical consumption, we are introduced to new products that won't "harm" us or others. "Cheap clothes are thrown out as trends pass. Perhaps we should instead be looking at clothes that last longer and benefit the people making them." (2010)

Demographics Affecting Motivations

Another common way retailers categorize their consumers are based on demographic information. Younger consumers shop differently for various products than older consumers. The same can be said for any differentiation among demographic groups. H3:1-H3:3, addresses age, income-level, and education-level of fair trade clothing consumers. These three demographic groups were chosen to examine based on suggestions from previous literature. Numerous authors suggest that age, income-level, and education-level play a determining role in consumer characteristics of purchasing clothing.

Age

"Female millennials (young women born between 1982 and 2001) think of themselves as special and tend to favor distinctive products…" (Bellman) Apparel and clothing accessories are often forms of outlet to favor distinctive products for this age group. With fair trade being considered a new wave of consumerism, female and male millennials alike could be drawn to this intriguing side of fashion. By wearing fair trade clothing millennials are able to make themselves distinctive among peers. "One way to exhibit uniqueness is through wearing apparel that displays individuality or by acquiring exclusive consumer products" (J. Halepete, Littrell, Mary, Park, Jihye, 2009) With the lack of fair trade apparel clothing compared to the easily accessible main-stream clothing, fairly traded clothing can be viewed as exclusive consumer products. A fair trade transaction can satisfy the need for one's want for individuality. "Consumers who perceive a greater need for self-uniqueness are likely to try a new trend and actively seek out new clothing styles (J. Halepete, Littrell, Mary, Park, Jihye, 2009) This supports H3.1, claiming that younger consumers will be more hedonically motivated to purchase fair trade clothing.

"While 'hanging out with friends' in a shopping mall is quite common among teenagers, when presented with an opportunity to express their unique personality, they may prefer independence to socialization." (Bellman) This supports the notion that millennial consumers prefer to be fashion innovator and may seek wearing fair trade clothing as a way to establish their independence as a fashion role model. The behaviors support hedonic motivations.

"…They (female millenials) also placed a high degree of importance on socialization in a shopping venue." (Bellman) Socializing and have a certain status among peers if often a common concern among younger consumers. These age demographic could be more prone to wanting to be seen purchasing or wearing fairly traded clothing. Again, behaviors supporting hedonic motivations. "Additionally, a social norm component incorporates an individual's belief that a relevant reference group (e.g., friends or parents) thinks the person should or should not perform the behavior and the individual's motivation to comply with the reference group." (Bellman) Following their peers and

seeking their acceptance is behavior consistent to fulfilling a sense of self-gratification. If the consumer becomes more likeable or more respectable because they bought fair trade clothing, self-gratification motivation will be increased in future purchases.

In authors Becchetti and Rosati's (2007) study, they indicated that the younger generation of consumers tend to be more aware of fair trade policies and criteria. (Becchetti & Rosati, 2007) This could be because of social media, current educational system, or having knowledge and access to the internet and allowing for worldly views to be widely spread. In Littrell's (2005) study, generation X, younger consumers by definition of this study, are well-educated and are media savvy. "Generation X participants were less pragmatic in placing importance on comfort, value, and quality and less focused on product authenticity." (Littrell, 2005) This shows promising hedonic motivations. "For their actual product behavior, they were less likely to wear ethnic clothing but more likely to wear fashionable attire. As for socio-political values, the youngest group of respondents' participation as community activists was more limited than baby boomers and swing." (Littrell, 2005) Further results of the study showed that baby boomers placed greater emphasis of utilitarian needs for apparel shopping while generation X placed less emphasis of a utilitarian approach. (Littrell, 2005)

"A sub-group of baby boomers, called cultural creatives, have been identified as a consumer segment to whom fair trade philosophy, practices, and products may be particularly salient." (Littrell, 2005) These "cultural creatives" are further described as sharing similar world views, values, and goals for the future. "As consumers, cultural creatives are differentiated through the things they buy. They "want to know how a product was made, who made it, and what will happen to it when they are done with it" (Littrell, 2005)

Supporting buying fair trade apparel hedonically, Littrell (2005) continued to state that, "in contrast to these unified approaches, it did appear that messages emphasizing the fashionability of the attire, while deemphasizing clothing comfort, value, and quality, may be well-received by generation X consumers. However, promotional messages related to clothing comfort, value, and quality should not be eliminated altogether as baby

boomer and swing consumers are looking for these pragmatic qualities in their apparel."
(Littrell, 2005)

Income Level

In Becchetti and Rosati'study, results showed that "…average expenditure in fair
trade products does not grow when income changes." (Becchetti & Rosati, 2007) While
this study's results showed no difference among age for the amount of money spent on
fair trade products, it did not show the difference among age for the motivations behind
the purchase. "Based on our descriptive evidence, the purchasing habit of fair trade
products seems to still be conceived as a symbolic action implemented with a lump-sum
consumption almost insensitive to income." (Becchetti & Rosati, 2007) This supports
the theory that income level does not separate between ethical beliefs.

"Higher prices simply place ethical items beyond the means of some consumers,
while others would appear to balance the extra cost against the purpose of the clothing."
(Shaw, et al., 2006) Consumers that feel that purchasing fair trade clothing is the right
thing to do, and feel that their purchase is making a difference, will typically not let price
get in the way, supporting Becchetti and Rosati's results. "It might in fact be argued that
consumers behaving hedonically buy more items, as they indulge in impulsive buying.
On the other hand, the goods usually considered in the literature on impulsive buying
tend to be low-priced items, so that utilitarian behaviour may lead to higher spending."
(Scarpi, 2006)

Education Level

According to Becchetti and Rosati's study, the students in their sample ranked high
in being aware of the fair-price and labor criteria. This portion of their sample ranked
mid-level in being aware of the environment and transparency criteria. (Becchetti &
Rosati, 2007) Students of higher education have a possibility of being more exposed to
fair trade policies, and may bring out the utilitarian motivations, the socially responsible
desires. "On university campuses in the US a largely unreported student movement
against sweatshop-labor has been growing for some time." (Ransom, 2001)

Non-students may not have the ability of being made known of fair trade policies. Instead, non-students may only be aware of fair trade through social media marketing, appealing to hedonic motivations. "Ethical fashion is broadening its scope as major European retailers respond to heightened consumer concerns about apparel manufacturing that damages the environment or violates human rights." (Groves, 2006) As fashion followers, we tend to look as fashion capitals, such as those in Europe as always sporting the new trends. Consumers that are motivated to purchase fair trade clothing because it is a new trend, may have only been exposed to fair trade practices through the media.

Perceived Consumer Effectiveness

Reward is a great motivator for humans. People are motivated to help others if they know they will be rewarded for their action; especially if they feel their action is making a difference. In 1974 Thomas Kinnear, James Taylor and Sadrudin Ahmed developed perceived consumer effectiveness (further noted as PCE). PCE is the extent that the consumer believes their individual efforts alone can make a difference. "PCE is defined as a domain-specific belief that the efforts of an individual can make a difference in the solution to a problem" (Ellen, Wiener, & Cobb-Walgren, 1991). In the case of fair trade clothing, the problem is apparel being manufactured in illegal sweatshops; the solution is purchasing fair trade clothing. Consumers want to believe that their effort is making a difference in the way their apparel is being manufactured[1]. Consumers that are motivated to purchase fair trade clothing seek the utility of the garment, just like any purchase. The utility may satisfy hedonic and utilitarian motivations.

PCE is a way to measure hedonic and utilitarian motivations for purchasing fair trade clothing. Consumers that have a higher PCE are utilitarian shoppers; they are utilizing their efforts to make a difference. Consumers that have a lower PCE are hedonic shoppers; they don't feel that their efforts are making a difference, but the effort still

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[1] **Marxist view of utility:** A common theory used in anthropology academia is the Marxist view of utility. Marx viewed objects desirable because of their utility. Fair trade clothing consumers view the utility of the clothing they purchase to be the benefit of supporting the cause of fair trade. It can also be viewed as the benefit of internally feeling good for supporting fair trade. Cliggett, R. R. W. a. L. C. (2007). *Economies and Culture* (Second ed.). Boulder: Westview Press.

makes them feel good internally. Much of the literature reviewed for this topic pointed out via results from various surveys, consumers give little relationship between their level of concern with an issue and their willingness to act. This raises the question of whether the consumers whom are less willing to act on their concerns have a high or low PCE.

Awareness of Fair Trade Labor Laws

"A crucial competitive factor for socially responsible *vis-à-vis* traditional products is consumer's knowledge and awareness of the socially responsible features of the products." (Becchetti & Rosati, 2007) For a product to be labeled as fair trade, products need to respect a certain set of criteria. Authors Becchetti and Rosati (2007) have defined eight criterions that characterize fair trade products. Becchetti and Rosati (2007) constructed a survey that included a section that evaluated a consumer's awareness to fair trade. These researchers asked questions relating to the eight criterions. If a participant showed knowledge in all eight criterion, the participant was considered highly aware. The criteria outlined by Becchetti and Rosati (2007) are the following:

i. Definition of a 'fair-price', which is higher than the market price paid on primary products by local intermediaries.
ii. Opportunity of pre-financing production, thereby breaking the monopoly of local moneylenders which severely affects small, uncollateralized producers.
iii. Price stabilization mechanisms which insulate risk-averse primary product producers from the high volatility of commodity prices.
iv. Intervention to improve working conditions and to remove factors leading to child labor, not through a ban on products incorporating child labor, but through a monetary integration of their low household income.
v. Preferential inclusion in the fair trade distribution chain of projects reinvesting part of the surplus arising from the fair price in the provision of local public goods.
vi. Attention to the environmental sustainability of productive processes.
vii. Full information on how the price is determined along the value chain.
viii. Creation of long-run relationships between importers and producers and provision of 'business angel' and export services to the latter. (Becchetti & Rosati, 2007)

Becchetti and Rosati (2007) found through their study that consumers who are aware of fair trade and it's criteria spent more money on fair trade products and demanded more fair trade products than their counterparts; consumers who are not aware of fair trade and its criteria. (Becchetti & Rosati, 2007) This behavior favors utilitarian motivations, more specifically, the socially responsible dimension. "When an individual is in the earlier stages of ethical awareness, they are less likely to agree with motivational statements that suggest an ethical course of action is beneficial to them as a person, and to wider society." (Freestone & McGoldrick, 2008) A consumer with little knowledge of fair trade may not feel their purchase makes a difference, and may not act on a utilitarian need to purchase fair trade clothing. "However, as awareness and concern of the issue increases, the individual moves through the stages towards action." (Freestone & McGoldrick, 2008) It is in this time the consumer may choose to let their utilitarian motivations prevail over the hedonic. "If the individual is in the 'aware but not concerned' stage, then their motivations for taking any form of action on an ethical issue are not strong." (Freestone & McGoldrick, 2008)

Since fair trade is seen in social media, as well as education textbooks, a consumer may get conflicting information, or even information overload. "Information overload and consumer confusion may also inhibit ethical purchasing behavior (Titus and Bradford 1996). Consumers have complained that the claims made on products are unverifiable, and/or vague, wooly, specious or misleading." (McGoldrick & Freestone, 2008) It is in this state that a consumer may lose sight of the utilitarian motivation to purchase fair trade clothing and may only act on the hedonic.

"Cowe and Williams (2000) assert that "shoppers are highly aware of ethical issues and many are ready to put their money where their morals are." (Freestone & McGoldrick, 2008) This is the general statement about ethical consumers, pointing to utilitarian motivations.

Summary of Literature

Fair trade consumption is fairly new to consumers, and has recently taken a front seat as news about sweatshop production is brought to consumer's attention. Imported goods

are here to stay in America, especially imported clothing. Imported clothing plays a very important role to retailers. With consumers becoming more demanding about knowing where and how their clothes are being produced, they have created "ethical" consumers. Ethical consumers are primarily concerned with the rights of individuals producing their apparel.

Although ethical consumers are concerned about the same thing, their purchasing motivations may differ. Some consumers may be purchasing fair trade clothing because they know the act of purchasing it makes them feel like a socially responsible citizen, causing them good internal emotions. Throughout this study, these motivations are considered hedonic motivations. Hedonic motivations were defined as affecting the emotional state of the consumer. Consumers purchasing fair trade clothing because they want and need to support the producer manufacturing their apparel, and have a desire to support the fair trade act, are considered utilitarian shoppers throughout this study. Utilitarian motivations were defined as a need. The need in this study is the desire to help fair trade producers

Literature as it Relates to Methodology

It is stated in the research objectives that one of the purposes of this study is to assist in filling the gap in missing literature surrounding motivations for purchasing fair trade clothing. The literature reviewed here supported the importance of clothing for consumers, the impact of imported goods, the background of fair trade and the fair trade consumer, and various motivations and buying patterns of consumers. "…Little attention has been paid to the issue of labor abuses and individual consumer behavior towards clothes. Yet this issue is of particular importance in the textile industry (Valor, 2007). In this section of the study, I have reviewed concepts concerning clothing, fair trade, consumers, and purchasing motivations. I have then used these concepts to create the backbone for this study; consumer's motivation for purchasing fair trade clothing.

Chapter 3

Methodology

The purpose of this study was to determine the extent to which demographics (age, income level, and education), perceived consumer effectiveness, and awareness of fair trade practices influences hedonic and utilitarian motivations, which influences consumer purchase intentions. A hedonic buying motivation is characterized by an emotional state (Guido, et al., 2007). The dimensions used to define hedonism for the purpose of this study are pleasure, defined by self gratification, and fashion status, defined by senses and new trend. Opposite of hedonic buying motivations are the utilitarian motivations. These are more functional reasons for purchasing products (Guido, et al., 2007). The dimension used to define utilitarianism for the purpose of this study is beneficial, defined by personal or social. Perceived consumer effectiveness is the extent that the consumer believes their individual efforts alone can make a difference (Kinnear, et al., 1974). The demographics tested in this study are consumers' age, education level, and income level. The purchasing intentions examined in this study are money and time. This study was completed in two parts. In chapter three I will cover topics related to the methodology of this study. The conceptual framework used for this study proposes that a person's demographics, perceived consumer effectiveness, and awareness of fair trade practices will affect their level of hedonic and utilitarian motivations, which influence their purchase intentions. This chapter includes: research design, participant selection and recruitment, and instrumentation.

Study One: Research Design

Given the exploratory nature of this study, the research design is considered mixed-method, yielding both quantitative and qualitative results. Following researchers Freestone and McGoldrick's (2008) study of ethical consumer motivation, this study utilized a focus group to assist in the development of the final survey. Qualitative marketing research methods were used to analyze the data collected in this part of the study. According to researchers, qualitative research is useful because it aims at developing new hypotheses (Ruyter & Scholl, 1998). This type of research methodology

allows each subject's perspective to be reported so that information that might be missed in a fixed-structure, quantitative study can be captured (Ruyter & Scholl, 1998). This method was chosen based on its previous proven results, and because of the lack of literature that surrounds this topic. There is a gap in the literature researching consumers' motivation for purchasing fair trade clothing. The focus group was presented with a preliminary survey and set of motivational dimensions and then offered discussion and opinions to further define and develop the final survey and set of motivational dimensions.

Study One: Focus Group

Given the exploratory nature of this study, a focus group discussion was conducted before designing the survey to be used. Previous studies have also found this technique as useful to explore consumer attitudes in relatively unresearched contexts (Freestone & McGoldrick, 2008). The focus group for this study was filmed and is in the researcher's personal records, including the signed consent forms from each participant. Eight participants participated in the focus group, and were between the ages of 18-25. Participants consisted of both male and female, and all claimed to be fair trade clothing consumers. After participants were briefed about the study at hand, they were given a consent form to sign. Each participant was also given a copy of the research questions, hypotheses, dimensions, and framework. Included in this packet was a copy of the proposed survey. The material presented to participants can be found in the Appendix. The researcher led the discussion during the focus group. A copy of the questions used to guide the focus group can be found in the Appendix. Since the purpose of a focus group is to create discussion, a pre set of questions was created to lead discussion topics. The questions addressed how often the participants purchased fair clothing, whether these purchases were impulse buys or pre-thought buys, and where they typically bought their fair trade clothing. Other questions included the topic of fair trade, such as, what does fair trade mean to you as a consumer, what criteria of fair trade is most important to you, and how reliable are fair trade labels. Some examples of questions surrounding each dimension include, "whether the participants felt the need to show their friends their new

fair trade purchase, or if they ever consider the country of origin of their fair trade clothing."

Study One: Participant Recruitment

The recruitment method for Study One, the focus group, was via flyer. Local Fair-Trade retailers, such as Lucia's Boutique, World's Apart, ReBelle, and Third Street Stuff, were generous enough to allow the primary investigator to post a recruitment flyer for the focus group in their store. Flyers were also distributed to various UK student organizations built on supporting ethical issues and Facebook Fair-Trade oriented groups. Participants were compensated by entering their names into a drawing for a $15 gift certificate to Lucia's World Trade Shop, Lexington, KY. A copy of the flyer used to recruit participants can be found in the Appendix. Coffee and snacks were served to participants during the focus group discussion.

Study Two: Research Design

A cross-sectional research survey design was used in this study to explore the effect of demographic characteristics, perceived consumer effectiveness, and awareness of fair trade practices on the extent to which hedonic and utilitarian motivations influences purchase intentions. A cross-sectional research study is defined as a descriptive study of a situation at one particular time (BusinessDictionary.com, 2009). Cross-sectional studies are fast and efficient at identifying associations and can study a large amount of people at little cost to the researcher (BusinessDictionary.com, 2009).

Study Two: Participant Recruitment

The recruitment method for Study Two, the survey, is very similar to that of Study One. The same local retailers were contacted by the primary investigator and asked to post a website link to insert into an Internet browser window which would allow them to complete a questionnaire for the study. The members of the organization were asked to tell any of their fellow family, friends and peers for their participation as well. Notification from the retail owners allowing for the link to be either published on their company literature or passed along to their consumers has been included in the appendix.

For this study, 200 participants were recruited as a sample for the study. Consumers were either sent a link in a newsletter, or directed to a link on the retailer's website asking them to participate in the study. Snow balling recruitment was used for this part of the study. Snowballing is defined as asking members of the organization to tell any of their fellow family, friends and peers to participate in the study. Participants were not compensated for completing the survey.

Study Two: Survey

The survey for this study was distributed via online link. Participants did not sign a consent form, but were notified that by taking the survey they will be giving consent to use their responses for the purpose of this study. A copy of the survey can be found in the appendix. 250 participants participated in the survey, and were between the ages of 18-61. Participants consisted of both male and female. Participants were asked if they purchase fair trade clothing. The participants were briefed about the study at hand. The questions on the survey also asked demographic information, such as age, education level, income level, and gender. Participants were also asked questions about how often they purchase fair clothing, whether these purchases were impulse buys or pre-thought buys, and where they typically bought their fair trade clothing. Other questions included the topic of fair trade, such as, what does fair trade mean to you as a consumer, what criteria of fair trade is most important to you, and how reliable are fair trade labels. Some examples of questions surrounding each dimension include, "whether the participants felt the need to show their friends their new fair trade purchase, or if they ever consider the country of origin of their fair trade clothing."

Participant Selection

Participants for this study are a purposive sample. A purposive sample is defined as a sample selected from an available sample (Snell, Marsh, 2003). The major characteristic of the research sample for this study required that participants are consumers of fair trade clothing. The prospected sample selected for this study was fair trade consumers in Lexington, KY. Participants participated in this study on a volunteer basis.

Due to lack of participation, the researcher extended the participant recruitment to merchandising students at the University of Kentucky. The students surveyed for this study were considered to be a convenience sample, meaning that they were a sample group selected because they were convenient to the researcher.

Participants signed a waiver form before participating in part one of this study. A waiver consent was not used for part two (See appendix). Since participants' motivations were tested, participants were only made aware that they are taking part in fair trade consumption research. Table 3.1 describes demographic characteristics of the respondents.

Table 3.1 Descriptive Statistics: Frequencies - Demographics

Demographics	Variable	N	Frequency %
Gender	Female	278	100%
Age	18 – 23	155	55.8%
	24 – 35	93	33.5%
	>35	28	10.1%
Education	H.S. Degree/ G.E.D.	8	2.9%
	Currently at College	133	47.8%
	Associate Degree (Community College; Technical School; 2 year Degree)	5	1.8%
	Bachelor's Degree	95	34.2%
	Graduate Degree(Master's; Doctoral; Equivalent)	36	12.9%
Income Level	$0 - $40,000	43	15.5%
	$40,000 - $80,000	11	4.0%
	>$80,000	16	5.8%

Instrumentation

Based on study one's results a new survey was developed to test the dimensions of hedonic and utilitarian motivations of fair trade clothing consumers. The survey evaluated fair trade consumers' motivations, perceived consumer effectiveness, awareness of fair trade practices, and purchasing intentions. Each item in the scales were

measured using a 7-point likert scale, with consumer's ranking statements from 1 (*strongly disagree*) to 7 (*strongly agree*). This method was chosen based on previous literature on this topic (Freestone and McGoldrick, 2008). The survey also requested demographic characteristics of the participants, (age, income, and education). The survey asked questions to determine the participants' knowledge of fair trade laws and their perceived consumer awareness. The survey was available online and distributed to several fair trade consumer groups. A copy of the final survey can be found in the Appendix. Participants of this survey were again on a volunteer basis. This survey was an online survey distributed to fair trade groups around Lexington, KY. Participants were not compensated for completing the survey. For this study, 100-200 participants were recruited as a sample for the survey. Participants were recruited through local fair trade retailers. These retailers, Lucia's World Trade Shop and ReBelle, will either post the online survey link to their website or send it to their customers in a newsletter.

Hedonic Research Framework

As noted by Scarpi (2006), hedonic shopping motivations reflect the side of the consumer that may seek pleasure, curiosity, fantasy, escapism, and fun (Scarpi, 2006). The hedonic dimensions are broken down into two categories; pleasure and fashion status. Pleasure is further defined as self gratification, and fashion status is further defined as senses and new trend.

Pleasure is defined as the consumer gaining some sort of self achievement, or a sense of feeling good about themselves for making their purchase (Freestone & McGoldrick, 2008). Based on the literature, self gratification will be the tested subcategory for pleasure. Self gratification is defined as obtaining a certain social status (Freestone & McGoldrick, 2008). Purchasing fair trade clothing could stem a sense of self gratification into the consumer; the consumer may feel that a higher social status is achieved by buying fair trade because of the ethical issue surrounding it. A ten item scale consisting of various statements has been created to measure the degree to which consumers feel that their fair trade purchases provided them with self gratification. The hedonic dimensions were tested using a 7-point likert scale rating statements from 1 (*strongly disagree*) to 7 (*strongly agree*). Statements include; *I enjoy hanging out with friends*

while shopping for fair trade clothing; I like to shop for fair trade clothing with my friends; I like meeting new people while shopping for fair trade clothing; I enjoy talking with other customers and salespeople while shopping for fair trade clothing; Shopping for fair trade clothing is an opportunity for social interaction; I enjoy the personal attention I get while shopping for fair trade clothing (Guido, et al., 2007) and *Fair trade is an issue I like to be associated with; People who matter to me would respect me for purchasing fair trade clothing; My friends are concerned about fair trade; My friends would think it is uncool to not support fair trade* (Freestone & McGoldrick, 2008)*.*

Fashion status has two subcategories; senses and new trend. Senses is defined as purchasing fair trade clothing because it appeals to the consumer's senses due to aesthetic appeal (Freestone & McGoldrick, 2008). Senses was evaluated based on a three item scale. The items measure the extent to which consumers feel they purchased fair trade clothing because of the styling characteristics. Two statements in this scale were developed by the primary investigator based on results from the initial focus group. Statements include; *To me, fair trade clothing has unique features; I enjoy the styling characteristics of fair trade clothing*. The third statement is *I enjoy the originality of fair trade products* (Becchetti & Rosati, 2007). New trend is defined as purchasing fair trade clothing because it has been considered the new wave of consumerism in past literature (Guido, et al., 2007). Fair trade has become popular and many consumers may feel this is a reason to purchase fairly traded clothes. New trend was tested using a four item scale. This scale evaluated the consumer's motivation for purchasing fair trade clothing because it is a new trend. Statements include; *While shopping for fair trade clothing, I enjoy looking at store displays; I often browse for fair trade clothing just to keep up with new products on the market; I like to visit new fair trade clothing stores to see what they have to offer* (Guido, et al., 2007) and *I shop for fair trade clothing to keep up with the trends* (Kim, 2006). Figure 3.1 displays the research framework. Table 3.2 displays the seventeen item measurement scale broken into each dimension. Specific factor items and the corresponding reliabilities (Cronbach's Alpha) are illustrated in Table 3.3.

Figure 3.1: Final Hedonic Motivations
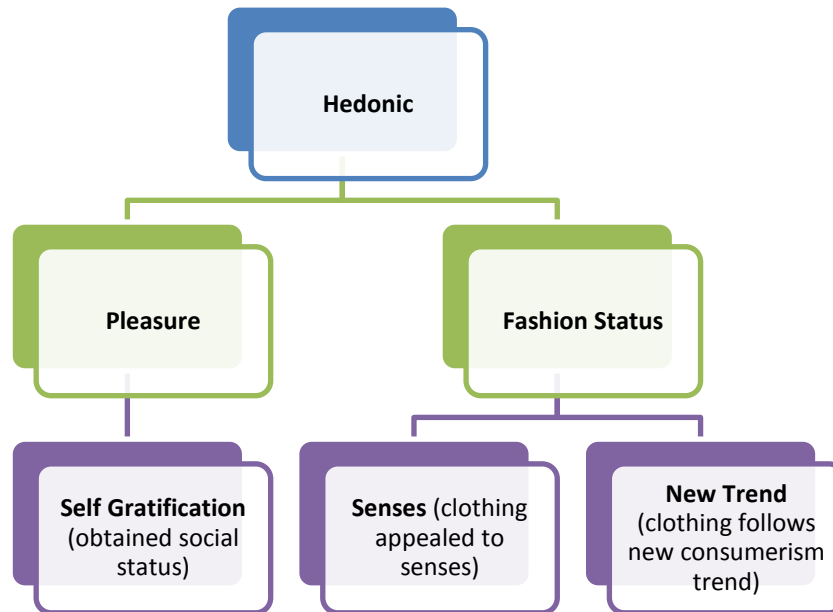
Table 3.2 Measurement: Hedonic Motivations

Context	Variables	Items	Source
Pleasure	Self Gratification	I enjoy hanging out with friends while shopping for fair trade clothing.	*(Guido, et. al, 2006)*
		I like to shop for fair trade clothing with my friends.	
		I like meeting new people while shopping for fair trade clothing.	
		I enjoy talking with other customers and salespeople while shopping for fair trade clothing.	
		Shopping for fair trade clothing is an opportunity for social interaction.	
		I enjoy the personal attention I get while shopping for fair trade clothing.	
		Fair trade is an issue I like to be associated with.	*(Freestone, McGoldrick, 2007)*
		People who matter to me would respect me for purchasing fair trade clothing.	
		My friends are concerned about fair trade.	
		My friends would think it is uncool to not support fair trade.	
Fashion Status	Senses	To me, fair trade clothing has unique features.	*(Newly added)*
		I enjoy the styling characteristics of fair trade clothing.	
		I enjoy the originality of fair trade products.	*(Becchetti, 2007)*
	New Trend	While shopping for fair trade clothing, I enjoy looking at store displays.	*(Guido, et. al, 2006)*
		I often browse for fair trade clothing just to keep up with new products on the market.	
		I like to visit new fair trade clothing stores to see what they have to offer.	
		I shop for fair trade clothing to keep up with the trends.	*(Kim, 2006)*

Table 3.3 Reliability: Hedonic Motivation Dimensions

Dimension	Items	Cronbach's Alpha
Self Gratification	I enjoy hanging out with friends while shopping for fair trade clothing. I like to shop for fair trade clothing with my friends. I like meeting new people while shopping for fair trade clothing. I enjoy talking with other customers and salespeople while shopping for fair trade clothing. Shopping for fair trade clothing is an opportunity for social interaction. I enjoy the personal attention I get while shopping for fair trade clothing. Fair trade is an issue I like to be associated with. People who matter to me would respect me for purchasing fair trade clothing. My friends are concerned about fair trade. My friends would think it is uncool to not support fair trade.	.85
Senses	To me, fair trade clothing has unique features. I enjoy the styling characteristics of fair trade clothing. I enjoy the originality of fair trade products.	.87
New Trend	While shopping for fair trade clothing, I enjoy looking at store displays. I often browse for fair trade clothing just to keep up with new products on the market. I like to visit new fair trade clothing stores to see what they have to offer.	.78

Utilitarian Research Framework

Utilitarian motivations are defined as being opposite of hedonic motivations. Utilitarian motivations describe a task oriented purchase (Scarpi, 2006). The utilitarian motivations were also measured using a 7-point likert scale. Consumers ranked statements from 1 (*strongly disagree*) to 7 (*strongly agree*). The utilitarian dimensions used for this study fall under one category, beneficial, with two subcategories; social and personal.

Beneficial is defined as the consumer finding a benefit to their fair trade clothing purchase and therefore justifying it (Becchetti & Rosati, 2007). Social benefit is defined as benefiting the ultimate product producer, or following the human ethical issue (Becchetti & Rosati, 2007). A three item scale was used to evaluate the consumer's level of motivation for social benefit. Two statements have been identified by the primary investigator as a result of the focus group; *When I buy fair trade clothing I know the producer is earning an appropriate wage; I choose fair trade clothing over mainstream clothing to support the labor issue*. Other statements include; *I buy fair trade clothing*

because of the ethical issue (Becchetti & Rosati, 2007). Personal benefit has been identified as purchasing fair trade clothing because of the level of quality of the goods (Guido, et al., 2007). In this sense the consumer is motivated to buy fair trade because the quality of the good is seen as better than main-stream. A three item scale will be used to evaluate the consumer's level of being motivated by personal benefit. Statements include; *I only shop for fair trade clothing when I have to buy something* (Guido, et al., 2007); *I like to feel smart about my fair trade clothing purchase* (Kim, 2006); *I have more confidence in the quality of fair trade clothing* (Becchetti & Rosati, 2007). Figure 3.2 displays the utilitarian dimensions. Table 3.4 displays the six item scale broken into each sub category. Specific factor items and the corresponding reliabilities (Cronbach's Alpha) are illustrated in Table 3.5.

Figure 3.2: Final Utilitarian Motivations
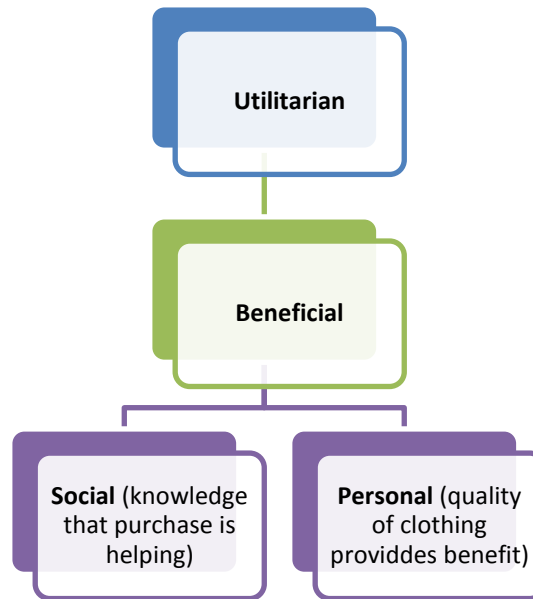
Table 3.4 Measurement: Utilitarian Motivations

Context	Variables	Items	Source
Beneficial	Social	When I buy fair trade clothing I know the producer is earning an appropriate wage.	*(Newly added)*
		I choose fair trade clothing over mainstream clothing to support the labor issue.	
		I buy fair trade clothing because of the ethical issue.	*(Becchetti, 2007)*
	Personal	I only shop for fair trade clothing when I have to buy something.	*(Guido, et. al, 2006)*
		I like to feel smart about my fair trade clothing purchase.	*(Kim, 2006)*
		I have more confidence in the quality of fair trade clothing.	*(Becchetti, 2007)*

Table 3.5 Reliability: Utilitarian Motivation Dimensions

Dimension	Items	Cronbach's Alpha
Personal	I like to feel smart about my fair trade clothing purchases. I have more confidence in the quality of fair trade clothing.	.73
Social	When I buy fair trade clothing I know the producer is earning an appropriate wage. I but fair trade clothing because of the ethical issue. I choose fair trade clothing over mainstream clothing to support the labor issue.	.72

Perceived consumer effectiveness (PCE) is a concept that was originally developed by Kinnear, Taylor and Ahmed (1974). PCE is the extent that the consumer believes their one purchase ultimately helps the overall fair trade issue (Kinnear, et al., 1974). A five item scale has been developed to evaluate consumers' level of PCE. Consumers' level of PCE was measured using a 7-point likert scale, ranking statements from 1 (*strongly disagree*) to 7 (*strongly agree*). Statements include; *It would help the issue if people bought fair trade clothing* (Freestone & McGoldrick, 2008)*; It would be better for everyone if people favored fair trade clothing over mainstream clothing; I feel better about myself if I take some form of action against retailers that violate fair trade laws; I feel more responsible if I favor products that address fair trade laws; One person's demanding big businesses to carry fair trade can help the big picture .* Table 3.6 visually

displays the five item measurement scale. Specific factor items and the corresponding reliabilities (Cronbach's Alpha) are illustrated in Table 3.7.

Table 3.6 Measurement: Perceived Consumer Effectiveness

Context	Items	Source
Perceived Consumer Effectiveness	It would help the issue if people bought fair trade clothing.	*(Freestone, McGoldrick, 2007)*
	It would be better for everyone if people favored fair trade clothing over mainstream clothing. I feel better about myself if I take some form of action against retailers that violate fair trade laws. I feel more responsible if I favor products that address fair trade laws.	
	One person's demanding big businesses to carry fair trade can help the big picture.	*(Ellen, et. al, 1991)*

Table 3.7 Reliability: Perceived Consumer Effectiveness

Variable	Items	Cronbach's Alpha
Perceived Consumer Effectiveness	It would help the issue if people bought fair trade clothing. It would be better for everyone if people favored fair trade clothing over main stream clothing. I feel better about myself if I take some form of action against retailers that violate fair trade laws. I feel more responsible if I favor products that address fair trade laws. One person's demanding big businesses to carry fair trade can help the big picture.	.87

Consumer's awareness of fair trade practices is also being evaluated. The criteria outlined by Becchetti and Rosati (2007) to define fair trade practices are the following:

i. Definition of a 'fair-price', which is higher than the market price paid on primary products by local intermediaries.

ii. Opportunity of pre-financing production, thereby breaking the monopoly of local moneylenders which severely affects small, uncollateralized producers.

iii. Price stabilization mechanisms which insulate risk-averse primary product producers from the high volatility of commodity prices.

iv.   Intervention to improve working conditions and to remove factors leading to child labor, not through a ban on products incorporating child labor, but through a monetary integration of their low household income.

v.   Preferential inclusion in the fair trade distribution chain of projects reinvesting part of the surplus arising from the fair price in the provision of local public goods.

vi.   Attention to the environmental sustainability of productive processes.

vii.   Full information on how the price is determined along the value chain.

viii.   Creation of long-run relationships between importers and producers and provision of 'business angel' and export services to the latter. (Becchetti & Rosati, 2007)

Consumers' awareness has been identified as a possible variable determining consumers' fair trade purchasing motivations. Consumer's awareness was also measured using the 7-point likert scale, ranking statements from 1 (strongly disagree) to 7 (strongly agree). Statements evaluated the level of awareness each consumer has. Statements include; *People could make fairer choices if they were aware of which companies had high ethical principles (Freestone & McGoldrick, 2008); I do not discuss fair trade practices with my friends; I do not see promotional campaigns for fair trade practices* (Becchetti & Rosati, 2007). Table 3.8 visually displays each scale item. Specific factor items and the corresponding reliabilities (Cronbach's Alpha) are illustrated in Table 3.9.

Table 3.8 Measurement: Awareness of Fair Trade

Context	Items	Source
Awareness of Fair Trade	People could make fairer choices if they were aware of which companies had high ethical principles.	*(Freestone, McGoldrick, 2007)*
	I do not discuss fair trade practices with my friends.	*(Becchetti, 2007)*
	I do not see promotional campaigns for fair trade practices.	

Table 3.9 Reliability: Awareness of Fair Trade

Variable	Items	Cronbach's Alpha
Awareness of Fair Trade	I do not see promotional campaigns for fair trade practices. People could make fairer choices if they were aware of which companies had high ethical principles.	.52

Consumers' purchasing intention has also been identified as a variable that will be affected by their motivational level. A consumer's purchasing intention has been identified as how much money and time is willing to be spent into searching for and purchasing fair trade clothing. Consumers' purchasing intention level was measured using the 7-point likert scale, ranking statements from 1 (*strongly disagree*) to 7 (*strongly agree*). Statements evaluated the level of purchasing intention each consumer has. All statements have been developed by the primary investigator as a result of the focus group study. Statements include; *Even though fair trade clothing is more expensive, I still prefer it over mainstream clothing; I only buy fair trade clothing, regardless that it costs more; People today should always find the time to search for and buy fair trade clothing; It is not a waste of time to search for fair trade clothing retailers; It is worth the hassle to find out if clothing is made under fair trade laws or not*. Table 3.10 visually displays each scale item broken into *money* and *time* categories. Specific factor items and the corresponding reliabilities (Cronbach's Alpha) are illustrated in Table 3.11.

Table 3.10 Measurement: Purchase Intentions

Context	Variables	Items	Source
Purchase Intention	Money	Even though fair trade clothing is more expensive, I still prefer it over mainstream clothing. I only buy fair trade clothing, regardless that it costs more.	*(Newly added)*
	Time	People today should always find the time to search for and buy fair trade clothing. It is not a waste of time to search for fair trade clothing retailers. It is worth the hassle to find out if clothing is made under fair trade laws or not.	*(Newly added)*

Table 3.11 Reliability: Purchase Intentions

Variable	Items	Cronbach's Alpha
Time	People today should always find the time to search for and buy fair trade clothing. It is not a waste of time to search for fair trade clothing retailers. It is worth the hassle to find out if clothing is made under fair trade laws or not.	.84
Money	I only buy fair trade clothing, regardless that it costs more. Evan though fair trade clothing is more expensive, I still prefer is over mainstream clothing.	.68

Chapter 4

Results

The purpose of this study was two folded. One was to define dimensions of shopping motivations of fair trade products. The other was to determine the extent to which demographics (i.e., age, income, and education), and psychographics (i.e., perceived consumer effectiveness, and awareness of fair trade practices) influences defined hedonic and utilitarian motivations, which influences consumer purchase intentions. A hedonic buying motivation is characterized by an emotional state while a utilitarian buying motivation is a more functional reason for purchasing products(Guido, et al., 2007). Perceived consumer effectiveness is the extent that the consumer believes their individual efforts can make a difference (Kinnear, et al., 1974). "PCE is defined as a domain specific belief that the efforts of an individual can make a difference in the solution to a problem" (Kinnear, et al., 1974). The demographics tested in this study are consumers' age, education level, and income level. These three demographic groups were chosen to examine based on suggestions from previous literature. Numerous authors suggest that age, income-level, and education-level play a determining role in consumer characteristics in purchasing clothing (Becchetti & Rosati, 2007) (J. Halepete, 2006) (Littrell, 2005).

The purchasing intentions are examined in this study based on the willingness to invest money and time to purchase fair trade products. This study was completed in two parts; study one: focus group interview; study two: survey. Given the exploratory nature of this study, the research design is considered mixed-method, yielding both quantitative and qualitative results. Following researchers Freestone and McGoldrick's (2008) study of ethical consumer motivation, this study utilized a focus group interview to assist in the development of the final survey. Participants for this study are a purposive sample which is defined as a sample selected from an available sample (Snell, Marsh, 2003). The major characteristic of the research sample for this study requires that participants are consumers of fair trade clothing. The prospected sample selected for the purpose of this study is fair trade consumers in Lexington, KY. Participants attended the focus group

interview and filled out the survey on a voluntary basis. (need to explain main survey here as well) Chapter four will discuss the results of each study.

Study One: Focus Group

This part of the study yielded qualitative results. The primary investigator led a focus group discussion. Eights participants volunteered in study one. All participants were considered young for the purpose of this study: this was the only age group that volunteered for this part of the study. The following questions were asked by the researcher and the results of each questions were used in the creation of the final survey. The focus group was video taped by the primary researcher. The primary researcher also hand-recorded answers from the participants. The focus group interview lasted approximately one and a half hours.

1. How often do you purchase clothing? Three participants mentioned that fair trade clothing is often a purchase out of convenience. These consumers mentioned and all agreed that they don't particularly seek out far trade clothing, but if it is available it becomes an impulse buy.

2. What does fair trade mean to you as a consumer? Each participant mentioned several factors. Included in these factors are the price of fair trade items, labor issues and country of origin of the products.   Some participants felt a little skeptical about products labeled as fair trade. Two participants stressed this feeling because some retailers do not strongly advertise their fair trade products, and this makes them feel skeptical. This was stated because they feel some companies do not promote themselves as fair trade retailers.

3. Who do you think fair trade practices ultimately help? Some participants felt that it helps multiple partners, including the producer and the retailer. All participants agreed that fair trade clothing helps the consumer because of the quality of textiles used   Most fair trade products are produced with organic textiles. One participant brought up the concept of the value-oriented consumer. This participants felt that fair trade doesn't help this consumer because fair trade items are priced higher than mainstream, This issue is further addressed in the review of literature.

4. How accessible is fair trade clothing for purchase? All participants agreed that fair trade clothing is not easily accessible in Lexington, KY. All participants also agreed that fair trade clothing is an impulse buy because it was not available at their convenience. Therefore, accessibility of the fair trade clothing should be premised on the purchase.

5. How much do you spend on average when purchasing fair trade clothing? Most participants agreed to buying fair trade clothing that is priced 10% higher than mainstream clothing . They also all agreed that they wouldn't pay more for fair trade clothing than they do for organic clothing, and that it also depends on the country of origin for reliability. For example, one participants stated that they would not trust a fair trade label on a product made in China.

Other notable remarks from participants in the focus group included reliability surrounding the label of fair trade clothing. Some concerned participants mentioned that the history and reputation of the company gives validity to the use of a fair trade label. Two examples were stated: Forever21 and American Apparel. Participants discussed fair labor practices and controversy over the issue surrounding these particular companies. Participants said that given these companies' history, they may be more reluctant to trust a label stating fair trade practices on their product. The country of origin for clothing was also mentioned quite frequently. Participants felt that if a garment was made in a common country that is not known to the public for converting to fairer practices, such as China, Indonesia, and South American countries. Although all participants agreed that they are not aware of fair trade issues via media, all seemed to agree to not shop at places that have been ousted by the media as a company not supporting fair trade. A participant mentioned the show brand TOMS, a company devoted to providing shoes to needy children in third world countries. Because TOMS has gained so much public publicity among younger consumers, participants in the focus group agreed that these consumers may only buy the product because of its status: supporting many of the hedonic dimensions used for this study.

The nature of the discussion seemed to follow the direction of the hedonic dimensions. I posed the question to the audience, "Do you ever feel you can't wait to

show off your new fair trade garment or accessory?" Almost immediately all participants agreed that they never feel that way, but that the younger consumer, 16-21, definitely would.

The next topic of discussion during the focus group was the pre-determined dimensions chart. One participant suggested that while some consumers may enjoy the act of shopping and searching for fair trade products, not many consumers in Lexington will feel this way. All participants agreed. It was proposed to recommend this dimension for further study in larger cities where fair trade clothing is easily accessible. It was noted by the primary investigator, and ultimately eliminated as a dimension to be explored for this study.

While participants reviewed the proposed survey, many suggestions were made. Participants advised to include re-worded versions of statements, to better receive honest answers. It was also suggested to scatter the statements, so that each dimension's statements did not follow one right after the other. Another participant suggested to include more statements surrounding perceived consumer effectiveness, and to actually ask the survey taker to have a fair trade clothing purchase in mind while completing the survey. All suggestions were noted and appropriate changes were made to the final version of the survey. A copy of the final survey that will be used for this study can be found in the Appendix.

Study Two: Survey

Descriptive Statistics: Frequencies. Table 4.1 describes the demographic
breakdown of the participants that took part in the online survey. Due to the lack of male
respondents, all male responses were discarded and the analysis was conducted using
only female data.

Table 4.1 Descriptive Statistics: Frequencies - Demographics

Demographics	Variable	N	Frequency %
Gender	Female	278	100%
Age	18 – 23	155	55.8%
	24 – 35	93	33.5%
	>35	28	10.1%
Education	H.S. Degree/ G.E.D.	8	2.9%
	Currently at College	133	47.8%
	Associate Degree(Community College; Technical School; 2 year Degree)	5	1.8%
	Bachelor's Degree	95	34.2%
	Graduate Degree(Master's; Doctoral; Equivalent)	36	12.9%
Income Level	$0 - $40,000	43	15.5%
	$40,000 - $80,000	11	4.0%
	>$80,000	16	5.8%

Age groups were divided into three different groups: 18-23 (55.8%), 24-25
(33.5%), and 35+ (10.1%). Education groups were divided into three different groups:
H.S. diploma (2.9%), currently at college or have earned an Associate's degree (49.6%),
and have earned a Bachelor's degree or attending graduate school or higher (47.1%).
Income groups were divided into three different groups: $0-$40,000 (15.5%), $40,000-
$80,000 (4.0%), and >$80,000 (5.8%).

Table 4.2 describes respondent's fair trade clothing purchases. Less than half of
the respondents that took the survey buy fair trade clothing. Those respondents that do
not buy fair trade clothing were asked to keep a fair trade product purchase in mind while
taking the survey.

Table 4.2 Descriptive Statistics: Frequencies – Fair Trade Purchases

Fair Trade Purchases	Variable	N	Frequency %
Do you buy FT clothing?	Yes	117	42.1%
	No	161	57.9%
	< 1 year		
How long have you been buying FT clothing?	1 year	108	38.8%
	3 years	33	11.9%
	Five years	21	7.6%
	> 5 years	3	1.1%
		16	5.8%
Frequency of FT clothing purchases	> Once a month	2	7%
	Once a month	12	4.3%
	Every 2-3 months	28	10.1%
	Once or Twice a year	54	19.4%
	Once a year	80	28.8%
Average spent on FT clothing		37	25.5%
	$10 - $20	71	13.3%
	$20- $30	66	23.7%
	$30-$50	15	5.4%
	> $50		
Buy FT clothing in the same shop	Yes	10	3.6%
	Yes, I don't know another FT	34	12.2%
	shop		
	No	147	52.9%
Distance from home to the nearest FT clothing shop	< 10 minutes	56	20.1%
	10-20 minutes	54	19.4%
	20-40 minutes	37	13.3%
	>40 minutes	39	14.0%

The majority of respondents have only purchased fair trade clothing less than one year (38.8%) and almost one third of respondents only make one purchase per year (28.8%). The majority of respondents spend an average of $10-$20 (25.5%) on fair trade clothing purchases, while a close 23.7% of respondents spend an average of $30-$50 on fair trade clothing. Most respondents do not buy fair trade clothing in the same shop (52.9%), yet they only travel less than 10 minutes from their home to get to the nearest fair trade clothing retailer (20.1%). Table 4.3 describes the respondent's knowledge of fair trade practices.

Table 4.3 Descriptive Statistics: Frequencies – Knowledge of Fair Trade practices

Knowledge of Fair Trade practices	Variable	N	Frequency %
Know the meaning of a fair price	Yes	73	26.3%
	No	61	21.9%
Feel their purchases helps the bigger issue	Yes	133	47.8%
	No	76	27.3%
Criteria most aware of	Fair Price	36	12.9%
	Price stabilization	17	6.1%
	Care for working conditions	89	32.0%
	Informational Transparency	2	.7%
	Investment in local public goods	1	.4%
	Care for environmental sustainability	12	4.3%
	Long-running relationship with producers	42	15.1%
		7	2.5%
Most important criteria	Fair Price	37	13.3%
	Price stabilization	18	6.5%
	Care for working conditions	95	34.2%
	Informational Transparency	2	.7%
	Investment in local public goods	20	7.2%
	Care for environmental sustainability	31	11.2%
	Long-running relationship with producers	8	2.9%

Out of the total 278 respondents, only 73 said they knew the meaning of a fair price (26.3%), while 61 said they did not (21.9%). The majority of respondents (47.8%) agreed that their fair trade clothing purchase does help the bigger fair trade issue, indicating that respondents will have a high level of PCE (perceived consumer effectiveness). The majority of respondents said that the criteria of fair trade they are most aware of is the care for working conditions (32.0%) and that the criteria that is most important to them is the care for working conditions (34.2%).

Descriptive Statistics: Reliability. A reliability statistics test was conducted on each set of variable items. This was used to determine the reliability of the survey questions (whether respondents answered similar to related questions). Cronbach's alpha describes the reliability of each set of items. Items were determined to be reliable at 0.6,

meaning that the items will be at least 60% reliable. Tables 4.4, 4.5, 4.6, 4.7, and 4.8 describes the reliability of each variable.

Table 4.4 Reliability: Hedonic Motivation Dimensions

Variable	Items	Cronbach's Alpha
Self Gratification	I enjoy hanging out with friends while shopping for fair trade clothing. I like to shop for fair trade clothing with my friends. I like meeting new people while shopping for fair trade clothing. I enjoy talking with other customers and salespeople while shopping for fair trade clothing. Shopping for fair trade clothing is an opportunity for social interaction. I enjoy the personal attention I get while shopping for fair trade clothing. Fair trade is an issue I like to be associated with. People who matter to me would respect me for purchasing fair trade clothing. My friends are concerned about fair trade. My friends would think it is uncool to not support fair trade.	.85
Senses	To me, fair trade clothing has unique features. I enjoy the styling characteristics of fair trade clothing. I enjoy the originality of fair trade products.	.87
New Trend	While shopping for fair trade clothing, I enjoy looking at store displays. I often browse for fair trade clothing just to keep up with new products on the market. I like to visit new fair trade clothing stores to see what they have to offer.	.78

Table 4.5 Reliability: Utilitarian Motivation Dimensions

Variable	Items	Cronbach's Alpha
Personal	I like to feel smart about my fair trade clothing purchases. I have more confidence in the quality of fair trade clothing.	.73
Social	When I buy fair trade clothing I know the producer is earning an appropriate wage. I but fair trade clothing because of the ethical issue. I choose fair trade clothing over mainstream clothing to support the labor issue.	.72

Table 4.6 Reliability: Perceived Consumer Effectiveness

Variable	Items	Cronbach's Alpha
Perceived Consumer Effectiveness	It would help the issue if people bought fair trade clothing. It would be better for everyone if people favored fair trade clothing over main stream clothing. I feel better about myself if I take some form of action against retailers that violate fair trade laws. I feel more responsible if I favor products that address fair trade laws. One person's demanding big businesses to carry fair trade can help the big picture.	.87

Table 4.7 Reliability: Awareness of Fair Trade Practices

Variable	Items	Cronbach's Alpha
Awareness of Fair Trade	I do not see promotional campaigns for fair trade practices. People could make fairer choices if they were aware of which companies had high ethical principles.	.52

Table 4.8 Reliability: Buying Intentions

Variable	Items	Cronbach's Alpha
Time	People today should always find the time to search for and buy fair trade clothing. It is not a waste of time to search for fair trade clothing retailers. It is worth the hassle to find out if clothing is made under fair trade laws or not.	.84
Money	I only buy fair trade clothing, regardless that it costs more. Evan though fair trade clothing is more expensive, I still prefer is over mainstream clothing.	.68

Some items determined to be unreliable to designated variables were eliminated from further analysis. From the personal variable of utilitarian motivations, the item *I only shop for fair trade clothing when I have to buy something* was not significantly related to the variable of personal motivation. With this item included, this variable set would have only been 50% reliable, with this item eliminated, the variable set is now 73% reliable. From the awareness of fair trade practices variable, the item *I do not discuss fair trade practices with my friends* found to be unreliable. With this item included in analysis, this variable set would have only been 49% reliable, with this item eliminated, the variable set is now only 52% reliable. Since the awareness of fair trade

practices variable set is still considered unreliable, a separate multivariate analysis will be conducted on each item individually.

   Research Question 1 (What are the purchasing motivations of consumers of fair trade clothing?) was established with quantitative analysis. *Research Question 2* (Are the purchasing motivations of consumers of fair trade clothing either hedonic or utilitarian, or a combination of the two?) was established with quantitative analysis. Participant motivations were tested between demographics (age, income, and education level), and psychographics (awareness of fair trade, perceived consumer effectiveness, and buying intentions). The research questions was answered by the following research hypotheses.

   Research Hypothesis 1 (Do age, income, or education affect the motivations of consumers purchasing fair trade clothing?) was established with quantitative analysis. Multiple regression analysis was employed for each of the motivational dimensions against each of the various demographic groups. A multivariate analysis of variance (MANOVA) test was used to determine if changes in the independent variables have significant effects on the dependent variables. The various demographics groups are the independent variables, while the various motivations are the dependent variables. The mean score is based on survey answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree). A significance level of .005 was tested between each demographic group against a motivational dimension, meaning that there is no more than a 5% probability that the results observed occurred by chance.

Table 4.9 expresses the differences in shopping motivations between various age groups. For the purpose of this study, age groups were broken into three separate categories; 18-23, 24-35, and 35+. This grouping was created based on frequency statistics for each age level.

Table 4.9 Age/Motivations

Motivation		Mean			F	Sig. Level
		18-23	24-35	35+		
Hedonic						
	Self Gratification	4.04	4.07	4.50	2.14	.120
	Senses					
	New Trend	4.78	5.03	5.30	2.01	.137
		4.12	4.08	4.42	.76	.471
Utilitarian						
	Social	4.21	4.53	5.25	8.29	.000**
	Personal	4.19	4.37	4.78	3.94	.021*

Significance Level at .05
**Significance level at .01*
***Significance level at .001*

The results of multivariate analysis illustrate significant predictors as follows:

- Younger participants are not as motivated to buy fair trade clothing by their social-utilitarian motivations as older participants. This finding means that an older participant is more motivated to buy fair trade clothing than a younger participant because of various ethical issues surrounding fair trade clothing.
- All age levels of participants are mostly motivated to buy fair trade clothing because the product appeals to their senses.
- Younger and middle aged participants are less likely to buy fair trade clothing because of the sense of self gratification they get from their purchase.
- Older participants are less likely to buy fair trade clothing because they want to follow a new trend.

H1.1: Younger consumers will respond more to their hedonic motivations to purchase fair trade clothing than will middle-aged or older consumers. Middle-aged and older consumers will respond more to their utilitarian motivations to purchase fair trade

clothing than will younger consumers. This hypothesis was partially supported. Middle-aged and older participants were more motivated to buy fair trade clothing by both hedonic and utilitarian motivations than younger participants. Younger participants were more motivated to buy fair trade clothing than middle-aged participants only in the new trend motivational dimension.

Table 4.10 expresses the differences in shopping motivations between various educational levels. For the purpose of this study educational levels were broken into three separate categories; High School Diploma (0 years of college), Currently at College or have received an Associate's Degree (1-3 years of college), and having received a Bachelor's Degree or attending Graduate School or higher (4+ years of college). This grouping was created based on frequency statistics for each educational level.

Table 4.10 Education/Motivations

Motivation		Mean		F	Sig. Level
	H.S	Students/Associate's	College Graduates		
Hedonic					
Self Gratification	3.90	4.16	4.04	.53	.587
Senses	4.89	4.96	4.82	.27	.763
New Trend	4.04	4.23	4.02	.85	.430
Utilitarian					
Social	3.89	4.32	4.55	1.43	.243
Personal	4.92	4.64	4.64	.17	.842

Significance Level at .005

The results of multivariate analysis illustrate significant predictors as follows:

- Participants with only a H.S. diploma are more motivated to buy fair trade clothing because of a personal gain than any other educational level.
- Participants with education beyond high school are mostly motivated to buy fair trade clothing because the product appeals to their senses.
- Participants with only some college or an Associate's degree are less likely to purchase because of self gratification.
- Participants with only a H.S. diploma are less likely to purchase because of their social need for fair trade clothing.

H1.2: Consumers with a higher education level will respond more to their utilitarian motivations to purchase fair trade clothing than will consumers with a lower education level. Consumers with lower education level will respond more to their hedonic motivations to purchase fair trade clothing than will consumers with a higher education level. This hypothesis was partially supported. Participants with a higher education level are more motivated by their utilitarian motivations than participants with a lower education level only in the social dimension. Participants with a low education level are more motivated by their utilitarian motivations than participants with a higher education level in the personal dimension only. Participants with a high education level are more motivated by their hedonic motivations in the self gratification dimension only, while participants with a low education level are more hedonically motivated in the senses and new trend dimensions only. Participants with only some college or an Associate's degree are more hedonically motivated than any other education level.

Table 4.11 expresses the differences in shopping motivations between various income levels. For the purpose of this study income levels were broken into three separate categories; $0-$40,000, $40,000 - $80,0000, and $80,000+. This grouping was created based on frequency statistics for each income level.

Table 4.11 Income/Motivations

Motivation		Mean			F	Sig. Level
		$0-$40,000	$40,000-$80,000	>$80,000		
Hedonic						
	Self Gratification	4.13	3.93	4.18	.09	.915
	Senses	4.85	5.22	4.93	.22	.804
	New Trend	4.31	3.96	4.58	.51	.603
Utilitarian						
	Social	4.23	4.50	4.63	.32	.727
	Personal	4.59	4.12	4.78	.15	.864

Significance Level at .005

The results of multivariate analysis illustrate significant predictors as follows:

- Participants of all income levels are mostly motivated to buy fair trade clothing because the product appeals to their senses, and less likely to buy because of the sense of self gratification they get from their purchase.

H1.3: Consumers with a low household income will respond more to their utilitarian motivations to purchase fair trade clothing than will consumers with a high household income. Consumers with a high household income will respond more to their hedonic motivations to purchase fair trade clothing than will consumers with a low house-hold income. This hypothesis is partially supported. Participants with a high household income are more motivated by their hedonic and utilitarian motivations than consumers with a low household income. Participants with a median household income are more motivated hedonically in the senses dimension only than any other income group.

Research Hypothesis 2 (Does a consumer's perceived consumer effectiveness or awareness of fair trade practices influence motivations for purchasing fair trade clothing?) was established with quantitative analysis. Multiple regression analysis was employed for each of the motivational dimensions for each level of PCE and awareness of fair trade practices. A multivariate analysis of variance (MANOVA) test was used to determine if changes in the independent variables have significant effects on the dependent variables. The various levels of PCE and awareness of fair trade practices are the independent variables, while the various motivations are the dependent variables. The mean score is based on survey answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree). A significance level of .005 was tested between each level of PCE and awareness of fair trade practices against a motivational dimension, meaning that there is no more than a 5% probability that the results observed occurred by chance.

Table 4.12 expresses the differences in shopping motivations between three PCE levels; low, medium, high. For the purpose of this study PCE levels are defined by answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree) (low = 1 – 2.999, medium = 3 – 4.999, high = 5 – 7).

Table 4.12 Perceived Consumer Effectiveness/Motivations

Motivation		Mean			F	Sig. Level
		Low	Medium	High		
Hedonic						
	Self Gratification	2.13	3.83	4.44	49.49	.000***
	Senses	2.48	4.49	5.39	48.54	.000***
	New Trend	1.81	3.95	4.46	37.49	.000***
Utilitarian						
	Social	2.33	3.97	4.89	42.23	.000***
	Personal	2.22	4.25	5.12	56.12	.000***

*Significance Level at .05
**Significance level at .01
***Significance level at .001

The results of multivariate analysis illustrate significant predictors as follows:

- Significant differences exist between all levels of PCE within each shopping motivation.
- These findings also suggest that participants with a low PCE are less motivated to buy fair trade clothing overall, than participants with a high PCE. This means that as a consumer gains a higher PCE, they become more motivated to buy fair trade clothing in all of their motivational levels.
- Participants of all levels of PCE are mostly motivated to buy fair trade clothing because the product appeals to their senses.
- Participants with a low PCE and medium PCE are less likely to buy because of their want to follow a new trend while participants with a high PCE are less likely to buy because of the feeling of self gratification they get from their purchase.

H2. 1: A consumer with high perceived consumer effectiveness will respond more to their utilitarian motivations to purchase fair trade clothing than will consumers with low perceived consumer effectiveness. A consumer with low perceived consumer effectiveness will respond more to their hedonic motivations to purchase fair trade clothing than will a consumer with high perceived consumer effectiveness. This hypothesis was partially supported. Participants with high PCE responded more to their hedonic and utilitarian motivations to buy fair trade clothing than consumers with low PCE. Overall, participants with high PCE are more highly motivated to buy fair trade clothing than participants with low PCE.

Table 4.13 expresses the differences in shopping motivations between three levels of fair trade clothing consumers: low, those that do see promotional campaigns for fair trade clothing; medium, those that sometimes see promotional campaigns for fair trade clothing; and high, those that do not see promotional campaigns for fair trade clothing. The survey questions, *I do not see promotional campaigns for fair trade practices*, and, *People could make fairer choices if they were aware of which companies had high ethical principles*, scored low on a reliability statistic analysis (.52, considered reliable at .6) For this reason, a separate MANOVA test was used on each question to determine if any significances existed between shopping motivations and consumers that see fair trade clothing promotional campaigns, and consumers that believed people could make fairer choices if they knew which companies had ethical principles. For the purpose of this study low, medium, and high consumers are defined by answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree) (low = 1 – 2.999, medium = 3 – 4.999, high = 5 – 7).

Table 4.13 Awareness of Fair Trade (*I do not see promotional campaigns for fair trade practices.)/*Motivations

Motivation		Mean			F	Sig. Level
		Low	Medium	High		
Hedonic						
	Self Gratification	2.70	3.90	4.26	7.96	.000***
	Senses	3.00	4.46	4.99	8.13	.000***
	New Trend	2.67	4.27	3.98	6.59	.002**
Utilitarian						
	Social	3.07	3.94	4.66	4.68	.011*
	Personal	3.19	4.55	5.21	8.33	.000***

*Significance Level at .05
**Significance level at .01
***Significance level at .001

The results of multivariate analysis illustrate significant predictors as follows:

- Significant differences exist between participants who do not see promotional campaigns, sometimes see promotional campaigns, and those that do see promotional campaigns in all motivational dimensions except social.
- Participants who do not see promotional campaigns are more motivated than consumers who do see promotional campaigns in every motivational dimension

except their want to follow a new trend. Participants that sometimes see promotional campaigns are more motivated by their want to follow a new trend than participants that do and do not see promotional campaigns.

- Participants that do see promotional campaigns are less likely to buy fair trade clothing than participants that do not see promotional campaigns.

- Participants that do see promotional campaigns are mostly motivated to buy fair trade clothing by their personal motivations and less likely to buy because they want to follow a new trend.

- Participants that do not see promotional campaigns are mostly motivated because the product appeals to their senses and less likely to buy because they want to follow a new trend.

Table 4.14 expresses the differences in shopping motivations between three levels of fair trade clothing consumers: low, those that do not think people could make fairer choices if they knew which companies had high ethical principles; medium, those that feel neutral about consumer making fairer choices if they knew which companies had high ethical principles; and high, those that do think consumers could make fairer choices if they knew which companies had high ethical principles. For the purpose of this study low, medium, and high consumers are defined by answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree) (low = 1 – 2.999, medium = 3 – 4.999, high = 5 – 7).

Table 4.14 Awareness of Fair Trade (*People could make fairer choices if they were aware of which companies had high ethical principles.*)/Motivations

Motivation		Mean			F	Sig. Level
		Low	Medium	High		
Hedonic						
	Self Gratification	3.04	3.61	4.21	6.98	.001***
	Senses	3.57	3.76	5.12	11.76	.000***
	New Trend	2.97	3.63	4.32	5.83	.004**
Utilitarian						
	Social	3.16	3.79	4.73	8.48	.000***
	Personal	4.09	4.17	4.74	2.32	.101

Significance Level at .05
**Significance level at .01
***Significance level at .001

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The results of multivariate analysis illustrate significant predictors as follows:

- Significant differences exist between participants who do feel like people could make fairer choices if they knew which companies had high ethical principles and participants that do not think people could make fairer choices if they knew which companies had high ethical principles in all motivational dimensions except personal.

- These findings also suggest that participants that do not think people could make fairer choices if they knew which companies had high ethical principles are less motivated to buy fair trade clothing overall, than participants who do feel like people could make fairer choices if they knew which companies had high ethical principles.

- Participants who do feel like people could make fairer choices if they knew which companies had high ethical principles are motivated to buy fair trade clothing mostly by their senses and least by their sense of self gratification.

- Participants that do not think people could make fairer choices if they knew which companies had high ethical principles are motivated to buy fair trade clothing mostly by their personal motivations and least by their want for a new trend.

- There is not a significant difference between participants who do feel like people could make fairer choices if they knew which companies had high ethical principles and participants that do not think people could make fairer choices if they knew which companies had high ethical principles that are motivated to buy fair trade clothing by their personal motivations.

H2.2: A consumer highly aware of fair trade practices will respond more to their utilitarian motivations to purchase fair trade clothing than will a consumer not aware of fair trade practices. A consumer with low awareness of fair trade practices will respond more to their hedonic motivations to purchase fair trade clothing than will a consumer highly aware of fair trade practices. This hypothesis was not supported. Participants that see promotional campaigns for fair trade clothing are overall less motivated to buy fair trade clothing than participants that do not see promotional campaigns. Participants that feel that people could make fairer choices if they were aware of which companies

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had high ethical principles are overall more motivated than participants that feel people could not make fairer choices if they were aware of which companies had high ethical principles.

Research Hypotheses 3 (Is a highly motivated consumer willing to spend more time and money on fair trade clothing purchases?) was established with quantitative analysis. Multiple regression analysis was employed for each of the motivational dimensions for each level of consumer; those that are willing to spend more time and money on fair trade clothing purchases, and those that are not willing to spend more time and money on fair trade clothing purchases. A multivariate analysis of variance (MANOVA) test was used to determine if changes in the independent variables have significant effects on the dependent variables. The various buying intention levels are the independent variables, while the various motivations are the dependent variables. The mean score is based on survey answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree). A significance level of .005 was tested between each level of buying intention against a motivational dimension, meaning that there is no more than a 5% probability that the results observed occurred by chance.

Table 4.15 expresses the differences in shopping motivations between three levels of buying intention for consumers: low, those that are not willing to spend more time purchasing fair trade clothing; medium, those that sometimes spend time buying fair trade clothing; and high, those that are willing to spend time buying fair trade clothing. For the purpose of this study low, medium, and high consumers are defined by answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree) (low = 1 – 2.999, medium = 3 – 4.999, high = 5 – 7).

Table 4.15 Willingness to Spend Time/Motivations

Motivation		Mean			F	Sig. Level
		Low	Medium	High		
Hedonic						
	Self Gratification	2.36	4.12	4.46	29.83	.000***
	Senses	3.18	4.81	5.42	19.64	.000***
	New Trend	2.62	4.15	4.51	9.95	.000***
Utilitarian						
	Social	2.64	4.51	4.75	12.84	.000***
	Personal	3.04	4.64	5.07	14.68	.000***

Significance Level at .05
**Significance level at .01*
***Significance level at .001*

The results of multivariate analysis illustrate significant predictors as follows:

- Significant differences exist between all buying intention levels of participants within each motivational dimension.

- As a participant gains more willingness to spend time on fair trade clothing purchases they become more motivated overall than participants that are not willing to spend time on fair trade clothing purchases.

- Both participants with a high buying intention in regards to time spent on their fair trade clothing purchase, and consumers with a low buying intention in regards to their fair trade clothing purchase are mostly motivated to buy fair trade clothing because the product appeals to their senses and less likely to buy because of the sense of self gratification they get from their purchase.

H3.1: A highly motivated consumer will be willing to spend more time on fair trade clothing purchases than will a non-motivated consumer. This hypothesis was supported. As a participant's buying intention with regards to time spent of their fair

trade clothing purchase, the participant grew more motivated in both hedonic and utilitarian categories.

Table 4.16 expresses the differences in shopping motivations between three levels of buying intention for consumers: low, those that are not willing to spend more money purchasing fair trade clothing; medium, those that sometimes spend more money buying fair trade clothing; and high, those that are willing to spend more money buying fair trade clothing. For the purpose of this study low, medium, and high consumers are defined by answers from a 7-point lickert scale (1= strongly disagree, 7= strongly agree) (low = 1 – 2.999, medium = 3 – 4.999, high = 5 – 7).

Table 4.16 Willingness to Spend Money/Motivations

Motivation		Mean			F	Sig. Level
		Low	Medium	High		
Hedonic						
	Self Gratification	3.50	4.36	4.50	2.78	.065
	Senses	4.46	5.19	5.04	.142	.868
	New Trend	3.46	4.51	4.58	7.23	.001***
Utilitarian						
	Social	3.67	4.76	4.94	5.74	.004**
	Personal	4.12	4.90	5.02	1.06	.347

Significance Level at .05
**Significance level at .01*
***Significance level at .001*

The results of multivariate analysis illustrate significant predictors as follows:

- Significant differences between levels of buying intention with regards to money spent on fair trade clothing purchases only exist between the new trend and social motivational dimensions. All other motivational dimensions show no significance between the buying intention levels.
- As a participant's buying intention with regards to money spent on fair trade clothing increases, so does their motivation to buy fair trade clothing.
- All participants regardless of their buying intention with regards to money spent on fair trade clothing, are mostly motivated by product because it appeals to their senses, and less likely to buy because of the sense of self gratification they get from their purchase.

H3.2: A highly motivated consumer will be willing to spend more money on fair trade clothing purchases than will a non-motivated consumer. This hypothesis was supported. As a participant's buying intention with regards to money spent of their fair trade clothing purchase, the participant grew more motivated in both hedonic and utilitarian categories.

Summary

The purpose of this research is to determine if a person's demographics, perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations that ultimately influence their purchase intentions. After conducting a multivariate analysis test, results indicate that a participant's demographics, PCE, and awareness of fair trade practices do in fact affect their level of motivation. No significant differences existed between various participant groups in terms of purchasing based on a hedonic or utilitarian motivation, though differences did arise in terms of participants being highly motivated or not motivated to buy fair trade clothing. As discussed in chapter 2, there is a lack in previous research surrounding this topic. The findings of this study can prove to add a gap to missing literature and create a foundation for future researchers to study this topic. Fair trade clothing retailers are different than mainstream clothing retailers in the sense that the product they sell has a history or a background behind it. Like any other retailer, fair trade clothing retailers need to be aware of the shopping motivations on their consumers. This is to ensure that all marketing efforts are correct and to maximize store profit. Fair trade retailers can utilize this study to focus on their consumer's motivations. If a retailer typically sells to a college campus, they could use the results regarding the currently enrolled in college consumer group, recognizing that these consumers are mostly motivated to buy fair trade clothing because the product appeals to their senses. A retailer in theory should focus marketing efforts on the visual or quality aspects of the product.

Chapter 5

Discussion

The purpose of this study is to determine the extent to which demographics, perceived consumer effectiveness, and awareness of fair trade practices influences hedonic and utilitarian motivations, which influences consumer purchase intentions. A hedonic buying motivation is characterized by an emotional state while a utilitarian buying motivation is a more functional reason for purchasing products(Guido, et al., 2007). Perceived consumer effectiveness is the extent that the consumer believes their individual efforts can make a difference (Kinnear, et al., 1974). "PCE is defined as a domain specific belief that the efforts of an individual can make a difference in the solution to a problem" (Kinnear, et al., 1974). The demographics tested in this study are consumers' age, education level, and income level. These three demographic groups were chosen to examine based on suggestions from previous literature. Numerous authors suggest that age, income-level, and education-level play a determining role in consumer characteristics of purchasing clothing (Becchetti & Rosati, 2007) (J. Halepete, 2006) (Littrell, 2005).

The purchasing intentions examined in this study are money and time. This study was completed in two parts; study one: focus group interview; study two: survey. Given the exploratory nature of this study, the research design is considered mixed-method, yielding both quantitative and qualitative results. Following researchers Freestone and McGoldrick's (2008) study of ethical consumer motivation, this study utilized a focus group to assist in the development of the final survey. Participants for this study are a purposive sample. A purposive sample is defined as a sample selected from an available sample (Snell, Marsh, 2003). The major characteristic of the research sample for this study requires that participants are consumers of fair trade clothing. The prospected sample I have selected for the purpose of this study is fair trade consumers in Lexington, KY. Participants attended the focus group and filled out the survey on a volunteer basis. In chapter five each, I will review each research question and hypothesis with each part of the study

Study One: Focus Group

The primary investigator led a focus group discussion. Eight participants participated in study one. The purpose of the focus group was to review the proposed survey for the second portion of this survey and determine if the questions and hypothesis were relevant. All participants were considered young for the purpose of this study: this was the only age group that volunteered for this part of the study. The majority of participant's responses reinforced the development of the survey questions surrounding the motivational dimensions. Some responses from participants led the researcher to reorganize the structure of the originally developed survey. Listed below are the questions from the focus group that stemmed the most discussion.

Participants were asked how often the purchased fair trade clothing. Three participants mentioned that fair trade clothing is often a purchase out of convenience. These consumers mentioned and all agreed that they don't particularly seek out far trade clothing, but if it is available it becomes an impulse buy. The majority of the participants in the focus group fell into the 'female millenials' consumer category outline by Bellman (Bellman). Female millenials consider themselves special and often seek out unique products. Study one yielded results suggesting that some consumers may buy fair trade clothing because of its increased popularity. Participants comments led the researcher to believe that the survey results would indicate that this consumer group would be motivated to buy fair trade clothing because it appealed to the their senses, which proved to be supported by the survey findings.

Participants were asked what fair trade meant to them as a consumer. Each participant mentioned several factors. Included in these factors are the price of fair trade items, labor issues and country of origin of the products. Freestone and McGoldrick (2008) state that if a consumer is only aware and not concerned, then their action for the cause is not strong. Participants comments led the researcher to believe that this consumer group would be highly aware of fair trade practices, since all participants were either still in college, or have graduated. I was not surprised to hear the main factors. As survey results supported, the most commonly known issue of fair trade is the concern for labor laws.

Participants were asked who they thought fair trade practices ultimately helped. Some participants felt that it helps multiple partners, including the producer and the retailer. All participants agreed that fair trade clothing helps the consumer because of the quality of textiles used

Participants were asked how accessible fair trade clothing was for purchase. All participants agreed that fair trade clothing is not easily accessible in Lexington, KY. This implication proved to be a limitation for the survey.

Participants were asked how much they spent on average when they bought fair trade clothing. Most participants agreed to buying fair trade clothing that is priced 10% higher than mainstream clothing. They also all agreed that they wouldn't pay more for fair trade clothing than they do for organic clothing, and that it also depends on the country of origin for reliability.

The nature of the discussion seemed to follow the direction of the hedonic dimensions. I posed the question to the audience, "Do you ever feel you can't wait to show off your new fair trade garment or accessory?" Almost immediately all participants agreed that they never feel that way, but that the younger consumer, 16-21, definitely would.

Study Two: Survey

The purpose of this study was to determine if a person's demographics (age, education, and income level), perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations that ultimately influence their purchase intentions.

The results of the survey were analyzed using multivariate analysis tests. Significant findings from the survey were as follows:

- Younger participants are not as motivated to buy fair trade clothing by their social-utilitarian motivations as older participants. This finding means that an older participant is more motivated to buy fair trade clothing than a younger participant because of various ethical issues surrounding fair trade clothing.

- All age levels of participants are mostly motivated to buy fair trade clothing because the product appeals to their senses.
- Participants with only a H.S. diploma are more motivated to buy fair trade clothing because of a personal gain than any other educational level.
- Participants with education beyond high school are mostly motivated to buy fair trade clothing because the product appeals to their senses.
- Participants of all income levels are mostly motivated to buy fair trade clothing because the product appeals to their senses, and less likely to buy because of the sense of self gratification they get from their purchase.
- Participants with a low PCE are less motivated to buy fair trade clothing overall, than participants with a high PCE. This means that as a consumer gains a higher PCE, they become more motivated to buy fair trade clothing in all of their motivational levels.
- Participants of all levels of PCE are mostly motivated to buy fair trade clothing because the product appeals to their senses.
- Participants who do not see promotional campaigns are more motivated than consumers who do see promotional campaigns in every motivational dimension except their want to follow a new trend. Participants that sometimes see promotional campaigns are more motivated by their want to follow a new trend than participants that do and do not see promotional campaigns.
- Participants that do not think people could make fairer choices if they knew which companies had high ethical principles are less motivated to buy fair trade clothing overall, than participants who do feel like people could make fairer choices if they knew which companies had high ethical principles.
- As a participant gains more willingness to spend time on fair trade clothing purchases they become more motivated overall than participants that are not willing to spend time on fair trade clothing purchases.
- Both participants with a high buying intention in regards to time spent on their fair trade clothing purchase, and consumers with a low buying intention in regards to their fair trade clothing purchase are mostly motivated to buy fair trade clothing

because the product appeals to their senses and less likely to buy because of the sense of self gratification they get from their purchase.

- As a participant's buying intention with regards to money spent on fair trade clothing increases, so does their motivation to buy fair trade clothing.
- All participants regardless of their buying intention with regards to money spent on fair trade clothing, are mostly motivated by product because it appeals to their senses, and less likely to buy because of the sense of self gratification they get from their purchase.

Prior to the survey, the researcher hypothesized (*research hypothesis 1*) that consumers that are young, have a low education level, or a high income level would respond mostly to their hedonic shopping motivations, while consumer that are middle-aged or older, have a high education level, or a lower income level would respond mostly to their utilitarian shopping motivations. Overall, research hypothesis 1 was only partially supported. Author Bellman initiated the belief that female millennial consumers favored products that are distinct and unique. Survey results actually indicated that younger consumers were overall less motivated to buy fair trade clothing than middle-aged to older consumers. This could have been the result because younger consumers also proved to be the least aware of fair trade practices. Findings from the survey showed that no differences existed between various education levels or income levels. Author Groves (2006) stated that non-students are often made aware of fair trade practices through the media, while students often have more resources about fair trade practices. "Based on our descriptive evidence, the purchasing habit of fair trade products seems to still be conceived as a symbolic action implemented with a lump-sum consumption almost insensitive to income." (Becchetti & Rosati, 2007) Results from the survey also indicated that all educational and income level groups were motivated by based on the aesthetic appeal of the product, a hedonic motivation. These findings could have developed from a lack of awareness surrounding fair trade clothing that exists in Lexington, KY. Consumers are not truly made aware of all the benefits to purchasing fair trade clothing, and are following a hedonic shopping motivation to buy a product that they believe has aesthetic value.

The researcher also hypothesized (*research hypothesis 2*) that consumers with a high level of PCE and are aware of fair trade practices will respond more to their utilitarian shopping motivations. People are motivated to help others if they know they will be rewarded for their action; especially if they feel their action is making a difference. (Kinnear, et al., 1974) Becchetti and Rosati found through their study that consumers who are aware of fair trade and it's criteria spent more money on fair trade products and demanded more fair trade products than their counterparts; consumers who are not aware of fair trade and its criteria. (Becchetti & Rosati, 2007) Results from the survey supported this hypothesis. It is not surprising that the survey results supported the researcher's hypothesis. Ethical consumers have a high level of PCE, believing that their purchases ultimately help the bigger issue: fair trade. It is natural that these consumers would be more motivated by their utilitarian dimensions than their hedonic dimensions.

The researcher also hypothesized (*research hypothesis 3*) that a highly motivated consumer would be more willing to spend time and money on fair trade clothing. This hypothesis was supported. As a participant's buying intention with regards to money spent of their fair trade clothing purchase, the participant grew more motivated in both hedonic and utilitarian categories. As a participant's buying intention with regards to time spent of their fair trade clothing purchase, the participant grew more motivated in both hedonic and utilitarian categories. These findings were expected by the researcher. It is natural as a consumer that is highly motivated to buy any product will be more willing to spend time and money on the purchase.

Conclusions

The results of survey indicated that five different motivations exist. These defined motivations can be categorized in two dimensions: hedonic and utilitarian. Hedonic motivations consisted in self gratification, senses, and new trend. Utilitarian motivations consisted in social and beneficial. All defined items were significantly related to the designated variables. A comparison of a variety of consumer groups revealed that different consumers are motivated to buy fair trade clothing differently. A regression analysis test was performed to identify the purchasing motivations to buy fair trade clothing of various consumer groups. Consumers were mostly motivated to buy fair trade

clothing because the product appealed to their senses, or because the consumer gained personally from the purchase. Based on the survey results of 278 participants, consumers were motivated to buy fair trade clothing by a combination of their hedonic and utilitarian motivations.

Little research has actually been conducted on the purchasing motivations of consumers of fair trade clothing. After researching multiple studies of similar research objectives, consumer's motivations to buy clothing, and consumer's motivations to buy fair trade products, hedonic and utilitarian motivation dimensions were defined. Buying fair trade clothing because you get a feeling of self gratification, the product appeals to your senses, or to follow a new trend have been categorized as hedonic purchasing motivations. Buying fair trade clothing because you feel your purchase is helping the issue of fair trade, or because fair trade products have better quality are categorized as utilitarian shopping motivations. Based on a regression analysis test of 278 survey results, consumers are motivated to buy fair trade clothing by both their hedonic and utilitarian purchasing motivations.

A regression analysis test reveals that consumers of all ages, educational, and income levels are mostly motivated to buy fair trade clothing because the product appeals to their senses or the consumer is buying the product for personal gain. The only significant difference found during analysis between these consumer groups is that consumers ages 18-23 are much less motivated than consumers ages 35+ because they feel their purchase helps the social issue of fair trade. Because only 25% of the participants (70) of the study answered the questions regarding their income, the results of this study concerning income are considered unreliable.

The findings of this study support the idea that a consumer's PCE influences their motivations to purchase fair trade clothing. Overall consumers with a higher PCE are more motivated to buy fair trade clothing than consumers with a lower PCE. Similar to other consumer groups, consumers of all levels of PCE are mostly motivated to buy fair trade clothing because the product appeals to their senses.

The findings of this study support the idea that a consumer's awareness of fair trade practices influences their motivations to purchase fair trade clothing. Because a reliability statistics test proved that the results of the questions in the consumer's awareness of fair trade practices section were unreliable, the question *"I do not discuss fair trade practices with my friends,"* was eliminated from the final analysis to raise the reliability of the remaining questions. A separate regression analysis test was performed on the questions *"people today should always find the time to search for and buy fair trade clothing,"* and *"I do not see promotional campaigns for fair trade practices".* Overall consumers that both do and do not see promotional campaigns are mostly motivated to buy fair trade clothing because of the social issue regarding fair trade. Consumers that feel that people could make fairer choices if they knew which retailers had high ethical principles are mostly motivated because the product appeals to their senses and because they feel their purchase helps the social issue of fair trade. Surprisingly, consumers that do not see promotional campaigns for fair trade are overall more motivated to buy fair trade clothing than consumers that do see promotional campaigns. Consumers that feel that people could make fairer choices if they knew which retailers had high ethical principles are overall more motivated to buy fair trade clothing than consumers that do not feel this way.

Implications

The first research objective of this study was to identify the purchasing motivations of consumers of fair trade clothing. The results of survey indicated that there are five different motivations exist. These defined motivations can be categorized in two dimensions: hedonic and utilitarian. Hedonic motivations consisted in self gratification, senses, and new trend. Utilitarian motivations consisted in social and beneficial. As discussed in chapter 2, there is a lack in previous research surrounding this topic. The findings of this study can prove to add a gap to missing literature and create a foundation for future researchers to study this topic. Retailers selling fair trade clothing should be aware of what is motivating their consumers to buy. By knowing this information they can better their marketing efforts to attract their target consumer.

The second research objective of this study was to categorize the purchasing motivations of consumers for fair trade clothing as hedonic and or/utilitarian. After researching multiple studies of similar research objectives, consumer's motivations to buy clothing, and consumer's motivations to buy fair trade products, hedonic and utilitarian motivation dimensions were defined. Buying fair trade clothing because you get a feeling of self gratification, the product appeals to your senses, or to follow a new trend have been categorized as hedonic purchasing motivations. Buying fair trade clothing because you feel your purchase is helping the issue of fair trade, or because fair trade products have better quality are categorized as utilitarian shopping motivations. As discussed in chapter 2, there is a lack in previous research surrounding this topic. The findings of this study can prove to add a gap to missing literature and create a foundation for future researchers to study this topic. Retailers selling fair trade clothing should be aware of what is motivating their consumers to buy. By knowing this information they can better their marketing efforts to attract their target consumer.

The third research objective of this study was to determine of age, income, and education demographics effect motivations for purchasing fair trade clothing. A regression analysis test reveals that consumers of all ages, educational, and income levels are mostly motivated to buy fair trade clothing because the product appeals to their senses or the consumer is buying the product for personal gain. As discussed in chapter 2, there is a lack in previous research surrounding this topic. The findings of this study can provide a working foundation for researchers to study consumer motivations between demographic groups, or to research separate demographic groups. Retailers of fair trade clothing that research their consumers know which demographics buy at their store. By being aware that different demographic groups are motivated to buy because of different motivations, retailers can begin to market to their specific consumer group.

The fourth research objective of this study was to determine if PCE influences individual motivations for purchasing fair trade clothing. The findings of this study support the idea that a consumer's PCE influences their motivations to purchase fair trade clothing. Researchers in this area can use the findings of this study to further research in PCE. It has been stated in chapter 2 that participants do not always answer honestly

when regarding their motivation to buy ethical products. Fair trade clothing retailers can now market and merchandise their product to appeal to their consumer's PCE.

The fifth research objective of this study was to determine if consumer's awareness of fair trade practices influences individual motivations for purchasing fair trade clothing. The findings of this study support the idea that a consumer's awareness of fair trade practices influences their motivations to purchase fair trade clothing. As discussed in chapter 2, there is a lack in previous research surrounding this topic. The findings of this study can prove to add a gap to missing literature and create a foundation for future researchers to study this topic. Retailers can use this information to again market and merchandise their product. Retailers will need to know if their consumers are aware of or not aware of fair trade practices, and then appeal to that consumer's motivations. Retailers may also choose to make their consumers more aware of fair trade practices and other components of fair trade.

Limitations and Future Research

One limitation that exists for this study is the lack of fair trade retailers in Lexington, KY. Since the demand for fair trade products, especially clothing, is still fairly new and considered by most to be part of the new wave of consumerism (Shaw, et al, 2006), retailers selling fair trade clothing are scarce. To overcome this limitation, I expanded my research to include all consumers, and asked consumers at the start of the survey if they do or do not purchase fair trade clothing. Due to the limitation regarding the amount of fair trade retailers, it was difficult to collect enough data from participating retailers that were distributing the survey to their consumers. A large portion of this data was collected by UK students. The majority of the participants of the survey are ages 18-23 (55.8%). It is proposed for future researchers that survey Lexington, KY consumers to broaden the research to include all fair trade products, such as coffee and bananas. The most difficult aspect f this study was finding consumers in this area that purchase fair trade clothing. This is due to the lack of fair trade clothing retailers in the area. Most consumers buying fair trade clothing are shopping from larger, corporately owned, retailers on the internet. Most participants in this study were considered to be younger consumers. Due to the lack of middle age and older consumers participating in this

study, some results may be skewed. It is suggested that future research include all fair trade items, a larger number of participants may be found. It is also suggested that future research on this topic be moved to a larger city to find more fair trade consumers. A city that is known for ethical beliefs would be highly suggested.

The survey questions surrounding consumer's awareness of fair trade products proved to be unreliable. Because of the low reliability, one question (*I do not discuss fair trade practices with my friends*) was eliminated from the final analysis, and a separate multivariate test was conducted on the remaining questions individually. It is recommended that future research include questions that will prove to have a higher level of reliability with regards to consumer's awareness of fair trade practices.

Lack of funding also exists as a limitation for this study. All funding provided by this study will come from the researcher. To overcome this limitation, most research was conducted over the internet so no costs would be incurred. Future researchers with funding will be able to offer a larger incentive to participants resulting in a larger sample.

Summary

The purpose of this research is to determine if a person's demographics, perceived consumer effectiveness, and awareness of fair trade practices affect their level of hedonic and utilitarian motivations that ultimately influence their purchase intentions. After conducting a multivariate analysis test, results indicate that a participant's demographics, PCE, and awareness of fair trade practices do in fact affect their level of motivation. No significant differences existed between various participant groups in terms of purchasing based on a hedonic or utilitarian motivation, though differences did arise in terms of participants being highly motivated or not motivated to buy fair trade clothing. As discussed in chapter 2, there is a lack in previous research surrounding this topic. The findings of this study can prove to add a gap to missing literature and create a foundation for future researchers to study this topic. Fair trade clothing retailers are different than mainstream clothing retailers in the sense that the product they sell has a history or a background behind it. Like any other retailer, fair trade clothing retailers need to be aware of the shopping motivations on their consumers. This is to ensure that all

marketing efforts are correct and to maximize store profit. Fair trade retailers can utilize this study to focus on their consumer's motivations. If a retailer typically sells to a college campus, they could use the results regarding the currently enrolled in college consumer group, recognizing that these consumers are mostly motivated to buy fair trade clothing because the product appeals to their senses. A retailer in theory should focus marketing efforts on the visual or quality aspects of the product.

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Consent to Participate in a Research Study

Consumer's Motivations for Purchasing Fair-Trade Dress

To Whom It May Concern:

You are being invited to take part in a research study about consumer's motivation for purchasing fair-trade dress. Consumer knowledge regarding fair-trade may play an important role to make a shopping decision. This study is to identify your understanding about this issue and discover how it affects to your final shopping decision. The person in charge of this study is Erika Ferrell of University of Kentucky, Department of Merchandising, Apparel & Textiles. By doing this, we hope to learn what motivates consumers to purchase fair trade dress and its impact on their shopping decision.

We are asking you to participate in a survey about purchasing fair trade dress and clothing. This survey will only take 10-15 minutes to complete.

If you volunteer to take part in this study, you will be helping me to better understand what motivates fair-trade purchases. I will be using this collected information to complete my thesis for my graduate degree. If you decide to take part in the study, it should be because you really want to volunteer. You can stop at any time during the study and still keep the benefits and rights you had before volunteering.

We are only interested in your ideas about fair trade dress. There are no correct or incorrect answers. There are no identifying numbers or marks on questions asked that would connect you to your answer. Thank you very much for your support in our evaluations and you can be assured that such support will be beneficial to everyone involved. Your information will be combined with information from other people taking part in the study. You will not be identified in these written materials. No one, not even members of the research team, will know that the information you provide came from you.

The people in charge of this study are Erika Ferrell of the University of Kentucky. Before you decide whether to accept this invitation to take part in the study, please ask any questions that might come to mind. Later, if you have questions about the study, you can contact the investigator at 859-6535660. If you have any questions about your rights as a research volunteer, contact the staff in the Office of Research Integrity at the University of Kentucky at 859-257-9428 or toll free at 1-866-400-9428. You may request a copy of the result at any time. We appreciate the participants for supporting the research project.

Click to Continue

FAIR TRADE RESEARCH

UK UNIVERSITY OF KENTUCKY

Participant's Names Will Be Entered Into a Gift Card

There will be a small focus group discussing consumer motivations surrounding Fair Trade clothing/dress purchases.

Coffee and snacks will be provided
for thanks! Every name will be entered in a gift card drawing.

- *When: Wednesday, February 23, 5:30 PM – 7:30 PM*
- *Where: Erikson Hall, Room 304*
- *Why: Graduate Student Research*

Are you a Fair Trade advocate?

Do you buy Fair Trade clothing or dress?

Want to help with Fair Trade consumer research?

RSVP: Erika Ferrell (859-653-5660)
Erika.Ferrell@hotmail.com

APPENDIX 3. Focus Group Questions

FOCUS GROUP QUESTIONS:

- *Demographics*

  - What is your age? Income-level? Education level?
  - How often do you purchase clothing?
  - Is clothing an impulse buy for you?
  - Do you plan for clothing purchases?
  - Do you only purchase clothing if you need a particular item?

- *Fair-trade practices*

  - What does fair-trade mean to you as a consumer?
  - Who do you think fair-trade practices ultimately help?
  - What fair-trade criteria are most important to you?
      a. Fair price
      b. Care for working conditions
      c. Care for environmental sustainability

- *Environmental Factors*

  - Where do you typically purchase fair-trade clothing?
  - What is the distance from your home to the location that you
  - purchase fair-trade clothing?
  - How accessible is fair-trade clothing for purchase?
  - Describe the layout of the store of your favorite location to purchase fair-trade clothing.
  - How often do you purchase fair-trade clothing?
  - How much do you spend on average when purchasing fair-trade clothing?

- *Hedonic Factors*

  1. Do you typically shop for clothes with other people?
  2. Do you like to visit new clothing stores and see what products they have to offer?
  3. Do you get a "shopper's – high" after making clothing purchases?
  4. Do you enjoy showing off newly purchased clothes?
  5. How often do you follow clothing trends?

- *Utilitarian Factors*

  1. Do you only buy clothes that you need?

2. Do you ever take into consideration the manufacturing process of your clothing?
3. What factors determine your clothing purchases?

APPENDIX 4. Consumer Motivation Survey

[Link to Online Consumer Motivation Survey](#)

APPENDIX 5. Retailer Notification

Retailer 1: ReBelle Girls; Email Notification

- **Re: UK Student Fair Trade Research**

4/04/11

To Erika Ferrell

From:**ReBelle Girls** (rebellegirls@gmail.com)

Sent: Mon 4/04/11 9:30 AM

To: Erika Ferrell (erika.ferrell@hotmail.com)

we would be happy to post the link!

On Sun, Apr 3, 2011 at 11:02 PM, Erika Ferrell <erika.ferrell@hotmail.com> wrote:
Hello! I'm Erika Ferrell, the graduate student at UK conducting the Fair Trade consumer research. Thank you for allowing me to post a flyer in your store recruiting participants for my focus group. The event was much success! 8 volunteers were present - offering great information and suggestions for the development of my survey.

The research I am conducting is for my thesis at UK in merchandising, apparel, and textiles. I am exploring the motivations of fair trade consumers and examining differences between various demographic groups.

In the coming weeks, I will have my survey for my research available online. Would you mind to post my link either on a website, newsletter, or in a place where fellow fair trade consumers will have the opportunity to offer their input into my research?

Any assistance would be of great help - something grad students could always use!!

Thank you again for posting my flyer in your business!

Thanks for your time,
Erika Ferrell
--
ReBelle
371 S. Limestone St.
Lexington, KY 40508
859-389-9750

Retailer 2: Lucia's; Email Notification

- **Re: Student research - fair trade**

4/04/11

To Erika Ferrell
From:**Teresa Hendricks** (teresa@luciasimports.com)

Sent: Mon 4/04/11 4:14 PM

To: Erika Ferrell (erika.ferrell@hotmail.com)

Hi Erika,

I would love to post it. I ca evn send it to the Fair Trade Federation if you like. Just pass it along when it is ready.

Thanks

Teresa

From: Erika Ferrell

Sent: Sunday, April 03, 2011 8:59 PM

To: info@luciasboutique.com

Subject: Student research - fair trade

Hello! I'm Erika Ferrell, the graduate student at UK conducting the Fair Trade consumer research. Thank you for allowing me to post a flyer in your store recruiting participants for my focus group. The event was much success! 8 volunteers were present - offering great information and suggestions for the development of my survey.

The research I am conducting is for my thesis at UK in merchandising, apparel, and textiles. I am exploring the motivations of fair trade consumers and examining differences between various demographic groups.

In the coming weeks, I will have my survey for my research available online. Would you mind to post my link either on a website, newsletter, or in a place where fellow fair trade consumers will have the opportunity to offer their input into my research?
Any assistance would be of great help - something grad students could always use!!
Thank you again for posting my flyer in your business!

Thanks for your time,
Erika Ferrell

Retailer 3: Street Scene; Email Notification

- **Re: UK Student Fair Trade Research**

4/19/11

To erika.ferrell@hotmail.com
From:**streetscene2575@aol.com**

Sent: Tue 4/19/11 2:15 PM

To: erika.ferrell@hotmail.com

Hi Erika,

I'm a former Merchandising student, myself, so I understand the need for as many responses as possible!
I'm sorry it's taken us so long to respond, but we'd be happy to post it for you. Just send me the link and I'll
get it out as soon as possible!

Maggie Lanham
Manager, Street Scene

2575 Regency Rd.

Lexington, Ky 40503

(859)260-1578

-----Original Message-----
From: Erika Ferrell <erika.ferrell@hotmail.com>
To: streetscene2575 <streetscene2575@aol.com>
Sent: Sun, Apr 3, 2011 11:21 pm
Subject: UK Student Fair Trade Research

Hello! I'm Erika Ferrell, a graduate student at UK conducting the Fair Trade consumer research.

The research I am conducting is for my thesis at UK in merchandising, apparel, and textiles. I am
exploring the motivations of fair trade consumers and examining differences between various demographic
groups.

In the coming weeks, I will have my survey for my research available online. Would you mind to post my
link either on a website, newsletter, or in a place where fellow fair trade consumers will have the
opportunity to offer their input into my research?
Any assistance would be of great help - something grad students could always use!!
Thank you again for posting my flyer in your business!

Thanks for your time,
Erika Ferrell

Vita

1. Date and place of birth: January 22, 1987 – Edgewood, Ky
2. Educational institutions attended and degrees already awarded: University of Kentucky, Bachelor's of Science in Merchandising, Apparel, & Textiles
3. Professional positions held: Member of Delta Zeta (2005-2009) –Chaplin, Risk Management Chair, and House Manager; Member of Inter Greek Programming Assembly (2006-2007) -Secretary/Treasurer; Member of Merchandising, Apparel, and Textiles Club (2006); College of Agriculture Ambassador (2007)
4. Scholastic and professional honors: Janet Chatfield Home Economics Scholarship; Alda Henning Scholarship; Recipient of Lloyd Memorial Alumni Scholarship; Recipient of Delta Zeta Edith Head/McKinley Scholarship; Recipient of HES Alumni Association Scholarship; Recipient of Mary Queen Cunningham Scholarship; Member of the National Society of Collegiate Scholar; Member of Phi Upsilon Omicron Honor Society
5. Professional publications: N/A
6. Typed name of student on final copy: Erika Ferrell