ARCADA

THE MEANING OF THE FAIRTRADE CERTIFICATION MARK ON FOOD PRODUCTS

CONSUMER PERCEPTIONS IN K-GROUP FOOD STORES IN HELSINKI

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Conventional free trade defines product prices solely according to the laws of demand and supply in the world market. Fairtrade, however, focuses on offering the primary producers a better deal and improved terms of trade. The supply and demand for Fairtrade products has escalated in the new millenium, and the Fairtrade Certification Mark is also a rapidly spreading food product label in the selections of groceries stores in Helsinki. The products are often more expensive than other similar products but carry a visible Fairtrade Certification Mark to explain the price premium. This thesis is interested in the information and perceptions final consumers in K-Group food stores in Helsinki have about the food products carrying the Fairtrade Certification Mark. The history and concept of Fairtrade and the marketing of eco-ethical products are presented in theory, followed by the target groups of marketing Fairtrade in Finland. Two hypotheses are formed as the basis for a quantitative research study in order to gain the desired information. Kesko owned food stores in Helsinki are chosen for a two-week primary data collection in December 2010 due to previous connections with Fairtrade in Finland. The results are found to support the hypotheses, which are therefore confirmed. Final consumers in K-Group food stores in Helsinki are proven to have knowledge about the Fairtrade Certification Mark, but varying noticeably in their levels of knowledge. Fairtrade Finland has successfully reached its primary target group of conscious consumers, but room for improvement in the mass marketing efforts has been detected.

Keywords:	Fairtrade, Fairtrade Certification Mark, Brand, Target group, Food product, Helsinki, Kesko
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ABBREVIATIONS AND EXPLANATIONS

- FINE is an informal network consisting of the Fairtrade Labelling Organizations International – FLO, the International Federation for Alternative Trade – IFAT, Network of European World Shops – NEWS!, and the European Fair Trade Association – EFTA.

- FLO, i.e. Fairtrade Labelling Organizations International, which is the International roof organization for Fairtrade Finland

- FLO-CERT is an independent international certification agency for Fairtrade production processes and products.

- IFAT, i.e. International Federation for Alternative Trade, which is today known as WFTO, World Fair Trade Organization

- ISEAL Alliance is the global association for social and environmental standards, which states as its mission to: “To create a world where ecological sustainability and social justice are the normal conditions of business.

- World Fair Trade Organization - WFTO was previously known as the International Federation for Alternative Trade - IFAT

- “Fairtrade” stands for the certification mark used by Fairtrade Organizations worldwide. Some readers might also be familiar with the written form “Fair Trade”, which is equally correct, but for a cohesive and more understandable approach only the word “Fairtrade” is used throughout this thesis.

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1 INTRODUCTION

“When we rise in the morning... at the table we drink coffee which is provided to us by a South American, or tea by a Chinese, or cocoa by a West African; before we leave for our jobs we are already beholden to more than half the world.” *Martin Luther King, Jr.*

Well before the recent surge of free trade agreements and even the Internet-powered era of globalization, the Reverend Doctor King was trying to help consumers see that we are benefiting from global networks of human and natural resources (DeCarlo 2007 p.15). Without these networks and without countless numbers of primary goods producers in Southern countries, the most self-evident things like our morning cup of coffee would become anything but. Even such everyday products as tea and chocolate should actually be referred to as luxury products -at least if you take a look at what it takes for on a global scale us to be able to enjoy them. This is the aim of Fairtrade, to focus on the primary producers of our everyday products.

1.1 BACKGROUND AND MOTIVATION OF RESEARCH TOPIC

Fairtrade is a rapidly spreading food product label in the selections of many groceries stores in Finland’s capital city Helsinki. This is especially true when it comes to the selections of the Kesko owned K-group food stores. These Fairtrade labelled food products are in general more expensive than other similar products in the stores but carry a visible mark of Fairtrade certification to explain this price premium.

This mark is described in the Fairtrade Labelling Organizations International’s Internet page as follows: “The Fairtrade Certification Mark is a registered trademark of the Fairtrade Labelling Organizations International (Fairtrade Labelling Organization International - FLO 2010). Thus the Fairtrade Mark is a product label, which represents fair commerce, and any food product marked with it carries proof that the product has been produced according to the Fairtrade principles.

Even though the Fairtrade Certification Mark is today a common sight for a final consumer visiting the K-Group food shops in Finland's capital city Helsinki, it is questionable whether these consumers are aware of what the mark actually represents. Another interesting question relates to whether different types of final consumers and/or consumer groups interpret the mark in different ways. To make the matter more unclear, there are also other increasingly common marks placed similarly on food products, such as the organically grown and produced Luomu –products and the Rainforest Alliance –labelled products.

DeCarlo points out the importance of identifying true Fairtrade products in her book *Fair Trade* (2007 pp. 17-18) by saying: "The distinction with what truly is, and is not, Fairtrade is important in a progressive sense, because there are businesses that can look to Fairtrade for possible standards and strategies to emulate. Yet the distinction also has a negative potential because there are many of ways to align a business with Fairtrade without necessarily making fundamental commitments to its principles. Moreover there are businesses that seek to distract consumers from disreputable practices with corporate philanthropy or outright deception."

The current somewhat confusing situation lead to conducting this thesis. The aim of the research is to find out whether final consumers actually know the real meaning behind the Fairtrade Certification Mark found on various food products in groceries stores in Finland's capital city Helsinki, and also to find out whether different consumers and/or consumer groups have different levels of knowledge about its meaning. The study will concentrate on Kesko owned K-group food stores, e.g. K-citymarket, K-supermarket, K-market and K-extra –stores, as they already offer a wide range and a good selection of food products labelled as Fairtrade as well as former co-operation with Fairtrade in Finland.

1.2 RESEARCH AIM

The aim of this research is to find out whether final consumers conducting their everyday groceries shopping in Kesko's K-Group owned food stores in the Helsinki region are familiar with the Fairtrade Certification Mark visible on certain food products, and whether these consumers know what the label represents.

1.3 RESEARCH HYPOTHESES

The cover the area of the study two simple hypotheses (H1.) and (H2.) with their contrary zero hypotheses ($H0^1$.) and ($H0^2$.) have been formed to give a foundation for the research. These hypotheses are as stated below:

H1. A final consumer in a K-Group food store in Helsinki knows the meaning of the Fairtrade Certification Mark on a food product.

-

$H0^1$. A final consumer in a K-Group food store in Helsinki does not know the meaning of the Fairtrade Certification Mark on a food product.

and

H2. There are differences in how final consumers in K-Group food stores interpret the Fairtrade Certification Mark on a food product.

-

$H0^2$. There are no differences in how final consumers in K-group food stores interpret the Fairtrade Certification Mark on a food product.

With these hypotheses the consumers can firstly be divided into two general groups; those who do know, and those who do not know what the Fairtrade label on basic food products means. This division will help in showcasing the differences in the levels of consumer awareness and help in detecting the causes behind the uneven knowledge distribution. Secondly the differences between the interpretations, which consumers have about Fairtrade will become more apparent, and the reasons behind the differences can therefore be explained.

Together these hypotheses will project how well the Fairtrade message has been communicated and marketed to final consumers, and illuminate any possible need for improvement. The hypotheses are also expected to enable the forming of generally accepted assumptions about certain types of consumers and/or consumer groups of Fairtrade labelled products.

1.4 DESCRIPTION OF MATERIALS AND METHODS

The theoretical literature forms the basis of the thesis by explaining the concept of Fairtrade and the Fairtrade Certification Mark as well as describing the background and history of the concept of fair trade. Also trademark, consumer behaviour and product marketing issues are shortly covered in the theoretical part to provide the reader a general understanding of these concepts.

The secondary research was formed on the basis of information gathered from several Fairtrade representing organisations' Internet pages. More specific marketing material, which applies to the current situation of Fairtrade for Finland was provided by Account Manager Sanni Pekkala from Fairtrade Finland - Reilun kaupan edistämisyhdistys ry (2010). General information concerning the K-group was gathered from the publications provided by Kesko Group on its Internet page.

The primary research was conducted as a quantitative study by using a questionnaire form, from which the questions were read out loud to final consumers visiting stores belonging to the K-group. The survey was thus implemented in the fashion of small-scale interviews. The questionnaire was formed to consist of 6 yes-no questions completed with one multiple-choice question, which final consumers were able to answer anonymously. These questions were based on the research hypotheses presented earlier, so that they would provide direct answers to the research topic. Both an English and a Finnish version of the same questionnaire were done containing the same questions as similarly presented as possible. Both versions can be found attached.

The actual data collection was conducted in eight different locations covering two of each of the four types of K-group food stores, i.e. K-citymarket, K-supermarket, K-market and K-extra. These data collection points were chosen beforehand so that they would best cover all geographical parts of the city of Helsinki, and would therefore give an comprehensive view of the level of knowledge about Fairtrade final consumers in the area have. A questionnaire form was chosen as the study tool as it was suitable for the purpose of acquiring as much information from as many respondents as possible in a limited amount of time of a two-week collection period.

1.5 LIMITATIONS

The quantitative method of using a questionnaire form suited the purpose of this study well, but it did not come without limitations. These refer to time and geographical area and are explained more in detail below.

The time limitation relates to the limited amount of time, i.e. maximum one hour at a time at each food store during a time period of two weeks, which was the time spent to collect the data. This has direct influence over the amount of small-scale interviews were conducted, i.e. questionnaires read by the researcher and answered by consumers. In this thesis research the answers of 158 final consumers have been collected and will be presented. Should have the research been carried out during a longer period of time, the results could differ from those presented in this study due to the increased amount of answers by final consumers.

The geographical constrain concerns two different matters. Firstly the study was conducted merely in the Helsinki capital city, and therefore any generalizations from its results to apply to the rest of Finland have to be handled with caution. Secondly as it was practically quite impossible to consult every single consumer, who conducts purchases in the K-group stores in Helsinki, the research data collection was limited only to the eight stores and 158 respondents around the city. Although these stores were specifically chosen for the purpose of covering a wide area of the city, and therefore providing a comprehensive picture of the real situation, how well this aim was reached can be argued.

Due to the abovementioned limitations, all generalizations of the results should be done with care.

2 FAIRTRADE

In order to gain a proper insight into the field of Fairtrade, this thesis begins by introducing the concept and standards behind Fairtrade internationally as well as in Finland, and by explaining what the Fairtrade Certification Mark in fact is.

The basic concept of Fairtrade is clearly stated in Fairtrade Labelling Organization International's website as follows: "Fairtrade offers consumers a powerful way to reduce poverty through their every day shopping. For producers Fairtrade means prices that aim to cover the costs of sustainable production, an additional Fairtrade Premium, advance credit, longer term trade relationships and decent working conditions for hired labour" (Fairtrade Labelling Organization International – FLO 2010).

In order to translate the general concept behind Fairtrade into the everyday operations for all parties involved, six key objectives of Fairtrade have been drafted. These are summarized in the Fairtrade Foundation –F.T.F Internet page (2010) and are demonstrated below as follows:

- Ensure a guaranteed Fairtrade minimum price, which is agreed with producers

- Provide an additional Fairtrade premium, which can be invested in projects that enhance social, economic and environmental development

- Enable pre-financing for producers who require it

- Emphasize the idea of partnership between trade partners

- Facilitate mutually beneficial long-term trading relationships

- Set clear minimum and progressive criteria to ensure that the conditions for the production and trade of a product are socially and economically fair and environmentally responsible.

2.1 BACKGROUND TO THE FAIRTRADE CONCEPT

The price of a product in the world market is defined solely according to the laws of demand and supply, and none of the expenses to produce the product are taken into consideration (Michelsson 2009 p. 24). The theory of free trade makes sense in the ideal situation of perfect competition, i.e. in markets where no participants are large enough to have the market power to set the price of a homogeneous product, but it has proved out to work much better in theory than in the actual world. In practise the sellers, i.e. the usually small-scale poor producers have ended up losing whilst bargaining against the big and influential buyers typically from rich Western nations.

Litvinoff & Madeley mention this in their book *50 Reasons to Buy Fair Trade*: "Developing countries are clear proof that making trade free has treated especially the poorest of nations poorly." Ha-Joon Chang, a national economist from Cambridge University confirms it with his remark: "During the past 20 years African economies have shrank (approximately 0.8% a year compared to the previous 1.6% growth rate), when the Latin America has basically been in recession (growing 0.3% a year compared to the previous 2.8%)." Only in certain parts of Asia poverty has decreased significantly, but those countries have not followed the classic free trade path but have instead taken advantage of the limitations of trade (2007 p. 18). Conventional trade has all come down to money, as the producers cannot afford to risk going without while the rich Western buyers in the other hand reign with their purchasing power. This is because the world trade rules have been developed by the rich countries and powerful corporations (Oxfam International 2011) who have then captured a disproportionate share of the benefits of trade, leaving developing countries and the poor people worse off.

Fairtrade, however, offers the producers something more in addition to the minimum requirement of money, i.e. a better deal and improved terms of trade. As DeCarlo puts it in her book *Fair Trade*: "...Fairtrade offers a humane contrast to businesses that "race to the bottom" to find the cheapest labour and services across the value chain" (2007 p. 18). Despite the obvious contrast between conventional- and Fairtrade, and all that is wrong with free market business practices, DeCarlo makes an important note about where Fairtrade is also lacking by mentioning that: "Fairtrade can be a powerful force in the hand-harvested and handcrafted sectors of an economy, but in a pure sense it is not necessarily applicable to manufacturing (2007 p. 21). This theses work, however, focuses solely on food products, which fall into the hand-harvested sector, and does not cover the other sectors of fair trade.

2.1.1 SHORT HISTORY OF FAIRTRADE

The idea behind Faitrade started emerging after the ending of the II World War simultaneously with the rapidly recovering economies and growing worldwide commerce and trading. The first official Fairtrade store was opened in USA in 1958 and around the same time also Europe witnessed the first signs of Fairtrade as Oxfam started to sell the handicraft of Chinese refugees in its stores. In 1964 it established the first Fairtrade Organization, the Oxfam Trading (Litvinoff & Medeley 2007 p. 64). Year 1988 witnessed the launch of the first Fairtrade label, Max Havelaar, under the initiative of the Dutch development agency Solidaridad, and in the late 1980s and early 1990s the Max Havelaar initiative was replicated in several other markets across Europe and North America (Fairtrade Foundation - F.T.F 2010).

During the first ten years of the new millennium the supply and demand for Fairtrade Certified products has escalated. A survey of twenty-five European countries carried out by F.I.N.E reports that the net annual retail value of Fairtrade sales in Europe reached 785 million dollars in 2005, double the figure of in 2000 (DeCarlo 2007 p. 83).

In 2007 the International Fair Trade Association - IFAT consisted of over 270 Fairtrade organizations from over 60 countries from every continent in the world (Livinoff & Madeley 2007 p. 8). That same year consumers worldwide spent £1.6bn on Fairtrade certified products globally. This is a 47% increase on the previous year directly benefiting over 7 million people - farmers, workers and their families in 58 developing countries. Only two years later in 2009 there were approximately already 827 Fairtrade producer organizations employing 1.2 million people. Tens of thousands of Fairtrade products were sold in over 70 countries adding up to global sales on € 3.4 billion, a 15% raise to the previous year. (Fairtrade Foundation - F.T.F 2010) These statistics clearly show that although Fairtrade is still just a small fraction of the total world trade, it has been growing, and continues to grow, rapidly.

2.1.2 FAIRTRADE IN FINLAND

Finland's first Fairtrade shop called "Juttiputiikki" was established in Oulu already in 1978 and to maintain its operation the Northern-Finland developing countries association "Pääskyt" was also founded (Litvinoff & Medeley 2007 p. 66). Yet it took twenty more years before Fairtrade Finland was established in 1998 with the aim to make the Fairtrade Certification Mark known, to advance Fairtrade and to control the usage of the Fairtrade Certification Mark in Finland. Only two years later in 2000 Pro Fair Trade Finland was founded as a partner association in order to increase consumers' Fairtrade awareness and the consumption of Fairtrade products. (Pyhtilä 2007 pp. 125-126) Repu ry is a politically and religiously independent non-governmental organization, which achieves to further fair and ecologically sustainable world trade (Fairtrade Finland - Reilun kaupan edistämisyhdistys ry 2010).

In 2009 there were already 1.500 different Fairtrade products for sale in Finland, and the Finnish consumers spent € 86.9 million to buy them. This was a huge increase from the previous year's € 54.4 million and lead to the average figure of € 16.31 spent on Fairtrade products for every citizen. Most of the money was spent on Fairtrade coffee, bananas, flowers, wine and cotton products, in the given order (Fairtrade Finland - Reilun kaupan edistämisyhdistys ry 2010). Based on the statistics it is clear that the Finnish consumers are increasingly conscious about their purchases and also ever more aware of the global benefits of Fairtrade in general.

Figure 1. Fairtrade logo in use in Finland

(Fairtrade Finland - Reilun kaupan edistämisyhdistys ry 2010)

2.2 DESCRIPTION OF FAIRTRADE

There are several different definitions to Fairtrade, and although these vary in wording, the basic idea behind all of them is the same. Fairtrade works towards bringing products produced in developing countries to the Western markets with fair terms and by ensuring the highest possible compensation to the producers.

The Fairtrade Labelling Organization International - FLO describes Fairtrade in the following manner: “Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers” (2010).

By buying Fairtrade certified products final consumers enable producers to better their working and living conditions, as they receive sufficient compensation for the products that covers raw material- and production expenses and also gives a profit. Already the fact that the production chain for Fairtrade certified products generally includes less intermediaries helps in ensuring this higher compensation for the producers. This and other main objectives of practising fair trade are implemented through the Fairtrade standards.

2.2.1 FAIRTRADE STANDARDS

The Fairtrade standards relate to three larger common areas of sustainable development: social development, economic development and environmental development (Fairtrade Foundation 2010). The Fairtrade standards are prescribed by the World Fair Trade Organization - WFTO and set in accordance with the requirements of the ISEAL Code of Good Practice for Setting Social and Environmental Standards. This means that the standards are set on the basis of consultations with the major stakeholders, i.e. the producers, in the Fairtrade system.

To ensure that all Fairtrade Organizations follow the Fairtrade standards in their day-to-day work WFTO (2010) carries out regular monitoring to ensure these principles are upheld. While FLO sets the standards and supports producers to meet them, FLO-CERT regularly inspects and certifies the producers and traders against the standards (FLO 2010). Thus in the purest sense, these or similar criteria are embraced by all the actors involved in Fairtrade; the producers, the buyers, the transporters, the retailers, and ultimately, the consumers (DeCarlo 2007 p. 44).

These ten Fairtrade standards are presented in the World Fair Trade Organization – WFTO's Internet page (2010) and expressed in short as follows:

Standard 1: Creating Opportunities for Economically Disadvantaged Producers.

Standard 2: Transparency in management and commercial relations and Accountability to all its stakeholders.

Standard 3: Trading Practices with concern for the social, economic and environmental wellbeing of marginalized small producers.

Standard 4: Payment of a Fair Price that has been mutually agreed by all through dialogue.

Standard 5: Adhere to the UN Convention against Child Labour and ensures that there is no Forced Labour.

Standard 6: Non-Discrimination, Gender Equity and Freedom of Association regarding hiring, remuneration, access to training, promotion, termination or retirement based on race, caste, national origin, religion, disability, gender, sexual orientation, union membership, political affiliation, HIV/Aids status or age.

Standard 7: Complies, at a minimum, with national and local laws and ILO conventions for healthy and safe Working Conditions.

Standard 8: Capacity Building to increase positive developmental impacts for small, marginalized producers.

Standard 9: Promotion of Fair Trade raises awareness of the aim of Fair Trade and of the need for greater justice in world trade through Fair Trade.

Standard 10: Minimize Environmental impacts and maximize sustainability in all production wherever possible.

For a final consumer the simplest way of ensuring that the product has been certified in accordance with the abovementioned International Fairtrade Standards is through the Fairtrade Certification Mark. This mark works as an independent guarantee for all products labelled as Fairtrade.

2.2.2 DEFINITION OF FAIRTRADE FOOD PRODUCT

In their book *Principles of Marketing* Kotler et al. define a product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organisations and ideas (2005 p. 539). In this thesis the concentration is mainly on physical objects, i.e. Fairtrade labelled food products. They are classified as non-durable products, which means that they are goods normally consumed in one or a few uses, compared to durable products, which can be used over an extended period of time and survive many uses. Also instead of industrial products, which are bought for further processing or for conducting business, Fairtrade food products are classified as consumer products. This means that final consumers buy them for their personal consumption. (Kotler et al. 2005 p. 540)

Fairtrade certified food products cover the first two out of three products levels in the product classification by Kotler et al. The first level refers to the core product, i.e. the problem solving services or core benefits, which consumers are really after when buying the product, and the next level is called the actual product, i.e. a combination of attributes like the quality, features, design, brand name and packaging, which combine to deliver the core product benefits (2005 p. 540). The core products referred to in this thesis are the basic food products, which consumers buy to satisfy their hunger and/or thirst and what they could do equally well with any other similar product. The actual product, however, is where all similar, competing products must differ to be chosen to fulfil the core needs. The benefits of Fairtrade over the other alternatives relate to the actual product and this is the level, which needs to be communicated to consumers. Therefore the marketing of Fairtrade products needs to be founded on regarding them as specialty products, i.e. consumer products with unique characteristics or brand recognition for which a significant group of buyers is willing to make a special purchase effort (Kotler et al. 2005 p. 541). Here the required unique characteristics obviously come from the fair trade of the products, and that is where brand recognition can be founded on. As Stephen King from WPP Group, London puts it: "A product can be copied by a competitor; a brand is unique (Aaker 1991 p. 1). Therefore we will next view Fairtrade as an internationally certified trademark and brand.

2.3 FAIRTRADE AS A TRADEMARK

After grasping the concept behind Fairtrade, the focus of this thesis shifts to the actual basic food products sold in groceries stores in Helsinki. The interest lies in how final consumers recognize and view the products, and the most apparent way for this recognition is the product label or brand.

2.3.1 TRADEMARKS AND BRANDS

Kotler et al. define a brand as: "a name, term, sign, symbol, design or a combination of these, which identify the maker or seller of the product or service" (2005 p. 549). Consumers view brand names as important parts of products as they give indications of product origin and quality and increase the availability of information. Often even more important is the fact that brand names can generate associations, which serve to describe the brand –what it is and what it does (Aaker 1991 p. 187). This is exactly the case of Fairtrade Certified products, where the brand name actually forms the essence of the brand concept.

For suppliers the advantages of branding relate to the attraction of loyal customers and to the possibility of improved control over ordering processes among other things (Kotler et al. 2005 p. 549). Loyal customers are often the core of a brand's equity (Aaker 1991 p. 39) as the increase of brand loyalty reduces the vulnerability of the customer base to any competitive action. In other words, brand loyalty is directly linked to future sales and therefore it is an expressive measure of brand equity. This is often demonstrated in for example reduced marketing costs, because it is much less costly to retain customers than to get new ones (Aaker 1991 p. 46). The strong loyalty towards brands also help in ensuring preferred self space when food shops know that customers have such brands on their shopping lists (Aaker 1991 p. 47). This is an important point also for Fairtrade labelled food products in K-Group food stores in Helsinki, because this kind of trade leverage is very important in enabling the introduction of possible new products, or brand extensions, to the stores' shelves.

Brand names and trademarks also provide legal protection for unique production features that otherwise might be copied by competitors (Kotler et al. 2005 p. 550). Legal protection is a very relative point when it comes to Fairtrade, as its core concept is indeed founded on a distinguished way of production and trade. Copying the idea of Fairtrade without truly committing to its principles can be a tempting for competitors. This is due to the emotional value, which is easily associated with fair trade and can be used to support a higher price. The Elderman Good Purpose study highlights this fact with its results, which show that in the UK 80% of respondents think that it is important that brands support good causes, and 55% will buy a brand that supports a good cause, despite it costing more (Arnold 2009 p. 125). Examples of this kind of false copying of the Fairtrade idea already exist in, for example the non-profit organization, The Rainforest Alliance, which claims to practice some form of fair trade, but in fact is not Fairtrade. As the vice president of the Fairtrade Foundation, Ian Bretman believes, the increase of these kinds of competing certificates is sure to confuse people (Litvinoff & Madeley 2007 p. 168). Authentic Fairtrade food products are distinguishable from these kinds of competing products by the Fairtrade Certification Mark, i.e. the officially registered trademark for Fairtrade products.

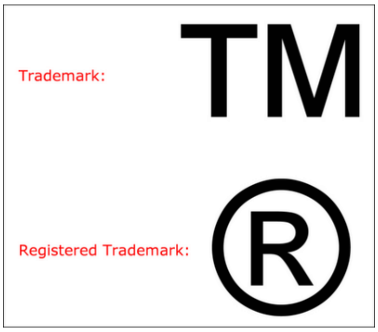

Figure 2. Trademarking examples

(Graphic Design Works 2011)

2.3.2 *FAIRTRADE CERTIFICATION MARK*

The Fairtrade Mark is a product label owned by the Fairtrade Labelling Organization - FLO. It certifies that the international Fairtrade standards have been met and is explained in the Fairtrade Labelling Organizations International's Internet page as follows: "The Fairtrade Certification Mark is a registered trademark of Fairtrade Labelling Organizations International - FLO. The mark certifies products not companies. It does not cover the companies or organizations selling the products. There are strict rules governing the use of the Mark." (FLO 2010)

In other words, Fairtrade is a brand name, which has been registered with the appropriate Trade Marks Register. This gives its owner, Fairtrade Labelling Organizations International - FLO, intellectual property rights over the mark and also prevents competitors from using the same or similar names. In their book Principles of Marketing, Kotler et al. state that: "Many firms try to build a brand name that will eventually become identified with the product category" (2005 p. 561). In Fairtrade's case, the product category is very vast, although mostly concentrating on cotton- and basic food product categories. The brand name, however, has succeeded in becoming identified with the ideology behind the products. In fact, research states that Fairtrade is currently the most comprehensive social certification system in the world (Pyhtilä 2007 p. 125). This is not a surprise based on statistics, which show that by 2007, just three years after its launch in the World Social Forum in January 2004, the Fairtrade Organization Mark had already been adopted by more than 140 producer groups worldwide (Ransom 2006 p. 123).

The main reason behind this success can be explained by what Arnold calls 'Ethos'. He believes that Ethos is probably one of the most important things a brand (and therefore a business) has, and goes on to state that: "A brand is not defined by its logo but by what it does. What it does is defined by its ethos, which gives it the why" (2009 p. 8). Therefore one great mistake companies make is to think about brand when what people are interested in is reputation. Compared to a brand, i.e. what a company says about itself to people, reputation is what the people say about a company, and at such it reflects its true values. (Arnold 2009 p. 9) According to this view, Fairtrade is an ideal brand, because it has been created on its reputation: It is what it does, i.e. sells goods, which have been produced according the principles of fair trade. DeCarlo agrees with this thought by saying: “When I consider why Fairtrade is increasing in popularity, why it draws so many different kinds of people to the movement, the core factor for me is the people and institutions involved” (2007 p. 23).

3 MARKETING FAIRTRADE

To provide a foundation for the primary research, i.e. a consumer survey of final consumers’ perceptions and comprehension of Fairtrade, it is necessary to have a brief introduction to the marketing of ethical products, such as Fairtrade, as a whole.

In his book *Ethical Marketing and the New Consumer*, Chris Arnold states that: ”Marketing eco-ethical values needs to start with the benefits to the consumer, even if those benefits are indirect – i.e. saving the planet. The phrase ’doing my bit’ is a good example of turning an outcome into a consumer benefit” (2009 p. 168).

3.1 EMOTIONAL MARKETING

There are increasing amounts of ethical and environmental issues highlighted in the media today, and also consumers’ consumption awareness is growing fast. Despite this, only few people still buy products purely based on these considerations. A majority of consumers follow traditional buying behaviour patterns and make their purchasing decisions based on emotions rather than facts. Therefore all marketing must be able to influence emotions, even if the products have strong rationally understandable facts supporting them. As Arnold puts it: “Understanding the difference between rational and emotional purchasing decisions and mindsets is critical to good marketing, especially in the field of ethics” (2009 p. 86).

3.1.1 CONSUMER BUYING BEHAVIOUR

The most important question for marketers is that of how consumers will react and respond to the marketing stimuli they apply on various marketing efforts. In simple terms, do the consumers like the messages, or the 'stimuli', they receive in their personal context, or not. To understand how consumers make these decisions of liking or not liking would enable marketers to understand the consumers' buying behaviour.

In their 'Model of buying behaviour' Kotler et al. divide this stimuli in two groups: Firstly marketing stimuli, which consists of the four P's; product, price, place and promotion and secondly other stimuli, such as economic, technological, political and cultural forces. All this stimuli is then seen to enter the buyer's 'black box' and come out as the buyer's responses. The buyer's black box is thought to consist of the buyer's characteristics and the inexplicable buyer decision process. (2005 p. 255) Understanding this black box is, however, exactly the starting point for all marketing, as it is what must get affected to be able to receive a desired response.

Kotler et al.'s (2005 p. 255) two groups of stimuli can be compared with the rational and emotional purchasing decisions Arnold referred to (in the previous chapter). Rational decisions are based on the tangible stimuli of product and price etc., and the emotional decisions are formed as a combination of these plus the intangible other stimuli in the buyer's environment. Based on these thoughts, the best way of marketing also a Fairtrade Certified product, i.e. a combination of non-durable consumer product and eco-ethical value, will be by turning the facts about Fairtrade into emotions towards it. By influencing both sides of the buyer's black box, with both types of stimuli, the buyer's product- and brand choice will have the desired response. Arnold notes rather fittingly, that: "If consumers *think* badly of your brand they will *feel* the same way, and vice versa" (2009 p. 58).

3.2 MARKET SEGMENTATION

It is practically impossible to market a product separately to every individual buyer in the vast world of consumer markets, and in fact very often exactly the opposite is done. Mass marketing refers to the act of marketing and promoting a product in the same way to all possible consumers, and the assumption and/or aim is that every buyer responds to the same stimuli in a similar fashion. As this, however, is rarely the case, usually some sort of market segmentation is used to direct the marketing message towards the most potential buyers.

Market segmentation refers to the act of dividing a market into distinct groups of buyers with different needs, characteristics or behaviour, who might require separate products or marketing mixes (Kotler et al. 2005 p. 391). After this some sorts of consumer groups are chosen to which products are marketed in a special manner. The members of these consumer groups are formed on the basis of one or more similar characteristics, which are considered to be their common factors. Directing a company's efforts towards serving one or more of these groups is called target marketing (Kotler et al. 2005 p. 391). A specific type of target marketing is called niche marketing, where the word *'niche'* is used to describe smaller and very narrowly formed target groups. Kotler et al. explain niche marketing as a way of adapting a company's offerings to more closely match the needs of one or more sub segments where there is often little competition (2005 p. 393).

3.2.1 FAIRTRADE TARGET GROUPS IN FINLAND

Fairtrade Finland - Reilun kaupan edistämisyhdistys ry identify two main target groups in their marketing strategy in Finland. The former is as a viable niche consisting of loyal customers and the latter more of a general description of everyday goods consumers.

These are stated below as follows:

1. Fairtrade Finland's primary target group consists of the active "conscious" consumers, who already use Fairtrade products. They are often so called pioneers, and are loud and active in their will to change the world. Therefore they are also active in speaking about Fairtrade and recommending it to others in their vicinity. (Pekkala 2010)

This target groups matches well the textbook example of Fairtrade customers internationally. A research study of Fair –then called alternative- trade Organizations published in 1999 by Mary Ann Littrell and Marsha Ann Dickson helped define the Fairtrade customer based on their common characteristics and values. Littrell and Dickson associated Fairtrade consumers with the term "cultural creatives", whom they describe as college-educated, middle-aged, and middle-class. They are mostly female and are often volunteers in their communities who engage in global concerns through travel and use of various news media. (DeCarlo 2007 p. 33) Although important, this consumer group is only a market niche in the vast field of groceries products market, as Fairtrade products are not the most common products on store shelves to date. Yet according to Kotler et al. an ideal market niche simply needs to be big enough to be profitable and have growth potential" (2005 p. 523). In the US the National Marketing Institute has identified a similar type of consumer group niche called L.O.H.A.S or those who embrace lifestyles of Health and Sustainability. They report that twenty-seven percent of all American adults can be classified as L.O.H.A.S. Much larger numbers are reported by Nichols & Opal in their textbook *Fair Trade: Market-Driven Ethical Consumption*, where sixty-five percent of U.K. consumers consider themselves "green or ethical". (DeCarlo 2007 pp. 33-34)

However large this market niche in reality is, it undeniably forms the main loyal consumer group as well as reliable source of profit for Fairtrade products both in Finland and internationally. Kotler et al. explain the profitability of niching by the amount of knowledge that the market nicher ends up having about the target customer group. This enables the nicher to meet the target customers needs better than other firms do, and through the added value gives the possibility to charge a substantial mark-up over costs (2005 p. 523). In the case of Fairtrade this mark-up is not a mean of gaining higher profit, but of compensating the producers fairly, yet it is still often quite evident in the product price.

2. The second target customer group for Fairtrade Finland gets contacted by means of mass media, through Fairtrade Finland's affiliates' communication tools (e.g. shops' magazines) and also in-store advertising. By these means Fairtrade aims at directing the Fairtrade message to a larger target group, who conduct their daily consumer goods purchases. As Sanni Pekkala (2010) Account Manager at Fairtrade Finland - Reilun kaupan

edistämisyhdistys ry puts it: “Sustainability is an issue close at heart for many, but to concretize the thought into actual purchasing decisions by consumers demands some kind of emotional trigger.” Fairtrade pursues to communicate the positive effects of fair trade to these consumers, as well as to convince them how easy it is to influence through choosing Fairtrade products and how even small things have an effect. Therefore “Making a difference in your own life does not need to include massive steps, but small everyday choices”, Pekkala concludes.

The second target group of Fairtrade marketing in Finland is therefore more of a description of the general audience, where all consumers are potential buyers. The marketing for this group falls into the concept of mass marketing. Although mass marketing is in its approach much less precise and often leads for a more commercial approach in its marketing message, it is by no means less important. Arnold supports this argument in his book *Ethical Marketing* by saying, that: “From a commercial point of view businesses need mass markets and mass markets buy on traditional values” (2009 p. 86). As traditional values are often associated with emotions, the emotional trigger that Fairtrade Finland’s Sanni Pekkala indicated, is indeed the key to influencing the buying behaviour of mass markets.

4 EMPIRICAL RESEARCH

Theory states that of all the ethical badges you can put on a product in the supermarket Fairtrade is the strongest, and stronger than any environmental label. In fact three out of four shoppers now recognize and support the Fairtrade symbol. (Arnold p. 128) To discover whether this is the actual situation also in K-group food stores in the Helsinki area, a marketing survey was conducted for the purpose of this thesis and will be presented below. The focus now shifts to reviewing the methods and results of the primary research.

4.1 RESEARCH WITHIN THE KESKO OWNED K-GROUP

Kesko is the leading provider of trading sector services and a highly valued listed company in Finland. Together with its biggest competitor, the SOK Group, they cover a majority of the daily consumer goods sales in Finland. Kesko offers a wide variety of Fairtrade products in the selections of its food stores, and has had prior co-operation with Fairtrade already preceding the composition of this survey. In October 16th 2010 the Finnish 'Marttaliitto' –ladies union cooperated with Fairtrade and the K-group by holding a volunteer day at K-citymarkets throughout Finland, where they briefed customers about sustainable consumerism and presented Fairtrade products (Reilun kaupan viikko 2011). Due to these prior exposures, the Kesko owned groceries stores were chosen as the location for data collection for this thesis research.

Figure 3. K-Group's K-logo

(Kesko 2011)

4.1.1 KESKO IN BRIEF

The Kesko-company known today started operating in the beginning of 1941 as a result of a merger of four regional wholesaling companies on the previous October 1940. The name Kesko is an invention of the then Managing Director E.J. Railo and relates to the phonetic resemblance of the Finnish word concentration, e.g. keskittyminen, referring here to the concentration of Finnish wholesalers under one common roof. Today Kesko has about 2,000 stores engaged in chain operations in the Nordic and Baltic countries, Russia and Belarus. The development and management of store concepts and brands as well as store site network is listed as Kesko's core competencies together with combining retailer entrepreneurship and chain operations. (Kesko 2010)

4.1.2 THE K-GROUP

The Kesko -company is engaged in food trade, home and speciality goods trade, building and home improvement trade and also car and machinery trade. Out of these, Kesko Food is a strong operator in the Finnish grocery trade. To date K-retailers are responsible for customer satisfaction at the more than 1,000 K-food stores. Kesko Food's main functions include the centralised purchasing of products, selection management, logistics, and the development of chain concepts and the store site network. The chain operations ensure the efficiency and competitiveness of business. (Kesko 2010)

4.1.3 K-GROUP FOOD STORES

Kesko Food manages four different food store types in their operating area of Finland, i.e. the food trade of the K-citymarket general stores and the K-supermarket, K-market and K-extra chains. These are explained more in detail below in order of magnitude:

- *K-citymarkets* are the largest of the food stores. They are described as versatile and low-priced stores for the whole family. The selections include both food products as well as branded products for clothing, leisure time and home.

- *K-supermarket*s are medium-sized "better than average food stores", where staff is provided for customer service and a selection of only groceries products offered.

- *K-markets* are small-scale stores with a basic selection of groceries. They are located in suburbs or rural centres throughout Finland.

- *K-extras* are the most different types of shops, which are said to focus on personal service and, in addition to daily essentials, offer many extra services, such as fuel distribution, lottery and postal services, or hardware and builders' supplies. (Kesko 2010)

4.2 CONDUCTING THE RESEARCH

The survey was conducted with a quantitative research method by using a questionnaire form. The questions were formed on the hypotheses presented in part 1.3, and were presented to respondents in an interview fashion. The research aim was to investigate the level of consumer awareness about the Fairtrade Certification Mark on food products and to analyse the differences in consumers' knowledge and perceptions. This makes the nature of the research also comparative.

4.2.1 RESEARCH METHOD AND SAMPLE

The questionnaire was presented in paper form to all respondents, and the questions were then read out loud to them in a manner of small-scale interviews. This type of face-to-face personal approach was chosen as an efficient way to gather as much information as possible in a short amount of time. It was believed to be the most effortless way for consumers to respond, and would therefore help increase the response rate of the survey. As the respondents were not asked of any personal information, they were able to answer relatively anonymously. This fact was highlighted in hopes of receiving as truthful responses as possible. Also by conducting the data collection in person the appropriateness of all gathered information was ensured and no further screening of the answers was needed.

The number of questions in the questionnaire was kept at a minimum to further encourage respondents' willingness to answer. It consisted of 6 yes-no questions completed with one multiple-choice question. The researcher answered also two additional questions concerning the respondents' demographics, i.e. age and gender as they became apparent during the small interviews. The questionnaire was composed in both Finnish and English to provide all respondents a possibility to answer in their own language. One time a questionnaire was also simultaneously translated into Swedish, as the respondent did not understand either of the two given language options.

Before the actual data collection was conducted, a small test sample consisting of six respondents was executed in K-citymarket Leppävaara in Espoo. This was done solely for the purpose of testing the usefulness and functionality of the questionnaire form, and the received answers were not included among the actual survey responses. As the experimental results were gathered in Espoo, rather than inside the survey city of Helsinki, they could have not been accepted into the research results in any case. The result of the experiment showed the questions to be sufficiently simple and easy to understand, and no changes to them were deemed necessary. During the experiment it, however, became clear that respondents would prefer the question to be read out loud to them, rather than having to read and fill in the questionnaires themselves. Therefore this element was integrated into the data collection method.

As the information was required from a rather limited geographical area, any Internet based surveys were not considered suitable. In a desire to best cover the wide are of the city of Helsinki and to acquire information from all four types of K-Group food stores, the following eight were stores were beforehand chosen as the physical locations for the face-to-face primary data collection. The selection consisted of two of each four types of K-Group food stores, and these are listed below with the number of responses received from each:

1. K-citymarket Helsinki Itäkeskus – *33 responses*

2. K-citymarket Helsinki Ruoholahti – *30 responses*

3. K-supermarket Mustapekka (Käpylä) – *24 responses*

4. K-supermarket Torpparinmäki – *17 responses*

5. K-market Helsinki Eläintarha / Neste Oil – *14 responses*

6. K-market Helsinki Munkkiniemi / Neste Oil – *12 responses*

7. K-extra Hakaniemi – *14 responses*

8. K-extra Ruokakippari (Herttoniemi) – *14 responses*

4.2.2 DATA COLLECTION RATE AND TIME

Permission to conduct the required data collection inside the K-Group's store facilities was requested beforehand from each store manager after which the data collection lasted for a maximum of one hour at one location at a time. All eight locations were visited once during a period of two weeks in December 2010. The visiting times were set on weekdays from Monday to Friday and varied between 10am to 7pm in order to gain responses from all types of consumers, who have the possibility to conduct their groceries shopping at different times of the day.

Altogether 158 respondents were approached and interviewed successfully in a time period of two weeks. This was accounted to be a sufficient amount for the purposes of this research survey, and considering the limited resources available, e.g. a single researcher. All generalizations and conclusions should, however, be done with care keeping in mind the limited sample size of 158 persons. The response rate is naturally 100% as those who refused to partake in the survey could not in practice be calculated and participated into the acquired results.

4.3 RESEARCH RESULTS

After the research data had been collected face-to-face, no misunderstandings among respondents had been formed and all answers had been filled in the questionnaires correctly. Therefore it was not necessary to screen the results for validity and all responses could be calculated as such into the final sample. The results of the research were coded into Excel sheets, from where they could be calculated and comparisons made in a desired manner. Only English language was used in the Excel format to serve the purpose of clarity. The Excel sheets can be found attached at the end of this thesis as Appendix 1, 2, 3 and 4.

Appendix 1 answers the question raised by the first hypothesis in part 1.3, i.e. whether final consumers in K-Group food stores in Helsinki know the meaning of the Fairtrade Certification Mark on food products. The second hypothesis, which refers to the differences in the knowledge of Faitrade final consumers in fact do have, receives feedback through the respondents' demographic specifications and is reviewed in Appendix 2, 3 and 4 respectively.

4.3.1 SUMMARY OF RESULTS

Appendix 1 shows the summary of all 158 responses without any comparisons and all answers are presented both in simple numbers and percentages.

The results demonstrate that the recognition of the Fairtrade Certification Mark in general is almost 70% and 65% of the respondents are also familiar with the label from K-Group food stores. Over two thirds of the respondents are aware of the meaning of Fairtrade Certification Mark on food products, although almost 2% on the respondents who consider themselves to know the real meaning are, in fact, incorrect. Instead of ensuring a fair compensation for the producer, Fairtrade is most commonly, by 13% of respondents, thought to provide funds for rainforest conservation. This clearly shows the damage that other “imitating” non-Fairtrade labels, like The Rainforest Alliance referred to in part 2.3.1 have done in confusing final consumers of the real purpose of Fairtrade in order to secure their own product sales.

The most significant point revealed by the answers relates to the disparity between the numbers of consumers who have used Fairtrade food products and who have de facto purchased them. These numbers are demonstrated separately in the two tables below.

Table 1. Usage rates of Fairtrade products.

Fairtrade product usage

Answer	*Frequency*	*Percentage %*
Yes	106	67.09
No	52	32.91
Total	158	100.00

Table 2. Purchase rates of Fairtrade products.

Fairtrade product purchase

Answer	*Frequency*	*Percentage %*
Yes	72	45.57
No	86	54.43
Total	158	100.00

This means that about every fifth respondent has used the products in their workplaces, schools or other public or private places, but have not in fact changed their own buying behaviour towards Fairtrade despite being aware of its meaning. A majority of these respondents have not bought any Fairtrade products despite the label emphasizing other product features or personal reasons. On the other hand 64% of respondents have bought Fairtrade products exactly because of the label. The most interesting group of people is the one third, which has in fact bought Fairtrade labelled food products, but has done so despite the label. This result can be interpreted in two ways. The positive side refers to Fairtrade products being so tempting in quality, price etc. that they are chosen solely on to these features. The negative aspect relates to people not considering the Fairtrade label important enough for it to affect their purchasing decisions. The true reason behind these decisions was not investigated more in this survey, and as such provides an interesting case for further research.

4.3.2 RESULTS SPECIFIED BY DEMOGRAPHICS

After a review of the general level of knowledge and attitude final consumers have about Fairtrade labelled food products, the focus shifts to the differences in the levels of consumer awareness. Namely the differences in responses caused by gender, age and the geographic location of the data collection are focused on next.

The survey results are specified in appendix 2 by gender. Out of 158 respondents, 76 were female and 82 male. One clear general trend can be seen in all answers, which is that women account for the majority in both Fairtrade knowledge and food products' usage. Closer to 60% of women recognize the Fairtrade Certification Mark, have seen it in K-Group food stores' selections and also know what the Mark stands for. The same applies only for over 40% of all men. A similar knowledge division becomes evident, as 58 out of 76 women (76%) do truly know the real meaning of Fairtrade, while for men the numbers are 39 out of 82 (48%). One fifth of all men mistake Fairtrade for rainforest conservation, and similarly one fifth consider it something else altogether. All but one of the more specified 'other meanings' received were simply answered by: "I do not know". The one exception related to Fairtrade providing better working conditions for producers, and was not therefore totally incorrect. The answer was still counted into the ‘other meanings’, as it did not mention anything about a fair compensation. Finally figures 2 and 3 portray a 40% decrease from women to men on how much the Fairtrade label influences the respondents’ buying decisions. Similarly also three times more men than women leave Fairtrade products un-bought because of the label.

Table 3. Motivations for Fairtrade product purchase specified by gender.

Gender: Reason for Fairtrade product purchase				**Out of Due**	**Out of Despite**
	Female	Male	Total	Female	Female
Due to label	32 = 44.45%	14 = 19.44%	46	69.57%	36.36%
Despite label	8 = 11.11%	14 = 19.44%	22	Male	Male
Other	2 = 2.78%	2 = 2.78%	4	30.43%	63.64%
Total	**42**	**30**	**//72 = 100%**	**/ 100%**	**/ 100%**

Table 4. Motivations for Fairtrade product non-purchase specified by gender.

Gender: Reason for Fairtrade product non-purchase				**Out of Due**	**Out of Despite**
	Female	Male	Total	Female	Female
Due to label	6 = 6.98%	2 = 2.33%	8	75%	42.59%
Despite label	23 = 26.74%	31 = 36.05%	54	Male	Male
Other	5 = 5.81%	19 = 22.09%	24	25%	57.41%
Total	**34**	**52**	**//86=100 %**	**/100%**	**/100%**

The effect of age is specified in appendix 3, from where it becomes evident that people between 21 and 60 years of age are most knowledgeable about Fairtrade as a whole, with an emphasis on the younger half. One in two of the 21-40 year age group and a third of 41-60 year age group are familiar with the Fairtrade Certification Mark, are correct in their knowledge and have also used the products. These numbers are higher for the younger group, and lower for the older group when it came to purchasing the products, but all in all the 21 to 60 year olds combined account for an average on 80% of Fairtrade products' knowledge and usage. This is not a big surprise as they also represent a majority of active final consumers in general, but can be interpreted as a sign that the message has reached the desired people. A point worth noticing, however, is the amount of scattering in the actual knowledge depending on respondent's age. These differences can be seen clearly below in figure 4.

Table 5. Knowledge of Fairtrade as specified by age.

Age: Specific knowledge of Faitrade

	<20 years	21-40 years	41-60 years	>61 years
Non-harmful for environment		1 = 0.63%	4 = 2.53%	3 = 1.90%
Organically grown	3 = 1.90%	3 = 1.90%	1 = 0.63%	1 = 0.63%
Fair compensation for producer	6 = 3.79%	51 = 32.28%	28 = 17.72%	12 = 7.59%
Rainforest conservation	5 = 3.16%	0	10 = 6.33%	6 = 3.79%
Other than given answers	3 = 1.90%	3 = 1.90%	10 = 6.33%	9 = 5.69%
Total answers out of all 158	**17**	**58**	**53**	**30**

Finally appendix 4 portraits the results specified by the geographic data collection location in Helsinki. The results show quite obvious differences in the levels of awareness final consumers have about Fairtrade depending on their location -despite the possible differences brought on by store size. Käpylä, almost 92%, followed by Ruoholahti with 87%, express the strongest level of knowledge and also purchases of food products carrying the Fairtrade Certification Mark while Hakaniemi, Herttoniemi and Munkkiniemi hold the lowest scores with 50-60%.

A prominent majority (aprx.61%) of all respondents are correct about the true meaning of Fairtrade, but the dispersion in answer options is noticeable especially in the eastern parts of Helsinki.

Käpylä keeps its strong hold on when Fairtrade product usage is measured with its more than 95% of the respondents. Ruoholahti follows by a 83% rate and Torpparinmäki and Eläintarha are relatively evenly behind with over 64% each. These numbers, however, decrease dramatically when it comes to product purchase. The results from Eläintarha show this most clearly with a 20% drop in the positive rate down to 43%. The reasons to buy Fairtrade labelled food products are generally most closely related to the actual label and non-purchases relate to other reasons. Except in Torpparinmäki, where twice as many respondents buy Fairtrade food products despite the label, than due to it. This phenomenon is not evident anywhere else, although the results from Itäkeskus also contain a surprise. There 9% of respondents in fact leave Fairtrade labelled products unpurchased due to the label.

5 DISCUSSION

A study conducted in the UK reveals the rapid increase in Fairtrade awareness, which has taken place during the first decade of the 21^{st} century. In 2002 only 20% (1 in 5) of the general public claimed recognition of the original Fairtrade Mark, but only six years later in 2008 the TNS CAPI Omnibus findings showed that 70% of the population recognise the Fairtrade Certification Mark. (Fairtrade Foundation - F.T.F 2010) Findings also show that the understanding of the concept behind the Mark has increased, with 64% of the population linking the mark to a better deal for producers in the developing world.

In Finland a recent survey by Taloustutkimus conducted for Fairtrade Finland - Reilun kaupan edistämisyhdistys ry in November 2010 revealed that the Fairtrade Certification is similarly a widely known certificate of accountability on social and environmental matters also among Finnish consumers. 1024 Finns between the ages of 18 and 70 responded in the survey, where Fairtrade at least by its name was familiar to 94% of Finns. A vast majority of 80% were aware of what the Fairtrade Certification Mark on a product stands for and what it guarantees and 77% also purchase Fairtrade product at least every now and then. (Pekkala 2010)

As the research results have been presented, it is now possible to analyze and discuss the findings. The results will be reflected against the results from prior surveys conducted in the UK and in Finland relating to the Fairtrade concept as well as to the theoretical framework presented in this thesis. Finally the research results shall be compared to the two founding hypotheses of this thesis research in order to be able to reach satisfactory and significant conclusions.

5.1 COMPARING RESULTS AGAINST PRIOR FINDINGS

The research survey conducted during a time period of two weeks in December 2010 for this thesis showed that almost 70% of all 158 respondents recognize the Fairtrade Certification Mark and 63% are aware of the meaning of Fairtrade. These numbers are almost identical with those collected from the UK by Mark the Fairtrade Foundation - F.T.F in 2008. They show a very good general level of awareness of the Fairtrade concept among consumers visiting the K-Group food stores in Helsinki. The results are however noticeably lower than the results received by Fairtrade Finland – Reilun kaupan edistämisyhdistys ry in their survey by Taloustutkimus covering the entire country just a month earlier.

The differences in the findings show that instead of the 94% of Finnish people being familiar with the Fairtrade name in general, in K-Group food stores in Helsinki only 70% of the final consumers recognize the Fairtrade Certification Mark. As the mark contains both the Fairtrade logo -image as well as the Fairtrade name, it is considered to be sufficiently comparable to the other question in this context. Similarly as 80% of Finns in general are aware of what the Fairtrade Certification Mark stands for, in K-Group food stores in Helsinki 17% less of the respondents know what the Fairtrade label on a food product means. This difference becomes further evident in the Fairtrade product usage rates, as a bit over 45% of the respondents for this thesis research survey said to have bought a Fairtrade food product, while Taloustutkimus gathered over 30% more positive answers on their Fairtrade products purchasing question. The Taloustutkimus survey conducted for Fairtrade Finland – Reilun kaupan edistämisyhdistys ry did not limit the products in question only to food products, which are the focus of this thesis, but as food products are the most common type of Fairtrade product, the results are here deemed sufficiently comparable. This decision is backed by statistics, which show that in 2009 the top two most sold Fairtrade labelled products in Finland were in fact food products, i.e. coffee and bananas (Fairtrade Finland - Reilun kaupan edistämisyhdistys ry 2010).

Some of the differences with these results are sure to come from the varying ways the questions were formed and presented to the respondents. Also the Taloustutkimus survey was conducted during the month of November and applied for the entire Finnish populations without any limitations of food stores used for conducting purchases. The results gathered for this thesis were done in only half of the time within a period of two weeks, only in the Helsinki area and only inside K-Group food stores. All of the factors mentioned above can separately or combined have an effect on the differences between the answers. Therefore no further comparisons on whether the Fairtrade perceptions of final consumers especially in Helsinki, or of those who conduct their purchases specifically in K-Group food stores are worse than generally in Finland, are possible to be made here.

Furthermore the respondents in the general survey by Taloustutkimus for Fairtrade Finland – Reilun kaupan edistämisyhdistys ry also limited the age of the respondents between 18 and 70 years, but the research conducted for this thesis had not age limitations. The respondents were only separated into groups according to their ages, but all ages were accepted to provide answers. Appendix 3 demonstrates the research results as specified by age, and there it is shown that altogether 17 persons under 20 year olds, and also 30 respondents of 61 years or above participated in the survey. How many of the prior group were indeed under the age of 18, and of the latter group over 70 years of age, was not calculated in the results. Together these age groups, i.e. the youngest and the oldest of the respondents aggregate to one third of all the respondents, and therefore their presence in the survey group can have a substantial difference to the end results. Any analysis and proper comparison based on the effect of the group's individual members' ages cannot, however, be credibly made as the numbers of respondents not fitting into these age limitations has not been calculated. This age divergence does still imply of one possible explanation behind the differing results between the two studies implemented in Finland at relatively similar times.

Despite the differing numbers of respondents' Fairtrade awareness, some similarities are apparent. The survey by Taloustutkimus conducted for Fairtrade Finland - Reilun kaupan edistämisyhdistys ry found that Fairtrade is best known for its minimum price. A spontaneous response to the effects of Fairtrade most often related to farmers in a developing country receiving proper compensation for their products. (Pekkala 2010) These results back up the findings from the survey conducted for this thesis, as Appendix 1 shows that over 61% of the respondents were accurate in their knowledge about Fairtrade.

5.2 COMPARING RESULTS WITH THE MARKETING FRAMEWORK

In their 'Model of buying behaviour' Kotler et al. talk about a buyer's 'black box' as the place, which needs to be influenced in a correct manner in order for the buyer's product- and brand choice to have the desired response (2005 p. 255). Reflecting on the research results gathered for this thesis in Helsinki, Fairtrade has been rather successful in reaching the black box, but achieving the goal of influencing the decisions depends rather strongly on the consumer group.

Sanni Pekkala (2010) described Fairtrade Finland's primary target customers as active "conscious" consumers, who already use Fairtrade products. This description matched well with Littrell and Dickson's Fairtrade consumers termed the "cultural creatives" referred to in part 3.2.1. These were college-educated, middle-aged and middle-class (DeCarlo 2007 p. 33). Appendix 3 demonstrates the survey results specified with age, and there it can be seen that approximately one third of all positive responses gained for Fairtrade Certification Mark recognition and identification in stores, the knowledge of Fairtrade and even Fairtrade food product usage came from the 41-60 year olds. This group could be seen to best match the middle-aged ones Littrell and Dickson referred to. The research results, however, show that the majority share in all responses at around

50% each belongs to the younger age group of 21 to 40 year olds. The results in Helsinki can therefore be seen to differ from those in the UK with the younger consumers being more conscious about Fairtrade in general.

Littrel and Dickson (DeCarlo 2007 p. 33) also picture the Fairtrade consumer as mostly female, and this notion is indeed backed up also by the results received in Helsinki's K-Group food stores. The gender specified results portrayed in appendix 2 illuminate a similar fact as between 55% and 60% of all positive responses received in the research survey are female, while male account for the lower half of the results. This fact could be explained by the bigger emphasis on emotional reasons behind buying decision, which is commonly related especially to women. As the emphasis on emotional motivators for creating mindsets and purchasing decision is critical to the marketing of ethically inclined products (Arnold 2009 p. 86), Fairtrade Finland can be seen to have reached its marketing goal with this primary consumer group.

Pekkala (2010) portrays the second target group for Fairtrade Finland – Reilun kaupan edistämisyhdistys ry as basically the entire mass market. Unlike the "niche-like" primary group, the second focus group covers all consumers that conduct everyday purchases. The main target in the mass market is to be able to concretize the ethical and sustainable thoughts of many consumers into actual purchasing decisions through the emotional triggers, which are especially important in the marketing of ethical products. Here is, however, where the biggest discrepancies in the survey results become clear. There is an over 20% difference between the general results in the level of knowledge that respondents have about Fairtrade and in their purchasing rate of Fairtrade products. When an approximate half of all women do buy these products, only about one third of men do. A similar phenomenon is evident with the age groups, as two thirds of the 21-40 year olds do buy, but only less than half of the 41-60 year olds follow the lead. The numbers are even worse for the youngest and the oldest age groups with only one in three. This is the part where Fairtrade Finland has not quite been quite successful in its marketing efforts, and a lot of work still needs to be done. A positive point that must not be ignored however is, that the strongest awareness, usage and purchase rates among all respondents in the survey apply for the group of consumers between the ages of 21 and 40. This is the largest group in the survey sample and will hold a big part of the mass markets for the next 20+ years to come.

5.3 COMPARING RESULTS WITH THE HYPOTHESES

This thesis research was conducted to provide feedback and answers to the two hypotheses presented in part 1.3. Hypothesis 1 stated that a final consumer in a K-Group food store in Helsinki knows the meaning of the Fairtrade Certification Mark on a food product, and hypothesis 2 that there are differences in how final consumers in K-Group food stores interpret the Fairtrade Certification Mark on a food product. Whether these hypotheses got proved correct, or whether the contrary zero hypotheses are in fact more accurate can be interpreted from the survey results gathered from all 158 respondents inside K-Group food stores in Helsinki.

The first hypothesis (H1.) gets rather strong support in the general survey results as well as in all results specified by varying demographics. Appendix 1 demonstrates that 63% of all respondents claim to know the meaning of the Fairtrade Certification Mark on a food product, and out of them only approximately 2% are incorrect. The number is still well over half and can be claimed to support the hypothesis positively.

The second hypothesis (H2.) leads interest towards the differences final consumers in K-Group food stores in Helsinki might, or might not, have relating to their awareness of Faitrade. Appendix' 2, 3 and 4 all show the results specified by certain demographics, i.e. the gender and age of the respondents and the location of the survey data collection respectively. The first noticeable difference supporting the hypothesis becomes clear from women's higher level of general as well as specific knowledge about Fairtrade. The second difference is evident due to the 21 to 40 year old respondents' answer, as they are notably more aware of Fairtrade as a whole than the other age groups with their half of all correct answers. The other three age groups also all show similarly differing levels of knowledge, so age can said to support the differences in consumers' knowledge. Thirdly also the location of data collection had surprisingly much effect on the survey results with Käpylä and Ruoholahti taking the lead on the expense of Eastern Helsinki. Therefore also the location inside Helsinki can be seen to influence consumer awareness about Fairtrade, which means that it also to supports the second hypothesis positively.

6 CONCLUSIONS

The research results thus compared rather well with prior findings of similar survey results both in Finland and in comparison in the UK. The positive rates received for all answers were lower than the reference values, yet the general direction for all results was similar.

When the results were reflected against the marketing framework, it was confirmed that the marketing of ethically inclined products has been understood correctly and the main consumers identified and targeted accordingly by Fairtrade Finland – Reilun kaupan edistämisyhdistys ry. Their marketing approach to the mass market in Helsinki has been theoretically correct, yet at least so far rather un-efficient. Better results had been retrieved from Fairtrade Finland's own surveys than from this thesis survey, and the reasons behind the gap in these numbers remains open. One explanation to this gap could be the lack of information despite good intentions. Arnold (2009 p. 76) calls it the 'green gap' between consumer awareness and action, and suggests 'easy green' or 'easy ethics' as the best way to market the needed behavioural change. A more critical explanation however could be that, what people say and what people do are usually two different things. Arnold supports this idea when he claims that consumers cannot be trusted to tell the truth. This had become evident in one survey he had conducted on Fairtrade, where 71% of people said they buy it, yet sales suggested that just 17% did (2009 p. 107). Further research into these differences were not conducted in this thesis, but it could prove out rather fertile in the future in order to open up the secrets in the buyer's 'black box' on buying eco-ethical brands such as the Fairtrade labelled food product.

Finally both of the hypotheses were compared with the rates of responses received from the thesis survey and expressed in a statistical form. The hypothesis statements presented in part 1.3 are repeated below followed by the response rates and percentages relative to answering them. The latter are expressed in separate tables respectively: hypothesis (H1.) in tables 6 and 7, and hypothesis (H2.) in tables 8, 9 and 10.

Hypothesis (H1.) A final consumer in a K-Group food store in Helsinki knows the meaning of the Fairtrade Certification Mark on a food product.

Table 6. Final consumers' general level of knowledge of Fairtrade.

Knowledge of Fairtrade

Answer	*Frequency*	*Percentage %*
Yes	100	63.29
No	58	36.71
Total	158	100.00

Table 7. Final consumers' specific knowledge of Fairtrade.

Specific knowledge of Fairtrade

Answer	*Frequency*	*Percentage %*
Non-harmful for environment	8	5.06
Organic	8	5.06
Fair compensation for producer	97	61.40
Rainforest conservation	21	13.29
Other	24	15.19
Total	158	100.00

Hypothesis (H2.) There are differences in how final consumers in K-Group food stores interpret the Fairtrade Certification Mark on a food product. These differences are expressed in the following three figures and relate to the gender, age and location respectively:

Table 8. Final consumers' knowledge of Fairtrade as specified by gender.

Gender: Knowledge of Fairtrade				**Out of Yes**	**Out of No**
	Yes	No	Total	Female	Female
Female	54 = 34.19%	22 = 13.92%	76	Yes = 54%	No = 37.93%
Male	46 = 29.11%	36 = 22.78%	82	Male	Male
Total	**/100**	**/58**	**//158 = 100%**	Yes = 46%	No = 62.07%

Table 9. Final consumers' knowledge of Fairtrade as specified by age.

Age: Knowledge of Fairtrade

	Yes	No	Total	**Out of Yes**	**Out of No**
<20 years	3 = 1.90%	14 = 8.86%	17	2.88%	25.93%
21-40 years	53 = 33.54%	5 = 3.16%	58	50.96%	9.26%
41-60 years	35 = 22.15%	18 = 11.40%	53	33.65%	33.33%
>61 years	13 = 8.23%	17 = 10.76%	30	12.5%	31.48%
Total	**/104**	**/54**	**//158 = 100%**	/104	/54

Table 10. Final consumers' knowledge of Fairtrade as specified by location of data collection inside Helsinki.

Location: Knowledge of Fairtrade

	Yes	No	Total	**Out of Yes**	**Out of No**
Itäkeskus	22 = 13.92%	11 = 6.96%	33	22%	18.96%
Ruoholahti	18 = 11.40%	12 = 7.60%	30	18%	20.69%
Torpparinmäki	9 = 5.69%	8 = 5.06%	17	9%	13.79%
Käpylä	19 = 12.03%	5 = 3.16%	24	19%	8.62%
Eläintarha	9 = 5.69%	5 = 3.16%	14	9%	8.62%
Munkkiniemi	6 = 3.80%	6 = 3.80%	12	6%	10.34%
Hakaniemi	8 = 5.06%	6 = 3.80%	14	8%	10.34%
Herttoniemi	9 = 5.69%	5 = 3.16%	14	9%	8.62%
Total	**/100**	**/58**	**//158**	/100	/58

As a result of the primary research both of the hypotheses H1 and H2 are concluded to be correct based on the statistics presented above, as a majority share of all 158 collected responses support the hypothesis statements. Both of the contrary zero hypotheses are therefore rejected. Final consumers in K-Group food stores in Helsinki can be said to know the meaning of the Fairtrade Certification Mark on food products rather well, which shows that the Fairtrade concept as well as Fairtrade as a food product alternative has been efficiently communicated to the final consumers. The primary target group for Fairtrade is identified as the "conscious consumer", and this group has been reached very successfully by the target group marketing strategy. The noticeable differences in the levels of general consumers' knowledge, however, illuminate a need for improvement in communicating the Fairtrade message to the mass markets in Helsinki.

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APPENDICES

Appendix 1: Questionnaire form in English

1. Do you recognize this label?	Yes		
	No		
2. Have you seen the label on a food product in a grocery store?	Yes		
	No		
3. Do you know what the Fairtrade label on a food product means?	Yes		
	No		
4. The Fairtrade label on a food product means, that:	the production of the food product is not harmful for the environment		
	the product is an organic product		
	the producer of the food product receives a fair compensation for selling the product		
	a sum of the selling price of the food product is used for rainforest conservation		
	something else?	what:	
5. Have you ever used a food product labelled as Fairtrade?	Yes		
	No		
6. Have you ever purchased a food product labelled as Fairtrade?	Yes		
	No		
If you answered the previous question 6. - yes:			
6.a) Did you purchase the food product labelled as Fairtrade:	Because of the label?		
	Despite the label?		
	Other reason?	what:	
If you answered the previous question 6. - no:			
6.b) Did you not purchase the food product labelled as Fairtrade:	Because of the label?		
	Despite the label?		
	Other reason?	what:	
General information	**Gender**	**Age**	
	Male	< 20 years	
	Female	21-40 years	
		41-60 years	
		>61 years	

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Appendix 2: Questionnaire form in Finnish

1. Tunnistatko oheisen merkin?	Kyllä			
	En			
2. Oletko nähnyt merkin jossakin ruokakaupan elintarvikkeessa?	Kyllä			
	En			
3. Tiedätkö mitä Reilun kaupan merkki elintarvikkeessa tarkoittaa?	Kyllä			
	En			
4. Reilun kaupan merkki elintarvikkeessa tarkoittaa, että:	elintarvikkeen tuotanto ei vahingoita ympäristöä			
	elintarvike on luomua			
	elintarvikkeen tuottaja saa myynnistä oikeudenmukaisen korvauksen			
	elintarvikkeen myynnin tuotosta osa käytetään sademetsien suojeluun			
	jotain muuta?	mitä:		
5. Oletko koskaan käyttänyt Reilun kaupan merkillä varustettua elintarviketta?	Kyllä			
	En			
6. Oletko koskaan ostanut Reilun kaupan merkillä varustettua elintarviketta?	Kyllä			
	En			
Jos vastasit edelleiseen kysymykseen 6. - kyllä:				
6.a) Ostitko Reilun kaupan merkillä varustetun elintarvikkeen:	Merkin takia?			
	Merkistä huolimatta?			
	Muu syy?	mikä:		
Jos vastasit edelliseen kysymykseen 6. - ei:				
6.b) Ostitko Reilun kaupan merkillä varustetun elintarvikkeen:	Merkin takia?			
	Merkistä huolimatta?			
	Muu syy?	mikä:		
Yleistiedot	**Sukupuoli**		**Ikä**	
	Mies		< 20 vuotta	
	Nainen		21-40 vuotta	
			41-60 vuotta	
			>61 vuotta	

FAIRTRADE

Reilu kauppa
Rejäl handel

Appendix 3: Summary of survey results

Recognition of Fairtrade Certification Mark

Answer	*Frequency*	*Percentage %*
Yes	110	69.62
No	48	30.38
Total	158	100.00

Identifying Fairtrade label in groceries stores

Answer	*Frequency*	*Percentage %*
Yes	102	64.56
No	56	35.44
Total	158	100.00

Knowledge of Fairtrade

Answer	*Frequency*	*Percentage %*
Yes	100	63.29
No	58	36.71
Total	158	100.00

Specific knowledge of Fairtrade

Answer	*Frequency*	*Percentage %*
Non-harmful for environment	8	5,06
Organic	8	5,06
Fair compensation for produ	97	61.40
Rainforest conservation	21	13.29
Other	24	15.19
Total	158	100.00

Fairtrade product usage

Answer	*Frequency*	*Percentage %*
Yes	106	67.09
No	52	32.91
Total	158	100.00

Fairtrade product purchase

Answer	*Frequency*	*Percentage %*
Yes	72	45.57
No	86	54.43
Total	158	100.00

Reason for Fairtrade product purchase

Answer	*Frequency*	*Percentage %*
Due to label	46	63.89
Despite label	22	30.55
Other	4	5,56
Total	72	100.00
	/158	

Reason for Fairtrade product non-purchase

Answer	*Frequency*	*Percentage %*
Due to label	3	3,49
Despite label	58	67.44
Other	25	29,07
Total	86	100.00
	/158	

Appendix 4: Survey results specified by demographics: gender

Gender: Recognition of Fairtrade Certification Mark				**Out of Yes**	**Out of No**
	Yes	No	Total	Female	Female
Female	63 = 39.87%	13 = 8.23%	76	Yes = 57.27%	No = 27.08%
Male	47 = 29.75%	35 = 22.15%	82	Male	Male
Total	**/110**	**/48**	**/158 = 100%**	Yes = 42.73%	No = 72.92%

Gender: Identifying Fairtrade label in groceries stores				**Out of Yes**	**Out of No**
	Yes	No	Total	Female	Female
Female	58 = 36.71%	18 = 11.39%	76	Yes = 56.86%	No = 32.14%
Male	44 = 27.85%	38 = 24.05%	82	Male	Male
Total	**/102**	**/56**	**/158 = 100%**	Yes = 43.14%	No = 67.86%

Gender: Knowledge of Fairtrade				**Out of Yes**	**Out of No**
	Yes	No	Total	Female	Female
Female	54 = 34.19%	22 = 13.92%	76	Yes = 54%	No = 37.93%
Male	46 = 29.11%	36 = 22.78%	82	Male	Male
Total	**/100**	**/58**	**/158 = 100%**	Yes = 46%	No = 62.07%

Gender: Specific knowledge of Fairtrade			
	Female	Male	Total
Non-harmful for environment	2 = 1.27%	6 = 3.80%	8
Organic	3 = 1.90%	5 = 3.16%	8
Fair compensation for produc	58 = 36.71%	39 = 24.68%	97
Rainforest conservation	5 = 3.16%	16 = 10.13%	21
Other	8 = 5.06%	16 = 10.13%	24
Total	**/76**	**/82**	**//158 = 100%**

Gender: Fairtrade product usage				**Out of Yes**	**Out of No**
	Yes	No	Total	Female	Female
Female	60 = 37.97%	16 = 10.13%	76	Yes = 62.5%	No = 25.81%
Male	36 = 22.79%	46 =29.11%	82	Male	Male
Total	**/96**	**/62**	**/158 = 100%**	Yes = 37.5%	No = 74.19%

Gender: Fairtrade product purchase				**Out of Yes**	**Out of No**
	Yes	No	Total	Female	Female
Female	42 = 26.58%	34 = 21.52%	76	Yes = 58.33%	No = 39.53%
Male	30 = 18.99%	52 = 32.91%	82	Male	Male
Total	**/72**	**/86**	**/158 = 100%**	Yes = 41.67%	No = 60.47%

Gender: Reason for Fairtrade product purchase				**Out of Due**	**Out of Despite**
	Female	Male	Total	Female	Female
Due to label	32 = 44.45%	14 = 19.44%	46	69.57%	36.36%
Despite label	8 =11.11%	14 = 19.44%	22	Male	Male
Other	2 = 2.78%	2 = 2.78	4	30.43%	63.64%
Total	**42**	**30**	**//72 = 100%**	**/ 100%**	**/ 100%**

Gender: Reason for Fairtrade product non-purchase				**Out of Due**	**Out of Despite**
	Female	Male	Total	Female	Female
Due to label	6 = 6.98%	2 = 2.33%	8	75 %	42.59%
Despite label	23 = 26.74%	31 = 36.05%	54	Male	Male
Other	5 = 5.81%	19 = 22.09%	24	25 %	57.41%
Total	**34**	**52**	**//86 = 100%**	**/100%**	**/100%**

Appendix 5: Survey results specified by demographics: age

Age: Recognition of Fairtrade Certification Mark

	Yes	No	Total	**Out of Yes**	**Out of No**
<20 years	9 = 5.70%	8 = 5.06%	17	8.11%	17.02%
21-40 years	52 = 32.91%	6 = 3.80%	58	46.85%	12.77%
41-60 years	35 = 22.15%	18 = 11.40%	53	31.53%	38.30%
>61 years	15 = 9.49%	15 = 9.49%	30	13.51%	31.91%
Total	**/111**	**/47**	**//158 = 100%**	/111	/47

Age: Identifying Fairtrade label in groceries stores

	Yes	No	Total	**Out of Yes**	**Out of No**
<20 years	8 = 5.06%	9 = 5.69%	17	7.34%	18.37%
21-40 years	52 = 32.91%	6 = 3.79%	58	47.71%	12.24%
41-60 years	35 = 22.15%	18 = 11.40%	53	32.11%	36.73%
>61 years	14 = 8.86%	16 = 10.12%	30	12.84%	32.65%
Total	**/109**	**/49**	**//158 = 100%**	/106	/49

Age: Knowledge of Fairtrade

	Yes	No	Total	**Out of Yes**	**Out of No**
<20 years	3 = 1.90%	14 = 8.86%	17	2.88%	25.93%
21-40 years	53 = 33.54%	5 = 3.16%	58	50.96%	9.26%
41-60 years	35 = 22.15%	18 = 11.40%	53	33.65%	33.33%
>61 years	13 = 8.23%	17 = 10.76%	30	12.5%	31.48%
Total	**/104**	**/54**	**//158 = 100%**	/104	/54

Age: Specific knowledge of Fairtrade

	<20 years	21-40 years	41-60 years	>61 years	
Non-harmful for environment		1 = 0.63%	4 = 2.53%	3 = 1.90%	
Organic	3 = 1.90%	3 = 1.90%	1 = 0.63%	1 = 0.63%	
Fair compensation for producer	6 = 3.79%	51 = 32.28%	28 = 17.72%	12 = 7.59%	
Rainforest conservation	5 = 3.16%	0	10 = 6.33%	6 = 3.79%	
Other	3 = 1.90%	3 = 1.90%	10 = 6.33%	9 = 5.69%	
Total	17	58	53	30	**/158**

Age: Fairtrade product usage

	Yes	No	Total	**Out of Yes**	**Out of No**
<20 years	11 = 6.97%	6 = 3.79%	17	10.58%	11.11%
21-40 years	50 = 31.65%	8 = 5.06%	58	48.08%	14.81%
41-60 years	31 = 19.62%	22 = 13.92%	53	29.81%	40.74%
>61 years	12 = 7.59%	18 = 11.40%	30	11.54%	33.33%
Total	**/104**	**/54**	**//158 = 100%**	/104	/54

Age: Fairtrade product purchase

	Yes	No	Total	**Out of Yes**	**Out of No**
<20 years	4 = 2.53%	13 = 8.23%	17	5.56%	15.12%
21-40 years	41 = 25.94%	17 = 10.75%	58	56.94%	19.77%
41-60 years	20 = 12.65%	33 = 20.88%	53	27.78%	38.37%
>61 years	7 = 4.43%	23 = 15.55%	30	9.72%	26.74%
Total	**/72**	**/86**	**//158 = 100%**	/72	/86

Age: Fairtrade label as reason for purchase of product

	<20 years	21-40 years	41-60 years	>61 years	Total
Due to label	2 = 2.90%	30 = 43.48%	9 = 13.04%	5 = 7.25%	46
Despite label	2 = 2.90%	9 = 13.04%	7 = 10.14%	1 = 1.44%	19
Other		2 = 2.90%	1 = 1.44%	1 = 1.44%	4
					/69 = 100%

Age: Fairtrade label as reason for non-purchase of product

	<20 years	21-40 years	41-60 years	>61 years	Total
Due to label		1 = 1.12%	1 = 1.12%	1 = 1.12%	3
Despite label	7 = 7.87%	13 = 14.60%	24 = 26.97%	14 = 15.73%	58
Other	5 = 5.62%	3 = 3.37%	11 = 12.36%	9 = 10.11%	28
					/89 = 100%

Responses gathered from eight K-group food stores in the Helsinki region.
K-citymarket: Helsinki Itäkeskus and Helsinki Herttoniemi
K-supermarket: Mustapekka (Käpylä) and Torpparinmäki
K-market: Helsinki Eläintarha / Neste Oil and K-market Helsinki Munkkiniemi / Neste Oil
K-extra: Hakaniemi and Ruokakippari (Herttoniemi)

Location: Recognition of Fairtrade Certification Mark

	Yes	No	Total	**Out of Yes**	**Out of No**
Itäkeskus	19 = 12.04%	14 = 8.86%	33	17.27%	29.17%
Ruoholahti	26 = 16.47%	4 = 2.53%	30	23.65%	8.33%
Torpparinmäk	12 = 7.59%	5 = 3.16%	17	10.90%	10.42%
Käpylä	22 = 13.92%	2 = 1.27%	24	20 %	4.17%
Eläintarha	9 = 5.69%	5 = 3.16%	14	8.18%	10.42%
Munkkiniemi	7 = 4.43%	5 = 3.16%	12	6.36%	10.42%
Hakaniemi	7 = 4.43%	7 = 4.43%	14	6.36%	14.58%
Herttoniemi	8 = 5.06%	6 = 3.80%	14	7.27%	12.5%
Total	**/110**	**/48**	**//158**	/110	/48

Location: Identifying Fairtrade label in groceries stores

	Yes	No	Total	**Out of Yes**	**Out of No**
Itäkeskus	23 = 14.56%	10 = 6.33%	33	22.55%	17.86%
Ruoholahti	22 = 13.92%	8 = 5.06%	30	21.57%	14.29%
Torpparinmäk	11 = 6.96%	6 = 3.80%	17	10.78%	10.71%
Käpylä	22 = 13.92%	2 = 1.26%	24	21.57%	3.57%
Eläintarha	5 = 3.16%	9 = 5.70%	14	4.90%	16.07%
Munkkiniemi	4 = 2.53%	8 = 5.06%	12	3.92%	14.29%
Hakaniemi	7 = 4.43%	7 = 4.43%	14	6.86%	12.5%
Herttoniemi	8 = 5.06%	6 = 3.80%	14	7.84%	10.71%
Total	**/102**	**/56**	**//158**	/102	/56

Location: Knowledge of Fairtrade

	Yes	No	Total	**Out of Yes**	**Out of No**
Itäkeskus	22 = 13.92%	11 = 6.96%	33	22 %	18.96%
Ruoholahti	18 = 11.40%	12 = 7.60%	30	18 %	20.69%
Torpparinmäk	9 = 5.69%	8 = 5.06%	17	9 %	13.79%
Käpylä	19 = 12.03%	5 = 3.16%	24	19 %	8.62%
Eläintarha	9 = 5.69%	5 = 3.16%	14	9 %	8.62%
Munkkiniemi	6 = 3.80%	6 = 3.80%	12	6 %	10.34%
Hakaniemi	8 = 5.06%	6 = 3.80%	14	8 %	10.34%
Herttoniemi	9 = 5.69%	5 = 3.16%	14	9 %	8.62%
Total	**/100**	**/58**	**//158**	/100	/58

Location: Specific knowledge of Fairtrade

	Non-harmful	Organic	Compensatio	Rainforest	Other	
Itäkeskus		1 = 0.63%	20 = 12.66%	5 = 3.16%	7 = 4.43%	**/33**
Ruoholahti	4 = 2.53%	1 = 0.63%	18 = 11.40%	2 = 1.27%	5 = 3.16%	**/30**
Torpparinmäki		1 = 0.63%	11 = 6.96%	3 = 1.90%	2 = 1.27%	**/17**
Käpylä	2 = 1.27%		18 = 11.40%	1 = 0.63%	3 = 1.90%	**/24**
Eläintarha		2 = 1.27%	8 = 5.06%	3 = 1.90%	1 = 0.63%	**/14**
Munkkiniemi	1 = 0.63%	1 = 0.63%	6 = 3.80%	3 = 1.90%	1 = 0.63%	**/12**
Hakaniemi		1 = 0.63%	8 = 5.06%	2 = 1.27%	3 = 1.90%	**/14**
Herttoniemi	1 = 0.63%	1 = 0.63%	8 = 5.06%	2 = 1.27%	2 = 1.27%	**/14**
Total	**5.06%**	**5.05%**	**61.4%**	**13.3%**	**15.19%**	**//158**

Responses gathered from eight K-group food stores in the Helsinki region.
K-citymarket: Helsinki Itäkeskus and Helsinki Herttoniemi
K-supermarket: Mustapekka (Käpylä) and Torpparinmäki
K-market: Helsinki Eläintarha / Neste Oil and K-market Helsinki Munkkiniemi / Neste Oil
K-extra: Hakaniemi and Ruokakippari (Herttoniemi)

Location: Fairtrade product usage

	Yes	No	Total	**Out of Yes**	**Out of No**
Itäkeskus	.7 = 10.76%	6 = 10.13%	33	16.04%	30.78%
Ruoholahti	!5 = 15.82%	5 = 3.16%	30	23.58%	9.61%
Torpparinm	11 = 6.96%	6 = 3.80%	17	10.38%	11.54%
Käpylä	!3 = 14.56%	1 = 0.63%	24	21.70%	1.92%
Eläintarha	9 = 5.69%	5 = 3.16%	14	8.49%	9.61%
Munkkinier	7 = 4.43%	5 = 3.16%	12	6.60%	9.61%
Hakaniemi	7 = 4.43%	7 = 4.43%	14	6.60%	13.46%
Herttoniemi	7 = 4.43%	7 = 4.43%	14	6.60%	13.46%
Total	**/106**	**/52**	**//158**	/106	/52

Location: Fairtrade product purchase

	Yes	No	Total	**Out of Yes**	**Out of No**
Itäkeskus	9 = 5.69%	!4 = 15.19%	33	12.5%	27.91%
Ruoholahti	.7 = 10.76%	13 = 8.23%	30	23.61%	15.12%
Torpparinm	10 = 6.33%	7 = 4.43%	17	13.89%	8.14%
Käpylä	.7 = 10.76%	7 = 4.43%	24	23.61%	8.14%
Eläintarha	6 = 3.80%	8 = 5.06%	14	8.33%	9.30%
Munkkinier	4 = 2.53%	8 = 5.06%	12	5.56%	9.30%
Hakaniemi	4 = 2.53%	10 = 6.33%	14	5.56%	11.63%
Herttoniemi	5 = 3.16%	9 = 5.69%	14	6.94%	10.47%
Total	**/72**	**/86**	**//158**	/72	/86

Location: Purchase - due to Fairtrade label

	Yes	No	Other	Total	
Itäkeskus	6 = 3.80%	3 = 1.90%		9	**/33**
Ruoholahti	14 = 8.86%	7 = 4.43%		17	**/30**
Torpparinm	3 = 1.90%	6 = 3.80%	1 = 0.63%	10	**/17**
Käpylä	14 = 8.86%	2 = 1.27%	2 = 1.27%	17	**/24**
Eläintarha	4 = 2.53%	2 = 1.27%		6	**/14**
Munkkinier	3 = 1.90%	1 = 0.63%		4	**/12**
Hakaniemi	3 = 1.90%	1 = 0.63%		4	**/14**
Herttoniemi	4 = 2.53%		1 = 0.63%	5	**/14**
Total	**/46**	**/22**	**/4**	**/72**	**//158**

Location: No purchase - due to Fairtrade label

	Yes	No	Other	Total	
Itäkeskus	3 = 1.90%	14 = 8.86%	7 = 4.43%	24	**/33**
Ruoholahti		9 = 5.69%	4 = 2.53%	13	**/30**
Torpparinmäki		5 = 3.16%	2 = 1.27%	7	**/17**
Käpylä		5 = 3.16%	2 = 1.27%	7	**/24**
Eläintarha		5 = 3.16%	3 = 1.90%	8	**/14**
Munkkiniemi		6 = 3.80%	2 = 1.27%	8	**/12**
Hakaniemi		7 = 4.43%	3 = 1.90%	10	**/14**
Herttoniemi		7 = 4.43%	2 = 1.27%	9	**/14**
Total	**/3**	**/58**	**/25**	**/86**	**//158**