Understanding Portuguese consumers' beliefs, attitudes and intentions to purchase fair trade products

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ABSTRACT

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The remarkable increase in social and environmental awareness in much of today's society has resulted in the emergence of a group of consumers that increasingly began to interact with ethical factors. These have been shaping consumers' opinions about products and playing an important role on their purchase decision. The main focus of this study is about a particular ethical issue, the fair trade, that has had a rapidly diffusion of its principles throughout the world and consequently has had a rise in the number of consumers that strongly claim to be supporting this movement through their purchase behavior.

The purpose of this thesis is to provide a picture of the main beliefs, attitudes and other constructs of the decision-making process that model the Portuguese consumers' intentions to purchase fairly traded products. This investigation is based on the modified version of the *Theory of Planned Behavior* as well as other previous studies in the field of the ethical consumption. This study concludes that the vast majority of Portuguese consumers hold a relatively favorable attitude towards the fair trade cause. The results revealed significantly differences between the groups of consumers in terms of their beliefs and attitudes that underline their intentions to purchase fairly traded products. However, when questioned about the factors that were a major obstacle to their ability to purchase fair trade products, all segments seemed to agree on the same factors, indicating the lack of information available about fair trade products. Also, they suggest that these products should be marketed in a larger number of retail chains outside the fair trade shops such as supermarkets, grocery stores, etc. A great number of respondents also indicated the high price of these products as a reason for not acting according to their intentions. Finally, several differences were noted in terms of demographic features. The target group is composed by females aged above 34 years with higher levels of income.

RESUMO

O aumento notável na consciência social e ambiental em grande parte da sociedade de hoje, conduziu ao aparecimento de um grupo de consumidores que começou cada vez mais a interagir com factores éticos. Estes aspectos têm vindo a moldar a opinião dos consumidores sobre produtos e, a desempenhar um papel importante na sua decisão de compra. O principal foco deste estudo é sobre uma causa social e ambiental, designada por comércio justo, que teve uma difusão rápida dos seus princípios em todo o mundo e, consequentemente, teve um aumento no número de consumidores que afirmam fortemente apoiar este movimento através do seu poder de compra.

O objectivo deste trabalho é fornecer um retrato das principais crenças, atitudes e outros determinantes do processo de tomada de decisão que formatam as intenções dos consumidores portugueses em comprar produtos provenientes do comércio justo. Esta investigação baseia-se na versão modificada da *Theory of Planned Behavior*, bem como em outros estudos anteriores no campo do consumo ético.

Este estudo conclui que a maioria dos consumidores portugueses tem uma atitude relativamente favorável em relação ao comércio justo e à compra dos seus produtos. Os resultados revelam diferenças significativas entre os diferentes grupos de consumidores relativamente às crenças e às atitudes que moldam as suas intenções de compra. Contudo, quando questionados sobre quais os factores que os impedem de comprar a quantidade de produtos de comércio justo de que gostariam, há uma concordância entre os segmentos relativamente a alguns factores como a falta de informação disponível sobre os produtos de comércio justo e a fraca comercialização destes produtos em pontos de venda convencionais como supermercados, lojas de produtos naturais, mercearias, etc. Além disso, também referem o elevado preço destes produtos como uma das razões que os leva a não agir de acordo com as suas intenções. Por fim, foram observadas várias diferenças a nível das características demográficas. O segmento alvo é composto principalmente por mulheres com idade acima de 34 anos e com níveis de rendimentos mais elevados.

PREFACE

First of all, I would like to thank Professor Susana Frazão Pinheiro for having guided me throughout this entire journey. I am truly thankful for the valuable support.

I would also like to take this opportunity to thank to my family and my friends that followed my dissertation and also encouraged me throughout my academic progression.

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1. INTRODUCTION

1.1 Research Area

The first signs of fair trade emerged after the World War Two where the first alternative trade organizations were created with the purpose to help groups of people living in less developed regions of the world. By working directly with refugees communities, these alternative trade organizations started to help these marginalized groups to have access to new markets enabling them to sell their products and offering the opportunity for this people to improve their living conditions and to build sustainable businesses. Soon this concept expanded at a very fast rate as society became more conscious of the dark side of globalization, the impoverishment of South countries in order to satisfy the economic interests of the developed ones (CIDAC and Afonso, 2007). The role of large multinationals and organizations has also came to worse the position of the developing countries as they increasingly deteriorate the relation between the cost of goods produced and the income received from those exports. This happened because these organizations were usually the ones which determined the price of those products. Society was confronted with outrageous situations happening in these developing economies such as millions of children working under hazardous conditions without any training and no access to education as well as millions of women and men working more than ten hours a day and receiving wages that did not allowed them to live in dignity (CIDAC and Afonso, 2007). These facts immediately caught the attention of many activists that have been creating throughout the years several non-governmental organizations committed to establish a fair trade throughout the world as an alternative to conventional trade. Societies finally woke up and became aware of this reality, causing a shift in consumers' minds and ending the era in which consumers paid little or no attention to companies' actions (Roberts, 1996). When realizing the power of their purchases and how they could contribute to poverty alleviation and to the reduction of the sharp gap between South and North countries, consumers increasingly began to play an active role in supporting this movement (Pelsmacker et al., 2005).

In a little while, fair trade goods started to become more available as fair trade organizations[1] saw the opportunity to bring this concept to the business world by opening up stores. As these fair trade goods started to compete in the marketplace and demand began to increase, it is possible to see a raise in the number of companies that started to comply with the fair trade rules by selling fair trade certified products. Consequently, a large amount of academic work has

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[1] Non-governmental organizations that are often committed to raise awareness and provide information. A few of these organizations also have stores.

started to focus its attention on studying consumers' support for ethical products and socially responsible companies. At times where corporate citizenship rises in consumers' agenda, a great deal of literature has concluded that consumers do appreciate an ethical corporate behavior and make their purchase decisions based on this criteria (Mohr et al., 2001; Brown and Dacin, 1997; Creyer and Ross, 1997). However, other authors have disagreed with this perspective (Page and Fearn, 2005; Boulstridge and Carrigan, 2000).

According to Pelsmacker et al. (2005), there are nowadays several dimensions of ethical issues that a consumer can support. This study focuses entirely on the fair trade market since it has proved to be a revolutionary event over the last decades. Also, it has been conquering new consumers, mostly in developed countries, and has had a continued growth internationally[2]. Not only is this a consequence of the emergence of fair trade certified products into large number of retail chains outside the traditional fair trade shops (Schneider, 2007), but also because many retailers are now offering a wider range of fair trade products that consumers buy on a regular basis such as tea, bananas, rice and other non-food products (Castaldo et al., 2008). However, all of that growth is based on a continuing increase in demand for fair trade products throughout the world[2]. This substantial increase in worldwide sales of fair trade certified products has called the attention within academic literature. Its purpose is to understand the behavior of these fair trade consumers that are not only influenced by traditional self-interested motives such as price, convenience and quality, but also by ethical values (Bondy and Talwar, 2011). Moreover, due to the growing importance of the fair trade concept, several studies have been conducted in order to track the fair trade consumer profile in terms of their demographic characteristics and values (Pelsmacker et al., 1005; Doran, 2008). Much of research done until now has focused its attention on European fair trade consumers in countries such as United Kingdom, Belgium, Holland, Italy, among others. However, these countries do represent fair trade markets at different levels of development compared to Portugal. In 2008, the annual sales of European countries have witnessed a substantial growth of 20% against the decline in the Portuguese fair trade market (78%)[3]. European countries such as United Kingdom and Holland have nowadays the largest annual sales of fair trade products and are some of the best established fair trade markets in the world. Over the last decade, Spain and Italy have also experienced a considerable growth and have reached in annual sales 3.9 million and 39 million respectively[2]. In this context, this research besides trying to understand the Portuguese consumers' intentions to purchase fair trade products and their profile, it also tries to explore the reasons why the

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[2] Source: Greengoods.

[3] Source: ionline, June, 2011.

Portuguese fair trade market has been evolving so differently from other European countries, a subject that has still a lot to be explored.

1.2 The fair trade concept

Fair trade can be defined as a "partnership between producers and consumers (that) offers producers a better deal and improved terms of trade. This allows them the opportunity to improve their lives and plans for their future (and) offers consumers a powerful way to reduce poverty through their every day shopping".

Fairtrade International (FLO)

In order to call this relationship between the producer and the buyer a fair and credible one, these two actors must obey to a specific set of principles (Schneider, 2007). The most basic one is the guarantee that a fair and sustainable price will be paid to the producer (Castaldo et al., 2008). This price must be established through a process of conversation and it includes not only the cost of the product itself but also the costs that enable a socially fair and environmentally safe production[4]. Another very important principle is the creation of a long-term relationship with producers in order to offer them a sustainable way to invest in their communities and businesses. Again, the main goal is to build their way out of poverty. Moreover, producers are also encouraged to have better environmental practices and to apply responsible methods of production. Ensuring good working conditions as well as gender equity, non discrimination and freedom of association are also other basic principles.

The producer is the main reason why the concept of fair trade exists and therefore the main actor of this particular movement. They are the ones responsible for production and are often organized into cooperatives or associations. Besides the producer, the licensees and fair trade organizations are also actors with a significant weight in this system. Licensees are entities that pay an authorization to use the fair trade label in the products. Another important player is the importer that acts as distributors not only to specialty stores such as Worldshops[5], but also to other destinations like traditional retail, supermarkets and organic stores, among others. One of the fair trade's goals is to promote a direct trade, meaning that it tries to reduce as much as possible the space between the producer and the consumer. Not only it allows having a better control of the entire supply chain and to avoid any deviations from the principles of fair trade, but also reduces the cost of the product. Consequently, it allows the producer to receive the

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[4] Source: http://www.wfto.com/

[5] Specialty stores that only sell fair trade products and are mostly owned by fair trade organizations.

maximum amount of money from that transaction and the consumer to pay a suitable price[6]. Nowadays, consumers do no longer need to go to specialty stores to find certified products since they are increasingly becoming available in places where the common consumer already shops, as companies start to embrace this movement and integrate fair trade products into their lines.

In order for companies to qualify for the fair trade label, the product must fulfil the international fair trade standards regarding working conditions, wages, child labor and environment that are set by the FLO. This international entity was created in 1997 in Germany by 14 National Labeling organizations that inspect and certify products that are sold to companies and large multinationals throughout the world. Nowadays, FLO is the largest and most recognized organization in this field and it is jointly owned by 19 national labeling initiatives in 22 different countries[7]. National labeling initiatives are usually non-governmental organizations that help defining the international standards for the certification of products and producers together with FLO. They certify and inspect the Licensees in order to guarantee that these companies are in line with the fair trade rules. In addition, they develop education initiatives, raise the levels of awareness and mobilize consumers to participate in campaigning activities with the purpose to change their consumption patterns[8]. Nowadays, there are many other international organizations (appendix.1).

1.3 Overview of the fair trade market

1.3.1 The international fair trade Market

Although the fair trade movement had already been established between 1940 and 1950 in the international arena, it was only during the early 80's that sales began to grow with the introduction of the first "labeling initiative" by FLO. That is to say, when certain products meet the fair trade requirements they obtain an international recognized label that is placed on the product to ensure the customer that the product meets the fair trade standards (appendix.2) (Castaldo et al., 2008). This allowed fair trade products to be sold in large distribution channels and to reach a larger consumer segment (Pelsmacker et al., 2005). There are nowadays two different ways to make a certification. The first way is to certify that a product meets the fair trade's principles by tracking down that product through the entire supply chain that goes from the producer to the shelf of the grocery store. The second way is to guarantee that an entire

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[6] Source: Greengoods.

[7] Portugal is not included.

[8] Source: http://www.fairtrade.net/

organization is in line with the fair trade standards and with its mission. When an organization is certified, all the products sold by that same company are also certified[9].

The price of these products is usually higher than conventional free trade products since companies incur in additional costs. Not only because firms are paying producers a more favorable price that includes a premium price so they can invest in community development projects, but also because of the fair trade's control mechanisms (Pelsmacker et al., 2005). The increasingly support of this movement by consumers has increased the number of supermarkets that have began to change their network of suppliers in order to offer products 100% fair trade. One example is the supermarket Waitrose in UK that changed its entire network of bananas' suppliers in 2006 (Schneider, 2007). Recently, most retail chains such as Marks & Spencer and Sainsbury have started to introduce their own fair trade label by working directly with producers and alternative trading organizations (Castaldo et al., 2008). This commitment to embrace a trade that includes not only economic criteria but also ethical values has not been an easy task for non-governmental organizations. According to Pelsmacker et al. (2005), this process has been very long since fair trade organizations have been going through significant efforts to convince companies to comply with the fair trade standards. However, the number of companies that have begun to embrace this concept has been increasing over the last decades and it is one of the main reasons for the major progresses that this market has made so far. Moreover, the efficiency of the fair trade monitoring systems has also enabled this market to establish a considerable level of recognition (Pelsmacker et al., 2005).

According to Fairtrade International[10], there are currently 27,000 fair trade products in the world and global sales have reached €3.4 billion in over 70 countries. In 2008, around €1,050 million of fair trade certified products in retail chains and alternative channels in Europe were sold (Castaldo et al., 2008). The United Kingdom is nowadays the market leader in fair trade with sales soaring by 40% in 2010 and reaching £1.17 billion[11]. Regarding the categories of fair trade products, coffee is still the product that holds by far the largest share of the fair trade market not only in Europe but also in the United States[11].

Public institutions have also contributed to the growth of this market. Many countries have began to understand how important these entities are to the continuously development of this market (CIDAC and Afonso, 2007). Not only because they hold a large share of the total consumption of each country, but also because they can serve as an example to private companies and individual consumers. Today there are several examples of European institutions, governments and local authorities that have already incorporated the ethical criteria

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[9] Source: Greengoods.

[10] Source: http://www.fairtrade.net/

[11] Source: http://www.fairtrade.org.uk/

into their purchase decision. The European Parliament, the European Commission and the North-South Centre of the Council of Europe are just a few examples (CIDAC and Afonso, 2007).

However, there are a few flaws regarding the fair trade market (Castaldo et al., 2008). Despite the fact that this concept is already established throughout the world, there are still different visions and interpretations of the concept itself and the debate on the path to be followed has been growing over the last decade. A detailed analysis of this subject is carried out in appendix.3.

1.3.2 The Portuguese fair trade Market

It is true that environmental issues have taken a significant place not only in Europe but also in Portugal. However, the defense of human rights as well as labor rights is not yet a concern in the top of the Portuguese consumer' mind. On the contrary, these social concerns have already achieved a considerable recognition among European consumers (CIDAC and Afonso, 2007). The increasing interest of European consumers in fair trade despite the ongoing economic crisis is the living proof that such values are already embedded in their lifestyles (Bondy and Talwar, 2011).

Even though the fair trade movement was introduced in Europe at end of the year 1950, it was only in 1998 that this concept was finally established in Portugal. Centro de Intervenção para o Desenvolvimento Amílcar Cabral (CIDAC) was the institution that conducted the first seminar about fair trade in Portugal. A year later the first fair trade shop was opened in Amarante. Since then there has been a significant increase in the number of associations that were created in Portugal such as Associação "Mó de Vida", Associação "Ecos do Sul", among others (CIDAC and Afonso, 2007). These organizations have been dedicating their lives in building strong relationships with small producers and artisans located in developing countries. In addition, these organizations have been developing education initiatives within the local communities to bring alive the benefits that fair trade offers to producers throughout the world. The commercialization of products produced in developing countries became also part of their missions.

In 2006 it was inaugurated Espaço por um Comércio justo (ECJ), a network of thirty organizations that has been adopting a system of certification as an alternative to FLO. In the same year it was also established Equação, Cooperativa de Comércio Justo (Crl). This is the first Portuguese importer and distributor of fair trade certified goods. Besides the commercialization of these products through specialty stores it also sells its products to other

non-profit organizations and fair trade associations as well as to private clients such as restaurants, organic food stores, schools, gourmet shops, among others.[12] Nowadays, there are five fair trade stores in Portugal owned by different organizations (appendix.2). These stores sell a large category of products such as coffee, rice, tea, chocolate, cocoa, spices, jams and other non-food items like textiles, handicrafts, and musical instruments. The fair trade market in Portugal is highly concentrated in these specialty stores. Only a few supermarkets offer a very small number of fair trade certified product. Besides these distribution channels, it is possible to find a few companies that offer fair trade certified products in their own stores to operate in Portugal like Ben & jerry, Starbucks and The Body Shop. These three brands have contributed to raise the levels of awareness of this movement and have also attempted to familiarize the Portuguese consumers with the fair trade label[13].

In addition, in Portugal the union of fair trade products with organics is very common since the majority of fair trade products that are offered in supermarkets are also certified as organic. This can bring some advantages do the fair trade market. The message brought by the fair trade can also reach the consumers of organic products, and consequently reach a larger consumer segment. It is not surprising that people often associate the fair trade products to the organic products and vice-versa. However, it can also bring disadvantages. Organic products are usually more expensive, and consequently, fair trade products are offered at higher prices than necessary, affecting in a negative way the fair trade consumers' willingness to purchase these products.

Concerning the public consumption in Portugal, it is already possible to see a few public institutions such as municipalities and educational institutions embracing social and environmental practices by incorporating the concept into their day-to-day operations (CIDAC and Afonso, 2007).

Despite of the enormous efforts made by all these different associations with diverse visions and activities, the concept of fair trade has had little acceptance by the Portuguese consumers so far. Since 2008, Portugal has witnessed a sharp fall of 78% of the annual sales against the growth of 20% in Europe that represents a very positive growth despite the economic recession[14]. Most European consumers continue to embrace ethical values at the time of purchase, showing that they are already embedded in their spending habits and make part of their daily choices (Bondy and Talwar, 2011). According to Miguel Pinto, the founder of Equação, there is a "deficit in Portugal called the ethics clause" and that explains why seven of ten fair trade stores have closed since 2008[14].

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[12] Source: http://www.equacao.org/
[13] Source: Greengoods.
[14] Source: ionline, June, 2011.

1.4 The structure

This paper is divided into six different chapters and contains also a list of references as well as appendices.

Chapter 1 is the introduction in which the background and the purpose of this study are discussed. Also, a deep explanation of the fair trade concept and how the fair trade market has been evolving in Portugal is addressed.

Chapter 2 presents the literature review on the study of the ethical consumption behavior and its determining factors.

Chapter 3 highlights the problem statement, the research questions and the hypotheses that will be later tested.

Chapter 4 addresses the methodology used in this paper. Also, the process of data analysis is presented.

Chapter 5 focuses entirely on presenting the analysis of the results. Also, each hypothesis will be tested.

Finally, chapter 6 provides a discussion and conclusion of the same results.

2. LITERATURE REVIEW

The present chapter will go through the academic literature that is relevant to this study. Firstly, the ethical consumer is briefly defined. Then, it is explained how consumers tend to perceive companies with an ethical position and/or products with ethical credentials. After that, we will have a deeper insight into the individuals' decision-making process and its determining factors. In this section, a few theoretical models that are commonly used to predict consumer behavior and explain the motivation factors behind such behavior are presented. In addition, other relevant literature in the field of ethical consumption that has indicated other variables as crucial in understanding the buying behavior is presented.

2.1 Ethical consumer

In the 1970s, ethical values could be seen rising up in the consumers' agenda as a significant number of people began to interact with ethical factors when forming opinions about products and making their purchase decision (Crane, 2001). Since then several academics have focused their attentions on discovering this "socially responsible consumer". According to Roberts (1996), this new group of people uses their purchases to contribute to the environment and to express social concerns, and therefore seems to be driven by ethical values. This new segment came to contradict the traditional theory, which assumes consumers as self-interested people that base their purchases on primary attributes such as price, quality and convenience (Bondy and Talwar, 2011; Mohr et al., 1997).

There are different dimensions of ethical issues which a consumer can support (De Pelsmacker et al., 2005). Some consumers do feel more attached to certain causes such as environmental issues and therefore purchase environmental friendly products, while others prefer to support social causes and therefore purchase products free from child labor, free from animal testing and/or fair trade products, amongst others (Roberts, 1995).

The emergence of this socially responsible consumer in the 1990s, has sparkled the attention within academic literature to segment the market for ethical consumers by using demographics (Bondy and Talwar, 2011; De Pelsmacker et al., 2005; Doran, 2008; Roberts, 1996). Another different stream of research has tried to discover the motivation factors behind such intention to purchase ethical products and delved into the role that ethics plays in the individual decision-making process (Shawn et al., 2000). However, research done in this field is still very limited (Bray et al., 2010). With the ethical consumerism gaining momentum and the increased number of companies that were following consumers' concerns, a large number of academics sought to

discover if companies were actually beneficiating from taking an ethical position and placing products with ethical credentials in the marketplace (Brown and Dacin, 1997; Creyer and Ross, 1997; Page and Fearn, 2005; Mohr et al., 2001; Boulstridge and Carrigan, 2000). A wide amount of research done in this field has in fact suggested an increasingly predisposition and positive intentions of consumers to purchase ethical products and to buy from ethical companies (Brown and Dacin, 1997; Creyer and Ross, 1997; Mohr et al., 2001). There is evidence that social consciousness has entered into the top of consumers' agenda since a segment of the population (18%) claims to make always or mostly of the times purchases based on ethical credentials (Roberts, 1996). According to a study conducted in United Kingdom by Cowe and Williams (2000), one third of consumers considered themselves as "ethical purchasers". These results undoubtedly show great potential and have immediately caught companies' attention (Mohr et al., 2001). However, the market share for ethical products such as fair trade labelled products in 2000 had only achieved 1-3% of the entire market. That is to say, only 3% of the total 30% of consumers that described themselves as "ethical purchasers" actually acted on their intentions and ethical concerns. Despite consumers' positive attitudes and intentions to purchase these products, research into the ethical concern of consumers shows a substantial variance between attitudes and/or intentions and the actual behavior (Cowe and Williams, 2000). On one hand, empirical research into the determining factors of the ethical consumption have proved through several models that consumers' attitudes and other factors such as personal norms and concerns clearly influence consumers' buying intention and/or behavior (Ajzen and Fishbein, 1980). On the other hand, this "ethical consumption gap" (Cowe and Williams, 2000) has proved that these conceptual models of ethical buying behavior have some inherent limitations. One of these limitations is that they ignore other important factors that also impact the buying behavior, both in negative and positive way. Consequently, the results of these previous models have been overestimating consumers buying behavior, contributing then to this gap (Vantomme et al., 2006; Boulstridge and Carrigan, 2000; Carrigan and Attalla, 2001; De Pelsmacker et al., 2005; Bird and Hughes, 1997; Castaldo et al., 2009; Page and Fearn, 2005; Bray et al., 2010). With the intention to gain an improved understating of the ethical buying behavior, these previous studies have been investigating and exploring other crucial factors that also affect the consumption behavior.

However, despite the fact that this segment might not be as large as the marketplace polls it off, there is evidence that sales for fair trade labelled products have enjoyed a significant growth in the last years[15]. In 2008, the annual sales for fair trade products in European countries have

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[15] Source: Greengoods.

witnessed a substantial growth of 20%[16]. This is not only a direct consequence of the continuous increase in demand, but also of the increasing number of companies that have been supporting the fair trade movement by selling fair trade certified products in large retail chains (Bondy and Talwar, 2011) and introducing new categories of products that consumers buy on a regular basis (Castaldo et al., 2008).

2.2 Corporate social responsibility

Over the last 25 years, there has been much discussion regarding the value of corporate social responsibility[17] (CSR) (Crane, 2001). As the ethical segment emerges and exposes an increasingly interest in wider areas of business operations, more companies have been seeking to act in a more responsible way (Creyer and Ross, 1997). Realizing how depended companies were from consumers as ethical considerations at the time of purchase were increasingly shaping consumers' decision making process, and how easily they could demonstrate their support (purchase behavior) or dissatisfaction (boycott) for a product, companies understood how important was to define an ethical position and to play a more active role on this matter (Creyer and Ross, 1997). "Environmental issues, improving working conditions, animal testing, and fair trade", are just a few examples of social and environmental initiatives that companies have been attempting to address over the last decades (Vantomme et al., 2006). Despite the efforts of several studies that have been attempting to depict the relationship between consumers' perceptions towards products produced by socially responsible companies and the effect that is likely to have on their purchase behavior (Brown and Dacin, 1997; Creyer and Ross, 1997; Mohr et al., 2001; Page and Fearn, 2005; Boulstridge and Carrigan, 2000), results on this topic have been "inconclusive" so far (Porter and Kramer, 2006). Brown and Dacin (1997) have suggested that "corporate associations"[18] play an important role on consumers' purchasing behavior, since it influences their opinion over the company's products. They suggest that there is a positive correlation between "corporate social responsibility associations" (what consumers think about the company's responsible behavior) and consumers' purchases. At the same time, they also state that these influences are not as strong as "corporate ability associations" (what consumers think about the company's ability to produce innovative and with quality products). In fact, although there is a positive correlation between CSR and consumers' purchases, this relationship is very modest, since social and environmental

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[16] Source: ionline, June, 2011.

[17] According to the European Commission, is a "concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment (…)".

[18] The perception of an organization held by a consumer. That is to say, what an individual outside the company, knows or believe to be true about a company (Brown et al., 2006).

initiatives are less related with the products' attributes. Therefore, the consumer might not see any benefit for him. On the other hand, Creyer and Ross (1997) and Mohr et al. (2001) have suggested that building a reputation on the basis of an ethical behavior can actually help in overcoming competitors in the same kind of product since it is likely to differentiate their products. Other authors have presented a different perspective on this matter, claiming that ethical concerns do not guarantee any purchase and might only work as an insurance for companies' reputation (Page and Fearn, 2005). Consumers do care about ethical issues and claim to act on these considerations when choosing a product; nevertheless other external and uncontrolled factors may distract or impair the consumer from acting on his/her concerns, leading then to the "ethical consumption gap" (Cowe and Williams, 2000; Bray et al., 2010).

These inconclusive results concerning the usefulness of social corporate behavior, has contributed to a current vast number of companies that still remain uncertain about consumers' support through their buying behavior (Accenture, 2011). According to this study, the majority of companies indicated that consumers' positive attitudes towards ethical products are no more than intentions and ultimately, these ethical considerations are not registered at the time of purchase. Some people even suggest that the existence of this new segment of consumers is far from being a reality and it is purely a myth[19].

On the other hand, the emergence of social oriented companies that have been differentiating themselves and their products through ethical associations such as The Body Shop, Starbucks and Ben & jerry, have drawn the attention of academics to understand their success (Bondy and Talwar, 2011). These are just a few examples of successful firms that have been establishing a very considerable social reputation through its good ethical behavior. At the same time, these companies have been creating incentives for consumers to purchase their products by adding ethical attributes like natural ingredients and ethical sourcing such as fair trade. That enabled these firms to offer additional benefits to the consumer (Castaldo et al., 2008; Crane, 2001). The Body Shop's campaign "trade not Aid" in order to support the fair trade cause, has had an instantaneous success since it witnessed a significant growth in sales (Strong, 1996). This proved that consumers do actually care about ethical issues and that CSR can actually have some positive effect on the products' evaluation if consumers do identify with the cause addressed by the company and has "personal relevance" to them (Sen and Bhattacharya, 2001; Creyer and Ross, 1997). The problem so far was the lack of connection between companies' CSR activities and their ability to offer additional value to the consumer (Green and Peloza, 2011). As companies seek to address social and environmental issues that catch consumers'

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[19] Source: Executive digest, January, 2011.

interest in order to reap out the greatest benefits, there has been, during the last years, an "explosion of interest in social and environmental standards and labels" (Accenture, 2011).

2.3 Ethical decision-making process

A number of decision-making models have been proposed throughout the years. They were conducted to explain the decision-making process and the motivation factors that influence an individual to engage in a particular behavior. Ajzen and Fishbein (1980) have presented a very well-known model: the Theory of Reasoned Action (TRA). This theory that was first published in 1980s defends that consumers in their decision-making process are mainly affected by two determinants: the "the attitude to the behavior", the consumer perception that such behavior will have a positive or negative outcome, and the "subjective norm", the influence that other people have on this individual to perform that behavior. This model was later extended with the introduction of a new variable in order to reduce the error in predicting and explaining a certain behavior. The Theory of Planned Behavior (TPB) was introduced by Ajzen (1985) as an extension of the TRA. It adds a new variable: the "perceived behavioral control". This model suggests that behavior depends also in the control that a person fells to have over the decision to act on his/her beliefs. This variable is determined by the total set of accessible control beliefs. In other words, how easy it will be for a person to perform a specific behavior since there are several variables, the control beliefs, that might influence positively or negatively the consumers' decision to buy even though he/she believed that a particular purchase would satisfy his/her motives (Howard and Sheth, 1969). Research done into these factors that might impede the consumer from action on his intentions is still very limited and has only been incorporated in a few empirically tests models when understanding the consumers' intentions to purchase a product (Bray et al., 2010). Shawn et al. (2000) have suggested four different control beliefs: the availability of the products, the limited range, the location of retail outlets and the information necessary to perform that purchase.

As ethical considerations started to increasingly play an important role in the consumers' decision-making process, the original format of these traditional models to understand the ethical behavior and the motivation factors that drive consumers to purchase an ethical product was not reliable enough (Shawn et al., 2000). An ethical buying behavior process is in fact not only guided by self-motivated concerns such as price or quality (Bondy and Talwar, 2011), but also on the sense of obligation to others and identification with the ethical issue in question (Shawn et al., 2000). For this reasons, in 2000, this previous study introduced an extension of the TPB by adding two predictors of the ethical consumption: the "ethical obligation" and "self-

identity". In fact, Shawn et al (2000)'s study suggested that these two factors not only improved the prediction of individuals' intention to purchase ethical products, but were even more significant than the original constructs of the ethical behavior such as attitudes and subjective norms. Also, this study intended to clarify which of the five antecedents of the fair trade buying behavior had more significance. It proved to be the perceived behavioral control, ethical obligation and self-identity.

However, as it was mentioned earlier, further research in the field of ethical consumption has put into question the credibility of these two models (Vantomme et al., 2006; Bray et al., 2010). These previous studies suggested that these models were not actually good in predicting and explaining consumers' behavior. Not only because these empirical models assume that consumer's intentions or predisposition to buy a product will directly translate into that action, but also because they disregard important external factors that should also be included in these models since they directly impact the buying behavior (Bray et al., 2010; De Pelsmacker and Janssens, 2006). Besides these limitations, these models also assume ethical considerations as the primary attribute. However, consumers still consider about other important attributes such as price, quality and convenience in their decision-making process (De Pelsmacker and Janssens, 2006). Vantomme et al. (2006) suggested other reason to explain why these models are poor predictors of the actual buying behavior. Consumers tend to create a good impression in the researcher and to dramatically overstate the importance of ethical responsibility in their consumption habits. As a consequence, the impact of CSR initiatives on their actual buying behavior is often overestimated. This social desirability bias happens especially in research methods that employ self-reported behavior like surveys or interviews. The problem with this research instruments is that there is a significant difference between what people say and do[20].

2.4 Determinants of purchase intentions

In this section it will be explained in greater detail the groups of factors that determine consumers' intentions to purchase ethical products based on the modified version of the Theory of Planned Behavior by Shawn et al. (2000). This study considers the determinants of intentions the four measures previously mentioned: attitude to the behavior, subjective norm, ethical obligation and self-identity. Also, the perceived behavioral controls measure is taken into consideration in order to understand what factors can be perceived as a major obstacle to consumers' ability to purchase fair trade products. In other words, does not allow consumers to act according to their beliefs, attitudes and intentions.

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[20] Source: Executive digest, January, 2011.

2.4.1 Attitude to the behavior

According to Howard and Sheth (1969), attitude to the behavior can be defined as the buyers' evaluation of the product that potential satisfy its needs and motives[21]. This measure results from antecedents in the form of behavioral beliefs. In other words, what consumers expect to be the outcome of their actions (Shawn et al., 2000). In this previous study, 79% of a total 736 respondents, held a favorable attitude towards purchasing a fair trade product in the sense that they believed that their purchase would beneficiate the whole society and, in particular producers, as it would enabled them to receive a fair price for their products. So far, it is well documented that positive attitudes clearly influence behavior (Howard and Sheth, 1969; Shawn et al., 2000).

2.4.2 Subjective norms

The beliefs that underline this measured are called the normative beliefs. That is to say, individual's perception that an important group of people thinks he should or should not perform a particular behavior and his motivation to comply with these people (Ajzen and Fishbein, 1980). However, according to Shawn et al., 2000, it seems that the influence of this measure on predicting consumers' intentions to purchase fair trade products plays a non-significant role since the influence that other people have on an individual to purchase small and cheap products in grocery stores does not have much impact.

2.4.3 Ethical Obligation

Is the felling or the belief that a consumer holds an ethical obligation to others and it is composed by his/her personal beliefs about what is the right thing to do. This variable, according to Shawn et al. (2000), made significant contributions to the prediction of consumers' intentions to purchase fairly traded products.

2.4.4 Self-Identity

Is the consumer's self-identification with a specific ethical issue. It was found to be very important throughout the study conducted by Shawn et al. (2000) in the sense that a strong identification with the fair trade cause can actually increase consumers' level of predisposition to buy an ethical product since the consumer finds himself strongly attached to the ethical issue.

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[21] The goals that a consumer expects to fulfill from buying a certain product (Howard and Sheth, 1969).

According to Bhattacharya and Sen (2004), this sense of attachment increases consumers' self-esteem and satisfaction when performing that purchase. His predisposition or intention to buy will be higher, since the product will add some source of value to the consumer. Consequently, the consumer will more easily disregard other primary attributes, such as price, quality and/or convenience (Crane, 2001). Only then, the consumer will be willing to pay the premium price. If an individual does not identify with the ethical issue in question, the product itself will not offer him/her any source of value and consequently, he/she will not be willing to pay the price premium. As a result, the consumer will immediately purchase other available options that rank the same or highest scores in other attributes (Crane, 2001).

2.5 Perceived behavioral controls

This measure is influenced by the control beliefs, which refers to consumers' identification of the factors that can affect the total amount of fair trade products that they purchase and constitute a major obstacle for them to act according to their intentions. In this section, the factors that have already been identified not only by Shawn et al. (2000), but also by other studies as important to take into consideration when evaluating the ethical buying behavior are described in greater detail. The factors identified to date are the limited availability and the limited range of these products, the scepticism towards ethical labels, the perception of information and the economic scenario.

Availability of ethical products

The availability of fair trade products in large distribution channels is an important factor to take into consideration when evaluation the development of the fair trade market in a country (Bondy and Talwar (2011). The limited availability of fair trade products in large distribution channels in Canada and in the United States may partially explain the existence of a smaller number of fair trade consumers compared to countries like the United Kingdom. According to Howard and Sheth (1969) and their "Theory of buyer behavior", the lack of availability of the brand is actually an inhibitor that can disrupt a consumers high levels of intentions to buy from that same brand. When this happens for a long period of time, a consumer can internalized this fact and even eliminate this option from its evoked set[22].

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[22] The limited number of brands or options to purchase that a consumer believes that can satisfy his/her motives (Howard and Sheth, 1969).

Variety of ethical products

De Pelsmacker et al. (2005) and Shawn et al. (2000) suggested that the limited variety of fair trade products in large distribution channels is also an important factor to take into consideration. Shawn et al. (2000) has been considered this variable as an important factor since it negatively affected the total amount of fair trade products that consumers purchase.

Information

Ethical issues often lack of information available to consumers and it is repeatedly suggested that more and better information would lead to more favorable attitudes towards the ethical issue and its product (Roberts, 1996; Page and Fearn, 2005; De Pelsmacker and Janssens, 2006; Bray et al., 2010; Carrigan and Attalla, 2001). According to Bhattacharya and Sen (2004), knowledge is the "key prerequisite" for a consumer to do any purchase. The more information consumers have, the more acknowledged they will be about the benefits of purchasing a product. Information is very insufficient and does not have enough quality, however, it is not consumers' perception towards the quantity of information that affects their buying behavior, but rather their perceptions towards the quality of information (De Pelsmacker and Janssens (2006). If the quality of information is high, consumers will believe that they have enough information to make their choice. Consequently, consumers will be more concerned towards the issue and less sceptical (De Pelsmacker and Janssens, 2006; Carrigan and Attalla, 2001). There is evidence that a large segment of consumers, the "confused and uncertain", would like to shop ethical products, however they complain about not having reliable information to select products according to their ethical principles (Carrigan and Attalla, 2001). This happens because most fair trade initiatives are not effectively communicated (ETFP, 2011). Consumers today do not know whether the fair trade conditions are actually accomplished or not and if the producer actually receives the extra money (Castaldo et al., 2009). This low-quality information about fair trade is actually linked to the variable trust since it creates an atmosphere of scepticism and uncertain that will latter jeopardize consumers' interest for the fair trade cause and its products (Accenture, 2011; De Pelsmacker and Janssens, 2006).

Scepticism

Castaldo et al. (2008), De Pelsmacker and Janssens (2006) and Bray et al. (2010) suggested that the lack of trust and scepticism not only towards the fair trade concept but also towards the retailer is also an inhibitor for consumers' willingness to purchase and to pay the premium price

of fair trade products. Despite claiming to have a socially responsible behavior and integrating ethical considerations into their purchase decision, half of the respondents in the sample conducted by Mohr et al. (1997), still show some reservations concerning the companies' true motives. According to Bird and Hughes (1997), not knowing if their purchases will actually make a difference in the producers' lives is what most impairs consumers from acting on their concerns. Crane (2001) concludes that companies must provide information and some level of transparency since it would decrease suspicion on the part of consumers (Castaldo et al., 2009). Ethical labels were first introduced with this intention to gain consumers trust since it guarantees that a certain product meets the requirements set by the fair trade International Labeling Organization (Castaldo et al., 2009). There has been an increasingly need to certify environmental and social initiatives in order to decrease the general suspicious and consequently induce consumers to effectively integrate those ethical concerns into their purchase decision (Crane, 2001). It has been proved that if consumers were less sceptical about fair trade issues, they will have more positive attitudes towards the fair trade aspect and will be more interested in purchasing fair trade products (De Pelsmacker and Janssens, 2006). However, the large number and complexity of the labeling programs that exist nowadays may confuse consumers and fails in convincing them that their ethical purchase decisions will make a difference (De Pelsmacker and Janssens, 2005).

Economic scenario

The recession is also an important factor to take into consideration in this matter. Consumers are exposed to more limited funds and their purchase behavior is likely to change significantly. This is especially true for consumers that purchase these products not on a regular basis. Therefore, these consumers might disregard ethical considerations more easily than "fair trade lovers" (consumers with high preference for the fair-trade label) (De Pelsmacker et al., 2005). According to Howard and Sheth (1969), consumers' intentions can be affected by a recession. Consumers might change their consumption patterns and the new habits might last longer than the recession. Bondy and Talwar (2011) tried to understand fair trade consumers' reactions to the economic downturn in countries such as Canada, United Kingdom and the United States of America. They concluded that at a time of an economic downturn "Occasional consumers"[23] are changing their consumption patterns and replacing these products for cheaper alternatives. On the contrary, "Active consumers"[24] claim that ethical considerations are still the dominant criteria in their choice and have not decreased their average consumption. In other words, the

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[23] Consumers who buy fair trade products occasionally.
[24] Consumers who buy fair trade products quite often.

price attribute did not overcome the label attribute despite the recession. This study also reveals a few differences between fair trade consumers in Canada, the United Kingdom and the United States when comparing the variance of spending habits before and at a time of a recession. United Kingdom was the only of the three countries that revealed the smallest decrease in their monthly purchases. These differences were then justified by being different cultures, by the intensity of the recession or by how consumers were being affected due to their financial status.

2.6 Product likability

The inconstancy between consumers' positive intentions and their actual purchase behavior happens also because the majority of consumers do evaluate products' attributes jointly in which the ethical attribute is weighted along with the rest of the attributes (Vantomme et al., 2006; Carrigan and Attalla, 2001; and Boulstridge and Carrigan, 2000). The problem is that the models discussed above (TRA and TRB), when predicting and explaining ethical behavior, assume ethics as being a primary attribute, disregarding then other important attributes. However, the majority of consumers are still not able to use ethical considerations as the most important criteria (Boulstridge and Carrigan, 2000). Ethics might have some influence in the decision; however other primaries attributes such as price, quality and shopping convenience, might still have stronger influence, even though consumers show concern for an ethical issue (Bhattacharya and Sen, 2004; Carrigan and Attalla, 2001; Roberts, 1996). When understanding the ethical buying behavior, consumers need to be confronted with all the other important attributes, although most research until now has neglected the fact that other product attributes are still dominant in the consumers' decision-making process (De Pelsmacker et al., 2005). In most cases, consumers that claim to be "ethically purchasers" do not sacrifice any other attribute for ethics. In fact, consumers show a surprising reluctance to consider the ethical consideration as anything but a secondary attribute when buying a product[25]. Page and Fearn (2005) and Brown and Dacin (1997) reinforce this idea suggesting that consumers are in fact more influenced by how a company affects them or their families (aspects such as price, quality and service) than by how it affects society. Therefore, it is important to understand how a consumer perceives the other attributes of the ethical product. In other words, if the consumer accepts the high price ("price acceptability") and/or he/she perceives the quality of the product as good (De Pelsmacker and Janssens, 2006). It has been suggested in previous studies that consumers are very reluctant to make an ethical purchase that requires them to pay a higher price or abdicate or to suffer loss in quality (Carrigan and Attalla, 2001; Bray et al. 2010). According to Bray et al.

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[25] Source: Executive digest, January, 2011.

(2010), most of the times consumers tend to perceive ethical products as poorly in quality which is something that consumers are unwilling to sacrifice for ethical issues. Pelsmacker and Janssens (2006) concluded that the perceived quality has does in fact influence the decision-making process to purchase fair trade products since it affects the overall product likability. Consumers' positive attitudes towards the ethical issue will only translate into a concrete consumption behavior if they also like the product categories (attributes) offered. Also, this correlation happens in a reserve way. The more the ethical cause has some meaning and relevance to the consumer and the more concerned they are (self-identity construct), the less attention they will pay to the high price (De Pelsmacker and Janssens, 2006) and more will be the efforts they will make in terms of shopping convenience and time (Crane, 2001). Regarding the convenience attribute, in order to address a socially responsible behavior, consumers are most of times required to make substantial efforts. Consumers might dislocate to specialty stores or specific supermarkets where these products are offered and that can actually diminish consumers' ability to purchase ethical products. However, De Pelsmacker and Janssens (2006) have reached the conclusion that the perceived shopping convenience was the only construct that did not had a significance effect on the buying behavior.

2.7 Willingness to pay

According to De Pelsmacker et al. (2005), the fact that the price of these products is usually higher than conventional free trade explains this "ethical consumption gap". The vast majority of consumers claim that although they perceive very positively the fair trade cause, they are not always willing to pay the premium price. Most of the time the studies in the field of the ethical consumption do not consider consumers' willingness to pay the higher prices when measuring the market potential for fair trade products (De Pelsmacker et al., 2005). Although the fair trade label attribute came second when consumers were deciding to purchase coffee in this previous study, when required to express their willingness to pay; the potential market decreased from 50% to 10%. This happened mostly because the average willingness to pay a higher price for a fair-trade coffee of the total sample was only €0.19 representing less €0.31 than the actual premium price of fair-trade coffee. In other words, although some consumers do show some willingness to pay a higher price, that additional amount might not be enough (De Pelsmacker et al. (2005). This proves how important it is to consider consumers' willingness to pay when measuring their consumption behavior.

2.8 Demographics

Previous studies have tried to segment the market for fair trade consumers by using demographics such as education, sex, gender (Doran, 2008; De Pelsmacker et al., 2005) and income (Bondy and Talwar, 2011). Although it has been hypothesized a lot in several studies that these variables may be correlated with ethical consumption, a few studies found no correlation and suggested that demographic characteristics are in fact poor predictors of the ethical consumption behavior (Doran, 2008; De Pelsmacker et al., 2005). On the other hand, Carrigan and Attalla (2001), Bondy and Talwar, (2011) and Roberts (1996) found that ethical sensitivity was influenced by at least one demographic characteristic. De Pelsmacker et al. (2005) concluded that "fair trade lovers" only differ from other segments in terms of age. This study concluded that respondents between ages 31 to 44 were dominant in the segment of "fair trade lovers". However, the significance of this correlation was very low. On the other hand, Bondy and Talwar (2011) found a strong correlation between the ethical consumption and age, reaching the conclusion that consumers between the ages of 35 and 54 were the most faithful to the fair trade cause given that they were less likely to decrease their consumption at a time of recession. De Pelsmacker et al. (2005) as well as Carrigan and Attalla (2001) and Roberts (1996), found no correlation between gender and ethical consumption. Regarding the level of education, Carrigan and Attalla (2001) and Roberts (1996) concluded that the segment of ethical consumers was largely composed by highly educated people. Concerning the relationship between income and consumers' purchase of fair trade products, Bondy and Talwar (2011) concluded that there was no correlation between these two variables. Consumers with lower levels of income did not show superior changes in their behavior at a time of recession compared to consumers with higher levels of income.

3. PROBLEM STATEMENT

The topic of fair trade consumption has been brought up in a few international and European studies; however little research has been conducted with the intention to analyze the ethical consumption in Portugal in the context of fair trade products. In this sense, the main purpose of this study is to better understand which beliefs, attitudes and other constructs of the decision-making process form the Portuguese consumers' intentions to purchase fairly traded products. The factors that most inhibit consumers from acting on their intentions are also explored. Also, the purpose is to determine the demographic characteristics of the segment that represents the future of the fair trade market in Portugal. In an attempt to explore Portuguese consumers' intentions to buy fair trade products; three different research questions are raised.

3.1 Research Questions

1. What are the main beliefs and constructs of the decision-making process that are related to consumers' intentions to purchase fair trade products?

The main purpose of this question is to generate knowledge about Portuguese consumers' intentions and to segment consumers based on their level of intentions. It will be explored how the fair trade consumers' decision-making process works taking into consideration the factors proposed in the modern version of the TPB (Shawn et al., 2000). In order to capture which beliefs and constructs do relate with the intention to buy fair trade products, it will be explored the main differences between the different groups of consumers.

2. What are the external factors that most affect the total amount of fair trade products that consumers purchase?

The second research question aims at understanding which external factors that have been indicated in previous studies work as a major obstacle to consumers' ability to purchase fair trade products and therefore does not allow them to act according to their intentions. This question enables to understand why fair trade products have had so little acceptance by the Portuguese consumers so far.

3. At what extent the segment of consumers with higher levels of intentions differ from other segments in terms of demographic characteristics?

The aim of this research question is to build a profile for the segment that reveals higher levels of intentions to purchase fair trade products. Features such as gender, age, education level and income will be identified.

3.2 Hypotheses

After an extensive review of the literature that is relevant to the subject in question, it is important to define the research hypotheses that will be tested throughout this study. Due to the large number of hypotheses, it is important to divide them into three different groups: Hypotheses regarding the first research question, hypotheses regarding the second and the group of hypotheses regarding the third research question.

<u>**Research question 1.**</u>

H1. Consumers' intentions to purchase fair trade products are positively influenced by the construct "attitude to the behavior".

H2. Consumers' intentions to purchase fair trade products are not influenced by the construct "subjective norm".

H3. Consumers' intentions to purchase fair trade products are positively influenced by the construct "ethical obligation".

H4. Consumers' intentions to purchase fair trade products are positively influenced by the construct "self-Identity".

The purpose of these four hypotheses is to test how relevant each construct is in the decision-making process to buy fair trade products. In other words, it intends to analyze if the higher the attitudes that consumers hold towards performing the action (H1), the perception that performing an ethical behavior consists of a moral obligation (H3) and the level of self-identification with the fair trade issue, the higher will be their intentions to purchase fair trade products. Also, it intends to test if the social pressure of consumers' environment and the desire they have to comply with these groups of people (H2) has no influence on their intentions to purchase these products (Shaw et al., 2000).

<u>**Research question 2.**</u>

The next three hypotheses are related to the variable "Perceived behavior controls":

H5.a: The limited availability of fair trade products in places where the common consumer already shops negatively affects the total amount of fair trade products that consumers purchase.

This hypothesis intends to analyze if the reduced number of fair trade products in large distribution networks such as supermarkets, bars and food shops is a major obstacle to consumers' ability to purchase fair trade products (Howard and Sheth, 1969; Bondy and Talwar, 2005).

H5.b: The limited variety of fair trade products negatively affects the total amount of fair trade products that consumers purchase.

The goal of this hypothesis is to verify if the limited number of categories of these products affects the total amount of fair trade products which a consumer purchases (Pelsmacker et al., 2005; Shawn et al., 2000).

H5.c: The lack of high-quality and quantity of information regarding the fair trade concept and products negatively affects the total amount of fair trade products that consumers purchase.

It has been suggested that consumers' purchase for ethical products is contingent upon the amount of the high-quality and quantity of information that it is available (Carrigan and Attalla, 2001; Pelsmacker and Janssens, 2006). In this hypothesis, we will verify the accuracy of this statement.

H5.d: The scepticism towards the fair trade label negatively affects the total amount of fair trade products that consumers purchase.

Castaldo et al. (2008) and Pelsmacker and Janssens (2006) suggested that the low levels of purchases might be related to this overall scepticism towards fair trade issues. As a result, it is important to understand how relevant this variable is and at what point it jeopardizes consumers' actual purchase and does not allow them to act according to their intentions.

The next three hypotheses are related to the variable "Product likability":

H6.a: The premium price of fair trade products negatively affects the total amount of fair trade products that consumers purchase.

This hypothesis intends to understand if the premium price of these products is a major obstacle to consumers' ability to purchase fair trade products and therefore is a reason why they do not purchase the total amount they desired to (Howard and Sheth, 1969: Pelsmacker and Janssens, 2006).

H6.b: The perceived poor quality of fair trade products negatively affects the total amount of fair trade products that consumers purchase.

It has been proved that the perceived quality has influence on consumers' intentions to purchase ethical products since it affects the overall product likability (Pelsmacker and Janssens, 2006). Bray et al. (2010) have suggested that the majority of consumers perceive these products poor in quality and that negatively affects their choice. This hypothesis intends to analyze the accuracy of this last statement.

H6.c: The perceived shopping inconvenience does not affect the total amount of fair trade products that consumers purchase.

According to Pelsmacker and Janssens (2006), this construct did not have a significance effect on the buying behavior. Thus, the goal of this hypothesis is to test the veracity of this study.

Research question 3.

The next group of hypotheses will have the purpose to prove if the profile of the Portuguese ethical consumer that supports the fair trade cause through his/her purchase will be the same as foreign ethical consumers.

H7: Gender has no influence on consumers' intentions to purchase fair trade products.

All previous studies (Pelsmacker et al., 2005; Bondy and Talwar, 2005; Carrigan and Attalla, 2001; Roberts, 1996) have suggested a neutral correlation between gender and ethical behavior. In this sense, this study will test the accuracy of these results.

H8: Consumers that show higher levels of intentions to purchase fair trade products are aged between 35 and 54 years.

This hypothesis intends to analyze if the age of the decision maker influences his/her intention to purchase fair trade products. According to Pelsmacker et al. (2005) this segment is composed by people with ages between 31 and 44. However, they still found that a significant proportion of consumers aged over 44 also support the fair trade movement. Bondy and Talwar (2011)

concluded that fair trade consumers tend to be people between the ages of 35 and 54. Therefore, we will verify if consumers that show higher levels of intentions are aged between 35 and 54 years.

H9: The level of education positively influences consumers' intentions to purchase fair trade products.

The aim of this hypothesis is to understand if education level influences the ethical behavior. According to Carrigan and Attalla (2001) and Roberts (1996), the ethical segment is highly composed by people with higher level of education.

H10: The level of income has no influence on consumers' intentions to purchase fair trade products.

According to Bondy and Talwar (2011), a high level of income is not positively related to a higher predisposition to purchase fair trade products, even though these products call for a higher price. Thus, the goal of this hypothesis is to test the veracity of this statement.

4. RESEARCH METHOD

The main objective of this chapter is to provide a better understanding of the methodology used to answer the research questions and to test the hypotheses previously defined. It describes the process of data collection, the research instrument, and the process of data analysis. Also, a characterization of the sample is performed.

4.1 Procedures

In order to provide a concise answer to the key research questions, a deep research on the Portuguese fair trade market was firstly conducted in order to better understand how the fair trade market has been evolving. This research was conducted not only through academic articles provided by the online database of Universidade Católica de Lisboa, but also through press releases, CIDAC's reports and information that was kindly provided by a few members of this organization. This allowed complementing this research. However, the main research instrument of this study was a questionnaire, since the research questions suggested that this approach would be the most valuable data collection technique. It was conducted a face-to-face questionnaire in supermarkets that offered a significant amount of fair trade labeled products, which enabled to have a closer contact with consumers and to better understand how familiar they were with the fair trade concept. Also, an online survey through the QuestionPro survey software was employed. This specific software made possible to ask an unlimited number of questions at no cost. Several links to the survey were posted on Facebook and sent via email requests. They were target at Portuguese consumers only. This enabled a collection of a significant amount of data much faster and in a shorter period of time and to have a more diversified sample.

The data collection process lasted for one month. It was collected 117 surveys. However, only 76 were considered valid to this research since the rest of respondents did not complete the whole questionnaire, which means a completion rate of 65%.

4.2 Questionnaire

The questionnaire method was used in order to measure consumers' intentions to purchase fair trade products and it was carefully created so each question would bring an added value for this study. The questionnaire contained ten different sections (appendix.14). Further details on the questionnaire are now provided.

In the first section, consumers were asked to say if they were already familiar with the fair trade movement. Respondents, who answered "no", were immediately excluded from the survey since they were not qualified to answer the other sections of the questionnaire which were primarily designed to be answered by people who were already familiar or have heard about fair trade. Only respondents who answered "yes" were requested to proceed with the survey and to answer three more questions in this first section. Respondents were presented with an open question where they were able to define the concept of fair trade. Its goal was to analyze consumers' knowledge about it and to understand if they knew how to define it correctly. Also, participants were asked to indicate the name of a brand or product that contained the fair trade label, in order to provide further understanding of how familiar they were with fair trade labelled products. The fourth question was aimed to measure consumers' actual behavior by asking them their frequency of purchase. The focus of the second part of the questionnaire was to measure consumers' attitudes towards the fair trade concept. Also, it attempted to understand what consumers expected to be the outcome of their purchases. The third section was especially created to measure the influence that other people have on the individuals' behavior and how far are they motivated to comply with this societal pressure. The part four of the survey intended to analyze if consumers perceived the act of buying fair trade products as an ethical obligation. The subsequent question is related to the self-identity measure. It intended to understand if consumers were concerned with ethical issues when shopping and which issues were more important to them. The focus of the sixth part of the questionnaire was to understand if the act of buying fairly traded products was an easy task or not. In addition, respondents were asked to rank which factors affected the total amount of products they intended to purchase. In the seventh section respondents were asked about their attitudes towards different aspects of the fair trade products such as price, perceived quality and shopping convenience. Following this section, respondents were asked about their willingness to pay for these products. Concerning the ninth section, the aim was to analyze consumers' intentions to purchase these products in the near future. Finally, the last section aimed at collecting all the demographic data such as gender, age, marital state, level of education, occupation, area of residence and income.

4.3 Data analysis

In order to understand which beliefs and constructs formed consumers' intentions and what factors affected the most their actual purchases, it was necessary to carefully analyze each variable. The relevant constructs that were identified as crucial in understanding what underlines Portuguese consumers' intentions as well as the factors that may act as barriers to

consumers' ability to act according to their concerns and intentions can be seen in appendix.4. It will now be explained in greater detail how each variable was measured.

Buying intentions

This variable is measured in the section number nine of the survey. This construct enabled to segment consumers according to their level of intentions to purchase fair trade products in the near future according to a restricted scale ranging from 1 (never), 2 (rarely), 3 (occasionally) and 4 (quite often) (Bondy and Talwar, 2011).

Attitude to the behavior

This construct is measured in the second section of the questionnaire by asking participants to rate on a 5-point scale (extremely unfavorable to extremely favorable) their attitudes towards the fair trade cause (Shawn et al., 2000). Also, it explored consumers' behavioural beliefs or consumers' expectations about the outcome of their purchases. Respondents were asked to classify four different statements on a 5-point Likert scale ranging from 1 (strongly disagree), 2 (disagree), 3 (neither disagree nor agree), 4 (agree) and 5 (strongly agree).

Subjective norm

This variable is measured in the subsequent section of the questionnaire (third section). Respondents were presented with a 5-point Likert scale (strongly disagree to strongly agree) to evaluate how much they agreed with two different statements that intended to understand if consumers were more likely to purchase fair trade products because of the high societal pressure they feel (Shawn et al., 2000).

Ethical Obligation

The goal of this construct was to understand if consumers were influenced by the feeling that they have an ethical obligation to purchase fair trade grocery products. To measure this construct, consumers were asked to rank their opinion on a 5-point Likert scale with 1 representing strongly disagree and 5, strongly agree (Shawn et al., 2000).

Self-identity

Regarding this variable, respondents were asked to indicate also on a 5-point Likert scale (strongly disagree to strongly agree) if they perceived themselves as a person who is concerned about ethical issues (Shawn et al., 2000). Also, consumers had to indicate how important (not important to very important) was for them each of the following ethical issues: Human rights, environmental impact, animal welfare and fair trade. This allowed the understanding at what extent the intention to purchase fair trade products was linked with how an individual relates with the fair trade cause.

Perceived behavioral controls

This construct is evaluated in the sixth section of the questionnaire. It first asks respondents to classify on a 5-category scale that goes from extremely difficult to extremely easy the following statement: "The purchase of fair trade products is for me something" (Shawn et al., 2000). Then, participants were given a list of factors in which they had to indicate on a 5-category Likert scale (strongly disagree to strongly agree) if a specific variable affected the total amount of fair trade products they purchase. The main factors considered were: the limited availability and limited range of fair trade products, the scepticism towards ethical labels and the lack of information in quality and in quantity.

Product likability

It intended to measure consumers' attitudes towards different aspects of the fair trade products such as the price, the perceived quality and the efforts in terms of shopping convenience (Pelsmacker and Janssens, 2006). Each item was measured by means of a 5-point Likert scale (strongly disagree to strongly agree) in section number seven.

Relative importance of the fair trade label

Consumers were also asked to indicate in the section number seven the three most important attributes when choosing and purchasing a product and classify these three attributes according to the degree of importance on a scale ranging from 1 (most important) to 3 (the least important of the three attributes). This measure enabled to explore the relative importance that each segment of consumers attaches to the fair-trade label (Pelsmacker et al., 2005).

Willingness to pay

This construct is measured in the eighth section. The main goal was to comprehend if respondents were in fact willing to pay the premium price that fair trade products require. Through this measure, it was possible to have a more reliable prediction of consumers' intentions since it enabled to understand if those intentions were indeed trustable and could be easily translated into purchase behavior (Pelsmacker et al., 2005).

Demographics

This dimension is measured in the last section of the questionnaire. The objective was to build a profile for the segment that reveals higher levels of intentions to purchase fairly traded products in terms of demographic variables. This was useful to test the following research hypotheses: H7, H8, H9 and H10 (Pelsmacker et al., 2005; Bondy and Talwar, 2011).

4.4 Sample

There were a total of 117 questionnaires received. Despite the fact that they have started the survey, 35% have not completed. For this reason, they could not be considered useful for this research. In this sense, only a total of 76 participants were useful for this research. Regarding the socio-demographic characteristics of the sample (appendix.5), females accounted for 59,2% of the sample and males represented 40,8%. 52,6% of the respondents were less than 34 years old, 31,6% were between 35 and 54, and 16% were above 54 years old. The major part of the sample was composed by single and married people that represented 51,3% and 40,8%. Highly educated people were over-represented since the majority had a master's degree (54%) or an undergraduate degree (38,2%). Most of participants were employed (77,6%), and only 15,8% were still studying. Furthermore, 89,5% of participants were from Lisbon and 60,5% claimed to have an monthly income between the range of €530 and €3020.

5. RESULTS

This chapter presents the main findings of this study based on the data collected from the questionnaire. A briefly analysis of the results regarding respondents' beliefs, attitudes and other constructs of their ethical decision-making process is conducted. Also, the relationship between respondents' demographic characteristics and their predisposition to buy fairly traded products is explored in order to test the hypotheses previously defined.

5.1 Data analysis

After the data has been received, it was separated according to respondents' different levels of intentions to purchase fairly traded products in the near future. The four different segments of consumers were named Active, Occasional, Rarely and Non-fair trade consumers[26]. Then, the mean of each construct and dimensions was computed for each segment separately according to a 5 point-Likert scale. The goal was to investigate the main differences in the means between the four segments. The table in appendix.9 shows the means obtained for all the constructs, dimensions and other variables for each group of consumers.

It must be noted that overall knowledge of participants was quite impressive. 51,3% of respondents stated that they were already familiar with a few brands and products labeled as fair trade and gave very well-known examples such as Ben & Jerry and Starbucks. Also, 80% knew how to define fair trade correctly. However, increased knowledge does not translate directly in higher intentions, since there were no significant differences between respondents in the Occasional (91%) and in the Rarely (93%) segment. Also, the vast majority of consumers that compose the Non-fair trade segment were already familiar with this concept. Out of 76 participants, 44,7% of them stated they were likely to purchase fair trade products occasionally, and only 5,3% in a more regular basis. 21,1% intended to buy rarely and 28,9% had no intention to buy these products in the near future. It was possible to capture significant differences between these segments. As the intention to buy decreased, respondents tended to be more guided by self-motivated concerns such as price, quality and convenience (appendix.6). Price and quality were perceived as the most important attributes, followed by convenience. Package and brand familiarity had the lowest scores. 88% of Non-fair trade consumers considered price as the most important attribute when shopping, and as the predisposition to buy fairly traded

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[26] Active consumers are the ones that intend to purchase fair trade products quite often; Occasional consumers intend to buy occasionally (Bondy and Talwar, 2011); the Rarely segment is composed by respondents that will buy rarely and the Non-fair trade segment is composed by respondents that revealed no interest in buying these products in the near future.

products increased, the importance of price as a primary attribute diminished. However, the quality attribute increased of importance as the segment expressed higher intentions. At the same time, they also reported a higher preference for the fair trade label attribute and seemed to consider it as one of the three most important attributes when shopping. The two most potential segments (Active and Occasional) account for 50% of the total sample. However, despite reporting high intentions to purchase these products, their actual purchase behavior seems to be relatively different from their intentions since the percentage of consumers who actually buys fair trade products on a regular basis or occasionally is only 25%. A detailed analysis on what each segment actually purchases is carried out on appendix.7.

Regarding the components that underline those intentions to buy these products, the results indicated that overall attitudes towards the fair trade concept were reasonably high (64,5%). Apparently, respondents that reported higher intentions to buy these products had more favorable attitudes. As the predisposition increased, it is possible to see that respondents increasingly became more driven by the sense of obligation to others and felt more identified with the fair trade cause. Also, they appeared to be less sceptical about the fair trade label and showed more positive attitudes towards these products' categories such as price and quality. It must be noted that the segment that reported higher intentions was the segment that most complained about the limited availability of these products in places where they frequently shops and perceived the shopping inconvenience as the factor that most affected the total amount of fair trade products they usually purchase. Furthermore, participants were also asked to rank their willingness to pay for these products. It was possible to see significant differences between the average prices that each segment was willing to pay (appendix.8). The average willingness to pay of the total sample was €0,45. 34,2% of respondents were not willing to pay more than €0,15 for a bar of chocolate produced according to the fair trade principles, and 22,4% were not willing to pay more than €0,45. A total of 26,32% of respondents indicated that they were willing to pay €0,75 more for a fair trade labelled chocolate, which is the actual premium price. The Active segment was the one that showed higher willingness to pay for these products, followed by the Occasional, Rarely and finally the Non-fair trade consumers.

5.2 Hypothesis testing

Taking into consideration the table in appendix.9, all the hypotheses will be now tested. The constructs as well as its dimensions are carefully analyzed in order to better understand which ones formed consumers' intentions to purchase fair trade products.

<u>Hypotheses regarding the 1º Research question.</u>

Regarding the first construct, it was possible to observe that Active consumers held a more favorable *attitude towards the fair trade concept.* They showed on average an attitude extremely favorable (4.75). The Occasional as well as the Rarely segment obtained a mean of 4.00, which means a favorable attitude. On the other hand, the Non-fair trade segment showed an indifferent attitude and therefore had the lowest mean of all segments (3.00). These results confirmed hypothesis 1: consumers with higher predisposition to purchase fairly traded products held stronger attitudes towards the fair trade concept. The dimensions of this construct (behavioral beliefs) that held the highest scores in all four groups was the belief that their purchases "will help improving the living and working conditions of the most vulnerable communities" and "will allow producers to receive a fair price for their products". On the other hand, the belief that "will contribute to their peace of mind" had the lowest mean in all the three fair trade segments (3.60)[27]. Taking into consideration only these three fair trade segments (Active, Occasional and Rarely), it must be noted that, the higher is the intentions, the lower is the scores ranked in this dimension. It was possible to conclude that the support for the fair trade cause had less to do with self-motivated concerns, but rather on concern for others.

Regarding the *subjective norm* category, the mean obtained in this construct for each segment was not significantly different from the mid-scale point (3.00), which means they were not sure of their opinion on the subject. For this reason, hypothesis 2, which stated consumers' level of intentions is not positively related by this construct, is confirmed.

As the level of intentions increased, the higher was the score ranked on the *ethical obligation* construct. The Active consumers had the highest mean (3.75), followed by the Occasional (3.56) and the Rare segment (3.19). These results indicate that in fact the decision-making process is driven by the sense of obligation, and the higher that is, the higher is the desire to behave accordingly to that feeling of obligation to others and, consequently, the higher will be consumers' predisposition to support this ethical cause. As a result, hypothesis H3 is supported.

An overwhelming 92,73% of participants perceived themselves as a consumer who is concerned about ethical issues. The remaining respondents were not sure of their opinion on this matter. However, there is evidence that the fair trade cause was not the ethical consideration that the majority of these participants take into consideration when shopping. The vast majority of respondents reported that they were concerned or extremely concerned about the products'

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[27] Average between the three fair trade segments (Active, Occasional and Rarely).

environmental impact (85,5%). Regarding the fair trade cause and the importance that was given to this issue, as the intention to purchase these products increased, respondents felt more identified and concerned with this cause. Consequently, hypothesis 4 that suggested consumers' intentions are positively influenced by this construct is confirmed. A complete summary of these hypotheses can be seen in appendix.10.

Hypotheses regarding the 2º Research question.

Regarding how easy is for an individual to purchase far trade products (*Perceived behavioral controls*), 47,7% of the sample perceived to be "extremely difficult" or "difficult" the task of purchasing fair trade products. Only 23% perceived it as an easy task. The Active segment had the highest score (3.50), which means that they tend to be the group of consumers who seemed to be less affected by external factors. The more difficult consumers perceived to be the task of buying these products; the lower were their intentions. The analysis of which factors were perceived as an obstacle for consumers to purchase these products is now conducted. The high scores on the availability dimension indicates that respondents believed that the lack of these products in places like supermarkets, bars and grocery stores affected the total amount of fair trade products they usually purchase. It appears that this dimension is the one that affected not only the Active segment, but also, the Occasional and the Rarely segment. The mean value of this dimension is well above the agree point scale (4.00) and is higher than all the other dimensions, which means they found the limited availability of fair trade products as the factor that most impaired them to act according to their intentions. In conclusion, hypothesis 5a is supported. In addition, hypothesis H5b can be validated, since 64,5% of respondents agreed that the limited *variety* of these products negatively affected the total amount of fair trade products they usually buy. The lack of high quality and quantity of information also is perceived to be an obstacle for their purchases (*information*). All three fair trade segments (Active, Occasional and Rarely) perceived that the information regarding fair trade products and the places where they are available was very poor and insufficient. In addition, they also claimed that information about the fair trade concept was not reliable and good enough. They suggested that this factor also affected in a negative way their purchases. In this sense, it is possible to validate hypothesis 5c. Taking into consideration the *scepticism*, the majority of respondents disagreed or strongly disagreed with the fact that they were sceptical or had no confidence that the fair trade label guarantees that a certain product meets the fair trade principles. In summary, hypothesis 5d is rejected.

Apparently, Active consumers seemed to show a surprising positive attitude towards the price level of these products (*price acceptability*). On the other hand, as consumers' intentions decreased, respondents appeared to be less satisfied about the premium price of these products. The Occasional and the rarely segments agreed that the high price of the products was a strong reason for not purchasing fair trade products on a more regular basis. Is it possible then to validate hypothesis 6a. With respect to the *perceived quality* dimension, respondents seemed to be very satisfied with the *quality* of these products. As a result, hypothesis 6b is rejected, since it predicted that these products were perceived poor in quality and that affected the overall product likability, and consequently the total amount of fair trade products that consumers purchase. The *perceived inconvenience* dimension obtained high values which indicate that all four groups felt that buying fair trade products requires a substantial effort. This dimension is closely linked to the availability dimension. Apparently, the shopping inconvenience seems to be the factor that most negatively affected the Active and the Occasional segment. Respondents claimed that the shopping inconvenience actually diminishes their ability to buy these products and to act according to their concerns and intentions. In conclusion, H6c is rejected. A complete summary of these hypotheses can be seen in appendix.11.

Hypotheses regarding the 3º Research question.

Regarding the influence of socio-demographic characteristics in the predisposition to buy fairly traded products, it was taken into consideration four different variables: gender, age, education level and income (see appendix.12). Regarding gender, females seemed to be dominant in the Occasional and Active segment. As the predisposition to support the fair trade movement decreased, the segments tended to be composed by a higher percentage of men. Hypothesis 7 is then rejected. The majority of respondents that composed the Non-fair trade segment and the Rarely segment were below 34 years old. On the contrary, the other two segments were highly composed by people above 35 years. In this sense, hypothesis 8 is confirmed. However, it must be noted that a large percentage of consumers that belonged to the Occasional segment were less than 24 years (32,4%). It was hypothesized that ethical consumers tend to be highly educated people. However, this was not the conclusion of this research since the education distribution was not very different among segments. Respondents with an undergraduate degree were dominant in the Non-fair trade segment; however, people with the highest level of education (masters' degree and PhD) were dominant in both segments, Rarely and Active, which means that differences in education distribution are not significant enough. As a result, hypothesis 9 is not supported. Finally, consumers with high levels of income tended to have higher proneness to buy fair trade products. The Active segment was only composed by people

with an income between €1310 and €4380. Consumers with an income above €1310 were dominant in the Occasional segment. On the contrary, the Rarely segment was largely composed by people with an income lower than €1310 and the Non-fair trade by consumers with incomes lower than €3020. As a result, hypothesis 10 is rejected. A complete summary of these four hypotheses can be seen in appendix.13.

6. CONCLUSIONS

This chapter starts with a briefly conclusion of the main findings. After that, a few recommendations and the main limitations of this study are defined.

6.1 Conclusions

The main goal of this study was to understand which beliefs, attitudes, and other components of the decision-making process model the Portuguese consumers' intentions to purchase fairly traded products. Also, it intended to explore the relationship between the demographic characteristics of respondents and their level of intentions in order to build a profile for the fair trade consumer. This study concludes that the majority of Portuguese consumers held a relatively favorable attitude towards the fair trade cause; however there was a significant group of consumers who had no intentions of every buying this products. Clusters groups were defined based on the different levels of intentions that respondents reported in order to explore the main differences between these groups of consumers in terms of their beliefs, attitudes and other constructs of the ethical decision-making process. Participants that reported higher intentions seemed to hold an extremely favorable attitude towards the fair trade movement. The results revealed that the Active as well as the Occasional segments were not looking for personal satisfaction when buying fair trade products, but instead they seem to be driven by the desire to help others. They believed that their purchases will contribute to poverty alleviation and will improve the living conditions of farmers and workers in the developing world. These consumers were also already identified with the fair trade cause since it seemed to have personal relevance to them. Only the Active segment appeared to be very satisfied with the price level of these products. The other segments such as the Occasional and the Rarely claimed that the premium price was a major obstacle to their ability to purchase fair trade products. 26,32% of respondents indicated that they were willing to pay more €0,75 (the actual premium price) for a chocolate bar that contained the fair trade label. Consumers that belong to the Active segment were more prepared to pay the actual premium price (75%), followed by the Occasional consumers (38,24%). Only 19% of respondents that belong to the Rarely segment were willing to pay the price required by fair trade products. However, the Active segment appeared to be very small (5,3%), but together with the Occasional consumers, these two potential segments accounted for 50% of the total sample and therefore should be the target group of this market. However, when taking into consideration their willingness to pay the actual premium price, the percentage of consumers that belong to the Active and to the Occasional segments that were willing to pay the actual premium price decreased to 21,07%. These two segments seemed to be mainly composed

by females aged above 34 years with higher levels of income. Despite reporting very positive intentions, these results cannot be directly translated into the future purchase behavior since only 25% of the total sample claimed to purchase quite often or occasionally. When asked to identify the factors that restricted their ability to purchase fair trade products and did not allowed them to act according to their intentions, all segments agreed on the limited availability of fair trade products in places where they already shop such as supermarkets, grocery stores, among other places. The vast majority of respondents felt that the distribution of these products was not convenient and that required a lot effort. Also, all segments seemed to complaint about not having enough information about the places where these products can be bought. In addition, the vast majority of respondents perceived the quality of information regarding the fair trade movement bad. However, they seemed to be very confident towards the fair trade label since they believed that the producers will actually receive a fair price for their products. In addition, it is important to take into consideration the economic environment that Portugal is facing nowadays since consumers' intentions might be affected by the recession. The price attribute is taken into greater consideration and the willingness to pay the high price might probably be more conditioned than an environment of prosperity.

Taking now into consideration the main beliefs and motivation factors that forms such positive intentions as well as the aspects that seem to be the main reason for why these consumers do not act according to their intentions, it can be concluded that in order to expand this market in Portugal several changes must be made. The significant percentage of consumers that reported high intentions to purchase these products and is willing to pay the actual premium price (21,07%), reveals that this is a very significant market (fair trade market) with clear potential. In this sense, a number of recommendations are now presented:

Fair trade organizations should provide better information about the concept such as its goals, its principles, how it works, etc. Also, more information should be provided regarding fair trade products and the places where consumers can buy them. Also, the way it is communicated should be taken into consideration. It should be done through advertising and promotions campaigns in order to increase the levels of awareness. The message of these campaigns should highlight the main contributions that consumers can make if they embrace this cause. Consumers need to be informed about the main contributions of their purchases in order to mobilize consumers to change their consumption habits and embrace this ethical considerations and make them part of their daily choices. Majority of fair trade organizations in Portugal have been committed to develop education initiatives and provide information especially in schools. It is important to continue this mission, however, other important segments should be taken into

consideration since the majority of people that belong to the Active and Occasional segment are females, aged over 34 years old and with higher levels of incomes. In addition, consumers need to be more familiar with brands and products labeled as fair trade since the large number of respondents only claimed to know Starbucks, Ben & Jerry or The body Shop as examples of companies with fair trade labeled products. However they did not know how to identify the fair trade label. In addition, these products should be marketed in a large number of retail chains outside the traditional fair trade shops where the common consumers already shops, as it happens in most European countries. These would allow these products to reach a larger consumer segment that already shows high intentions to purchase these products. Only with these changes will be possible for consumers to embrace this cause and increasingly began to play an active role in purchasing this products on a more regular basis.

6.2 Limitations

The first limitation is regarding the composition of the sample. Due to the low completion rate of 65%, which might be caused by the fact that the questionnaire was too long, it was not possible to have a sample large enough to be a fair representation of the Portuguese population. That may have affected same conclusions since a few segments such the Active was composed by very few people. Also, 89,5% of the respondents were from Lisbon. Highly educated people were over-represented since 38,2% had a undergraduate degree and 54% had a master degree or a PhD. This may have harmed the conclusions regarding the demographic characteristic of the fair trade target group. The subsequent limitation is related to the fact that there might be other important motivation factors of the ethical decision-making process that were not investigated in this study. Also, there might be other external factors that can also be a major obstacle to consumers' ability to purchase fair trade products that were not investigated in this research. This study had the purpose to gain a better understanding of the main beliefs and constructs that formed consumers' intentions, however, further studies should focus on investigating the real influence and the impact that each construct has on the Portuguese consumers' intentions by using professional software that will allow having more reliable conclusions. Other limitation is that consumers may have tended to create a good impression in the researcher and consequently to overstate their intentions to purchase fair trade products, especially when the questionnaire was conducted face-to-face. Therefore, the market share of potential consumers might be overestimated.

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8. APPENDIX

Appendix.1 - Fair Trade International Organizations

<u>EFTA - European fair trade Association</u>: Is a network of 11 major importers of fair trade and it was created in 1990. EFTA's main activity is to distribute the products manufactured in developing countries. Besides this activity EFTA has also been instrumental in raising the levels of awareness to this movement (Sebrae, 2007). It is currently composed by ten fair trade importers in nine European countries (Austria, Belgium, France, Germany, Italy, Netherlands, Spain, Switzerland and United Kingdom) (EFTA, 2011).

<u>NEWS! - Network of European Worldshops</u>: It was created in 1994 by national authorities of several countries in order to facilitate the cooperation and exchange of information between the worldshops all over the world (Sebrae, 2007).

<u>IFAT - International fair trade Association:</u> It is a global network of fair trade organizations (FTO), established in 1989, that sells the label that identifies fair trade products.

<u>WFTO - World fair trade Organization:</u> It is responsible for registering fair trade organizations and has been complementing FLO works. Nowadays WFTO has more than 350 members in 70 different countries (WFTO, 2011).

<u>FINE:</u> It is an informal association between FLO, WFTO, EFTA and NEWS! It was created in 1998 with the intention to harmonize all the fair trade standards.

Appendix.2 - Fair trade stores in Portugal

Espaço Solidário da Mó da Vida, Almada
Ecos do Sul, Amadora
Equação, Amarante
Reviravolta, Porto
CIDAC, Lisboa

Appendix.3 - The fair trade debate

The existence of a diversity of interests, actors and procedures that are now under the name of fair trade has brought to the surface a discussion between the two main routes by which fair trade can be implemented: the fair trade product label and the fair trade certification for organizations (CIDAC, Fórum de Comércio Justo, 2007).

The increasingly disbelief in international practices carried out so far by large international non-governmental organizations of fair trade such as FLO and its Label, are one of the main reasons for this discussion. The label created by this organization has enabled companies to get involved in fair trade and claim to be doing it in some part of their business. For this reason the FLO has been under great criticism for allowing fair trade-labeled products to be sold under the name of large multinationals and organizations. The problem is that most of these multinationals forget the other stages of their supply chains that sometimes do not comply with fair trade rules (CIDAC, Fórum de Comércio Justo, 2007). In other words, several non-governmental organizations claim that this behavior goes against the principles of fair trade since it enables companies to be perceived as fair companies when they are not. Realizing this, numerous fair trade organizations have rejected the commercialization of fair trade products by large multinationals through mainstream grocery stores and retail outlets. These companies are still under much criticism and are accused of using the concept of fair trade as a marketing tool mainly because of their lack of transparency and communication of all the stages of their supply chain. Moreover, these organizations such as the ones involved in the ECJ defend that large importers demand most of the times large quantities of products in order to fill developed countries' demand, which is impossible to be undertaken by small certified producers. FLO together with National Labeling Initiatives are also criticized by favoring large plantations that can sell in large quantities. In 2003, FLO decided that producers must finance their own certification. The problem is that most of the times small producers do not have enough money to pay the certification and are consequently forgotten (CIDAC, Fórum de Comércio Justo, 2007).

On the other hand other entities with a different vision claim that these multinationals have been crucial to the growth of this market in terms of sales and volume. In addition, they have been also improving the lives of producers from the developing world since they have been allowing them to sell their products (ECJ, 2006).

Other major problem concerning the fair trade market is that companies are still not entirely able to measure the outcomes of those promises, and as a result consumers can not be properly informed about the real accomplishments of those companies (Castaldo et al., 2008). Consumers increasingly want to feel secure that the extra money will actually be delivered to the farmer in the third world country (20°). In addition, consumers are also subject to negative information, increasing then consumers' disbelief of "ethical claims" (Castaldo et al., 2008), creating then an atmosphere of mistrust against fair trade labels (ETFP, 2010). Furthermore, the majority of consumers do lack of awareness and knowledge concerning these initiatives and this "is likely to be a major inhibition of consumers' responsiveness" (Mohr et al., 2001). Besides this fact,

fair trade products can be perceived by a great range of consumers as indistinguishable from other products since most of consumers may easily fail to notice relevant labels when shopping (Castaldo et al., 2008). According to Pelsmacker et al. (2005), Castaldo et al. (2008) and Accenture (2011), this lack of knowledge, awareness, trust and credibility towards this movement can actually be the main reason why fair trade organizations and companies that sell fair trade products are not yet able to reap out the positive benefits from engaging in this initiative.

Appendix.4 – Variables

Main variables
Buying Intentions
Attitude to the behavior
Subjective norms
Ethical obligation
Self-identity

Perceived behavioral controls
  Availability
  Variety
  Scepticism
  Information

Product likability
  Price acceptability
  Perceived quality
  Shopping convenience
Relative importance of the fair-trade label

Willingness to pay

Demographics
  Gender
  Age
  Level of education
  Income

Appendix.5 – Composition of the sample

Demographics	% of the sample
Gender	
Male	40,8%
Female	59,2%
Age	
Below 34	28,9%
25 - 34 years	23,7%
35 - 44	9,2%
45 - 54	22,4%
55 or older	15,8%
Level of Education	
Lower secondary school	0%
Higher secondary school	6,6%
Undergraduate degree	38,2%
Master's degree / PhD	55,3%
Employment status	
Student	15,8%
Employed	77,6%
Unemployed	4%
Retired	2,6%
Marital status	
Single	51,3%
Divorced	5,3%
Married	40,8%
Widow/ed	2,6%
Residence	
North	1,3%
Centre	4%
Lisbon	89,5%
South	5,3%
Azores	0%
Madeira	0%
Net monthly income	
Less than €350	13,2%
€350 - €530	2,6%
€530 - €1310	23,7%
€1310- €3020	36,8%
€3020 - €4380	9,2%
€4380- €10950	1,3%
More than €10950	1,3%
Prefer not to answer	11,8%
Total of the sample	**76**

Appendix.6 – Importance of attributes per segment

Buying intentions / Constructs and dimensions	1º most important attribute	1º most important attribute	3º most important attribute
Non-fair trade consumers			
Package	0%	0%	0%
Price	**88%**	13%	0%
Quality	0%	38%	**50%**
Brand familiarity	0%	0%	13%
Presence of the fair trade label	<u>0%</u>	<u>0%</u>	<u>0%</u>
Convenience shopping	13%	**50%**	38%
Rarely consumers			
Package	0%	0%	6%
Price	**44%**	**44%**	13%
Quality	**38%**	**38%**	19%
Brand familiarity	0%	0%	0%
Presence of the fair trade label	<u>6%</u>	<u>6%</u>	<u>13%</u>
Convenience shopping	13%	13%	**50%**
Occasional consumers			
Package	0%	0%	9%
Price	29%	**47%**	18%
Quality	**47%**	32%	12%
Brand familiarity	3%	3%	18%
Presence of the fair trade label	<u>6%</u>	<u>6%</u>	<u>12%</u>
Convenience shopping	15%	12%	**32%**
Active consumers			
Package	0%	0%	0%
Price	25%	**50%**	25%
Quality	**75%**	25%	0%
Brand familiarity	0%	0%	0%
Presence of the fair trade label	0%	<u>25%</u>	<u>25%</u>
Convenience shopping	0%	0%	**50%**

Appendix.7 – Buying behavior and buying intentions.
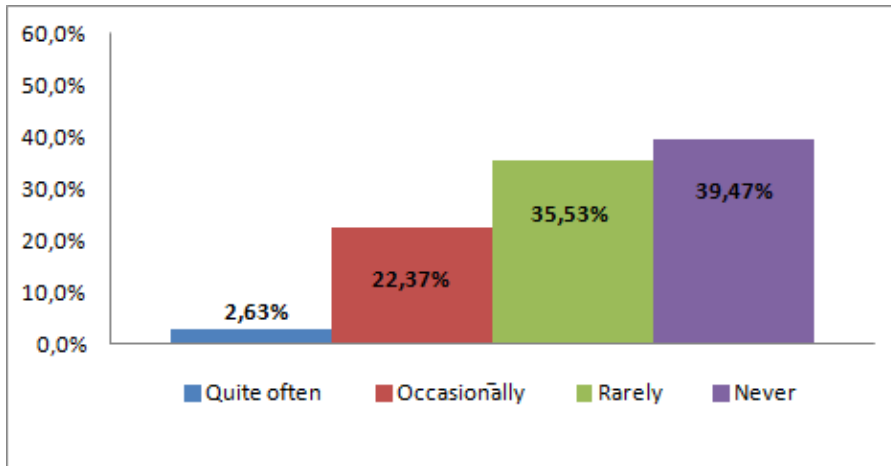
Buying behavior

Buying intentions
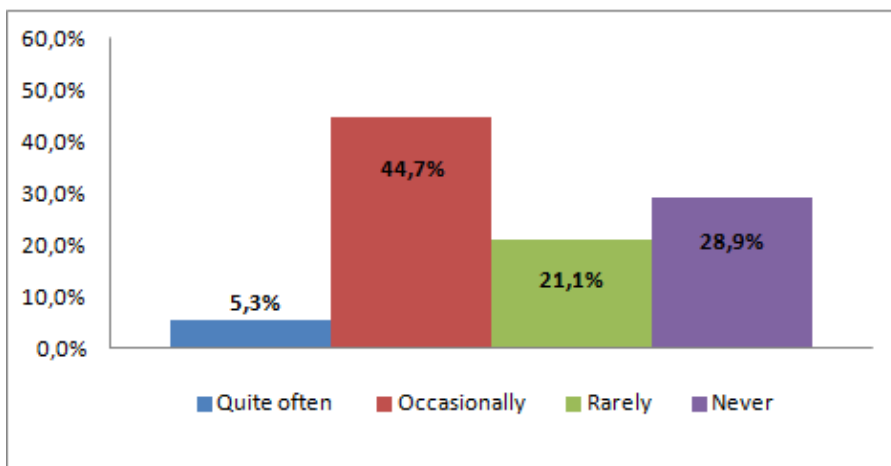
Buying behavior and Buying intentions per segment
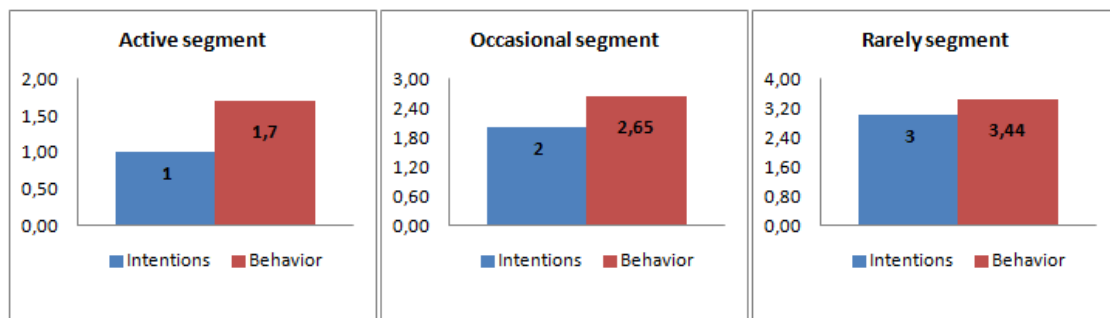
Frequency of purchase: 1,00- Quite often   2,00- Occasionally   3,00 - Rarely   4,00 - Never

Appendix.8 – willingness to pay

Buying intentions Constructs and dimensions	Non-fair trade consumers	Rarely consumers	Occasional consumers	Active consumers	Sample
Willingness to pay (% of participants)					
Nothing	50%	-	9%	-	17,1%
At least €0,15 more	50%	31%	26%	-	34,21%
At least €0,45 more	-	50%	35%	25%	22,37%
At least €0,75 more	-	19%	26%	75%	21,05%
At least €1,05 more	-	-	9%	-	3,95%
At least €1,35 more	-	-	-	-	-
At least €1,65 more	-	-	2.%	-	1,32%
At least €1,95 more	-	-		-	-
At least €2,25 more	-	-		-	-
Total of the sample	**28,9%**	**21,1%**	**44,7%**	**5,3%**	**100%**

Appendix.9 – Buying intentions

Buying intentions Constructs, dimensions and other factors	Non-fair trade consumers	Rarely consumers	Occasional consumers	Active consumers
Attitude to the behavior				
Attitude towards the fair trade concept [1]	3.00	4.06	4.00	4.75
Behavioral beliefs: [2]				
Contribute to the welfare of society in general	3.00	4.19	4.09	4.25
Improve the living and working	3.50	4.69	4.29	4.75
Allow producers to receive a fair salary	3.00	4.75	4.12	4.75
Contribute to my peace of mind	2.50	3.75	3.56	3.50
Subjective norms [1]	2.50	2.56	2.76	3.00
Motivation to comply	2.50	2.94	2.85	2.75
Ethical obligation [1]				
	2.50	3.19	3.56	3.75
Self-identity				
Fair trade cause [3]	3.00	3.47	3.94	4.25
Perceived behavioral controls [4]	3.00	2.31	2.65	3.50
Control beliefs [1]				
Availability	3.50	4.63	4.41	4.75
Variety	3.00	4.25	4.00	4.00
Scepticism	3.50	2.69	2.94	2.25
Information				
- Quality	3.50	3.81	4.15	3.50
- Quantity	3.50	4.50	4.47	4.25
Product likability [1]				
Price acceptability	3.50	4.00	3.85	2.75
Perceived quality	3.00	2.00	2.21	1.50
Shopping convenience	4.00	4.00	4.24	4.25
Time	4.00	3.31	3.50	2.75
Relative importance (% of participants)				
Presence of the fair trade label				
1º most important attribute	0%	6%	6%	0%
2º most important attribute	0%	6%	6%	25%
3º most important attribute	0%	13%	12%	25%
Total of the sample	**28,9%**	**21,1%**	**44,7%**	**5,3%**

[1] 1. Extremely unfavorable   2. Unfavorable   3. Indifferent   4. Favorable   5. Extremely favorable
[2] 1. Strongly disagree   2. Disagree   3. Neither disagree nor agree   4. Agree   5. Strongly agree
[3] 1. Extremely not important   2. Not important   3.Indifferent   4. Important   5. Extremely important
[4] 1. Extremely difficult   2. Difficult   3. Indifferent   4. Easy   5. Extremely easy

Appendix.10 – Hypotheses regarding the 1º Research question.

Research question 1.	
Hypotheses	**Conclusions**
H1. Consumers' intentions to purchase fair trade products are positively influenced by the factor "attitude to the behavior"	Confirmed
H2. Consumers' intentions to purchase fair trade products are not influenced by the factor "subjective norm".	Confirmed
H3. Consumers' intentions to purchase fair trade products are positively influenced by the factor "ethical obligation".	Confirmed
H4. Consumers' intentions to purchase fair trade products are positively influenced by the factor "self-Identity".	Confirmed

Appendix.11 – Hypotheses regarding the 2º Research question.

Research question 2.	
Hypotheses	**Conclusions**
H5.a The limited availability of fair trade products in places where the common consumer already shop negatively affects consumers' intentions to purchase for fair trade products.	Confirmed
H5.b The limited variety of fair trade products in places where the common consumer already shop negatively affects consumers' intentions to purchase for fair trade products.	Confirmed
H5.c. The lack of high-quality and quantity of information regarding the fair trade concept and products negatively affects consumers' intentions to purchase for fair trade products.	Confirmed
H5.d. Scepticism for fair trade issues negatively affects consumers' intentions to purchase for fair trade products.	Rejected
H6.a. The premium price of fair trade products negatively affects consumers' intentions to purchase fair trade products.	Confirmed
H6.b. The perceived poor quality of fair trade products negatively affects consumers' intentions to purchase for fair trade products.	Rejected
H6.c. The perceived shopping convenience does not affect consumers' intentions to purchase for fair trade products	Rejected

Appendix.12 – Demographics

Buying intentions / Demographics	Non-fair trade consumers	Rarely consumers	Occasional consumers	Active consumers
Gender				
Female	40,9%	62,5%	67,7%	75,0%
Male	59,1%	37,5%	32,4%	25,0%
Age				
Below 24	22,7%	37,5%	32,4%	0,0%
25 - 34 years	36,4%	50,0%	5,9%	0,0%
35 - 44	13,6%	6,3%	2,9%	50,0%
45 - 54	18,2%	0,0%	38,2%	0,0%
55 or older	9,1%	6,3%	20,6%	50,0%
Level of Education				
Higher secondary school	9,1%	6,3%	5,9%	0,00%
Undergraduate degree	50,0%	18,8%	41,2%	25,0%
Master's degree/ PhD	40,9%	75,0%	52,9%	75,0%
Income				
Less than €530	13,6%	25,0%	14,7%	0,0%
€530 - €1310	31,8%	31,3%	17,6%	0,0%
€1310- €3020	36,4%	18,8%	44,1%	50,0%
€3020 - €4380	9,1%	6,3%	5,9%	50,0%
More than €4380	0,0%	0,0%	5,9%	0,0%
Prefer not to answer	9,1%	18,8%	11,8%	0,0%

Appendix.13 – Hypotheses regarding the 3º Research question.

Research question 3. / Hypotheses	Conclusions
H7. Gender has no influence on consumers' intentions to purchase fair trade products.	Rejected
H8. Consumers that show higher levels of intentions to purchase fair trade products are aged between 35 and 54 years.	Confirmed
H9. The level of education positively influences consumers' intentions to purchase fair trade products.	Rejected
H10. The level of income has no influence on consumers' intentions to purchase fair trade products.	Rejected

Appendix.14 - Questionnaire

Questionário

Estou neste momento a realizar a tese de Mestrado e gostaria de pedir a sua colaboração.

O questionário é constituído por três partes e contem no total 18 perguntas, na sua maioria de resposta rápida. O questionário tem uma duração de cerca de 10 minutos e é de natureza confidencial e anónima.

Primeira Parte

1. Já alguma vez ouviu falar em Comércio Justo?

Sim	
Não	

2. O que entende por Comércio Justo? (Não existem respostas nem certas nem erradas)

3. Conhece alguma marca que já venda produtos com o selo de certificação de comércio justo?

Não	
Sim, Qual?	

4. Com que frequência costuma comprar produtos proveniente do comércio justo?

Muitas vezes	
Ocasionalmente	
Raramente	
Nunca	

Segunda Parte

(Attitude to the behavior)

Por favor, indique a sua opinião sobre as seguintes afirmações:

5.1. Em geral, a minha atitude em relação ao comércio justo e à compra de produtos provenientes de um comércio justo é:

Extremamente desfavorável	Desfavorável	Indiferente	Favorável	Extremamente favorável

5.2. Acredito que ao comprar produtos de comércio justo:

	Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente
5.2.1 Vou Contribuir para o bem-estar da sociedade em geral:					

	Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente
5.2.2 Vou ajudar a melhorar as condições de vida e de trabalho das comunidades mais fragilizadas:					
5.2.3 Vou permitir que os produtores recebam uma remuneração justa pelos seus produtos:					
5.2.4 Vou contribuir para o meu bem-estar psicológico:					

Terceira Parte

(Subjective norm)

Indique a sua opinião sobre as seguintes afirmações:

	Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente
6.1. A maioria das pessoas que são importantes para mim acha que eu deveria comprar produtos do Comércio justo:					
6.2. É hábito seguir a opinião desse grupo de pessoas:					

Quarta Parte

(Ethical Obligation)

7. Sinto que comprar produtos provenientes do comércio justo é uma obrigação moral:

Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente

Quinta Parte

(Self-identity)

8.1 Considero-me uma pessoa preocupada com questões éticas:

Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente

8.2 Indique o nível de importância, que cada uma das seguintes questões éticas, tem para si quando realiza as suas compras de produtos alimentares?

	Não é importante	Pouco Importante	Indiferente	Importante	Muito importante
Se o produto no seu processo de fabrico respeitou os direitos humanos					
O impacto ambiental do produto:					
Se o produto foi testado em animais:					
Se o produto é proveniente de um Comércio Justo:					

Sexta Parte

(Perceived behavioral controls)

Indique a sua opinião sobre as seguintes afirmações:

9.1 Para mim comprar produtos de comércio justo é algo:

Extremamente difícil	Difícil	Indiferente	Fácil	Extremamente fácil

9.2 Indique se os seguintes factores afectam ou não a quantidade de produtos do comércio justo que compra:

	Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente
9.2.1 Considero que a **falta de disponibilidade destes produtos** nos locais que frequento afecta a quantidade de produtos do comércio justo que compro:					
9.2.2 Considero que a **pouca variedade destes produtos** afecta a quantidade de produtos do comércio justo que compro:					
9.2.3 **A falta de confiança/credibilidade que tenho na etiqueta de comércio justo** (se é dada uma remuneração justa e melhores condições de vida e de trabalho aos produtores e trabalhadores) afecta a quantidade de produtos do comércio justo que compro:					

	Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente
9.2.4 Considero que há **pouca informação de qualidade** sobre o que é, e como funciona o comércio justo, e isso afecta a quantidade de produtos do comércio justo que compro:					
9.2.5 Considero que há **pouca informação** sobre quais os produtos de comércio justo disponíveis e os locais onde os posso comprar, e isso afecta a quantidade de produtos do comércio justo que compro:					

Sétima Parte

(Product likability)

10.1 Indique se os seguintes factores afectam ou não a quantidade de produtos do comércio justo que compra:

	Discordo totalmente	Discordo	Sem opinião	Concordo	Concordo totalmente
10.1.1 Considero que o facto de o **preço dos produtos de comércio justo ser mais elevado** que os outros produtos afecta a quantidade de produtos do comércio justo que compro:					
10.1.2 Considero que a **qualidade destes produtos é inferior**, e isso faz com que eu não compre a quantidade de produtos do comércio justo que gostaria:					
10.1.3 Para comprar produtos de comércio justo **tenho de me deslocar** a determinados supermercados ou a lojas especializadas e isso faz com que não compre a quantidade de produtos do comércio justo que gostaria:					

10.2. Por favor, indique os **três atributos mais importantes** para si na escolha e na compra de um produto e classifique esses três atributos de 1 a 3 de acordo com o grau de importância **(1- o mais importante; 3 – o menos importante dos três atributos).**

Embalagem	
Preço	
Qualidade	
Marca familiar	
Presença da etiqueta de comércio justo	
Localização do ponto de venda	

Oitava Parte

(Willingness to pay)

11. Sabendo que o preço médio de uma tablete de chocolate de 100g é **€1,60**, quanto é que estaria disposto a **pagar a mais** para que esse mesmo produto seja do comércio justo? (**Assinale com uma cruz apenas uma resposta**).

Nada	
Mais €0,15	
Mais €0,45	
Mais €0,75	
Mais €1,05	
Mais €1,35	
Mais €1,65	
Mais €1,95	

Nona Parte

(Buying intentions)

12. Com que frequência pretende comprar produtos do comércio justo nos próximos tempos?

Muitas vezes	
Ocasionalmente	
Raramente	
Nunca	

Décima Parte

(Demographics)

12. Qual o seu género?

Feminino	
Masculino	

13. Qual a sua idade?

Menos de 24	
Entre 25 e 34	
Entre 35 e 44	
Entre 45 e 54	
Mais de 55	

14. Qual o seu estado civil?

Solteiro/a	
Divorciado/a	
Casado/a	
Viúvo/a	

15. Qual o seu grau académico?

2º ou 3º ciclo do ensino básico	
12º Ano complete	
Licenciado	
Mestrado/Pós-Graduação	
Doutoramento	

16. Qual a sua actividade profissional?

Estudante	
Trabalhador	
Desempregado	
Reformado/Pensionista	

17. Qual o seu local de residência?

Norte	
Centro	
Lisboa	
Sul	
R.A. Açores	
R.A. Madeira	

18. Qual a seu rendimento bruto mensal?

Até de €530	
€530 - €1310	
€1310- €3020	
€3020 - €4380	
Mais de €4380	
Prefiro não responder	

Muito obrigada pela sua colaboração!