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Visualizing the production process in stores, effects on buying behavior

Will consumers' buying behaviour be affected by visual information offered on social aspects in the production process?

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PREFACE

This is my Master thesis on the effects of visual information concerning social conditions in production chains on buying behaviour of consumers in the Netherlands. Many consumers claim they want to be better informed on social aspects regarding production. With this research, I hope to contribute to the knowledge of consumer behaviour and CSR (Corporate Social Responsibility) and be one of the first people to study whether offering visual information on working condition will be an effective tool to better inform consumers on CSR related matters.

I thank all people that have, in one way or another, contributed to the formation of this thesis. Most of all I want to thank Zeeman textielSupers BV for their willingness to cooperate in this research.

ABSTRACT

CSR is a trending topic in the Netherlands. An increased amount of consumers is interested in the production process of products. The standards under which products are being produced receive more and more attention. In this study I tested the consumer's response on seeing visual information about the production process of clothing in stores through an experiment. I made use of the difference-in-difference method in which I had two stores that were subject to an intervention (treatment group) and two groups that experienced no intervention (control group). In the treated stores I showed a video of the production process of romper-suits for a two-week period. I measured an increase in sales in the treated stores versus no increase in sales in the control stores. The impact of the intervention was big. Depending on the analysing method the results were statistically significant. Apart from the sales level I also measured the degree in which respondents felt better informed through the video. This gave no statistically significant results. For one of the treatment stores the result in increased consumer trust in a 'fair' production was statistically significant.

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BACKGROUND

Nowadays many consumers show ethic concern as part of their consumer demand. Corporate Social Responsibility (hereafter CSR) is a trending topic (IBM GBS 2008). 6 out of 10 Dutch consumers say that they want to be better informed about sustainability matters (Duurzaamheidskompas 2012). 'Fairly traded' products are categorized under the term Potemkin or credence attributes. "Potemkin" attributes (Tietzel & Weber, 1991; Bodenstien & Spiller, 1998) are characterized by the fact that neither the buyer nor external institutions are able to carry out controls through laboratory analyses at the end- product level. In the year 2010 the absolute amount spent by consumers in the Netherlands on Potemkin attributes has increased from €87 (in 2009) to €120 million (Max Havelaar Annual Report 2010). There is emerging evidence that globalization is beginning to provide new opportunities for global coalitions of advocacy groups to bring market-based pressures to bear upon major transnational firms in a way that promotes higher standards of social and environmental responsibility in production processes and trade relations (Conroy 2001).

The supply chain is defined as a system of suppliers, manufacturers, distributors, retailers and customers where material, financial and information flows connect participants in both directions. The market is the meeting place for supply and demand according to the traditional economic model. The aim is to exchange homogeneous products. The model suggests that both suppliers and buyers are equally informed. Unfortunately practice often proves different. Not all products are homogeneous and there is a high level of information asymmetry. The term information asymmetry deals with the issue of decisions in the transaction process where one party is more informed than the other. It surprises me that in the current decennia it is almost just as easy to contact a friend on the other side of the world as your neighbour but for some reason it is absolutely impossible to know who has participated in the production process of a great number of products and under which working conditions products are produced.

A while ago I came up with the idea of making video connections between production places and stores as a means to bring producers and consumers closer together and reduce the level of information failure. In this study I have decided to test my case in the clothing industry through an experiment. You find here the results of the experiment in which I showed images of the production of romper-suits at two different Zeeman stores in the Netherlands and measured the customer's response.

INTRODUCTION

“According to the main findings presented in the Corporate Social Responsibility (CSR) literature consumers are interested in the social behavior of firms, and this behavior influences their purchasing decisions” (Castaldo et al 2008). Different surveys report that consumers say they are influenced, more specifically, by the CSR reputation of a firm (Smith, 2003). However the assurance that this positively affects the buying behavior of consumers is rather weak since other studies conclude that the correlation between a firm’s reputation and the behavioral intentions of consumers is heavily dependent on other variables at the firm or consumer levels (Bhattacharya and Sen, 2004). That consumers are interest in the social behavior of companies can be backed up by quite some empirical research. Whether this positively affects the buying behavior of consumers can’t be guaranteed (Castaldo and Perrini, 2004).

A flaw in the ‘fair trade’ concept is that consumers themselves are not able to assess whether importers and retailers respect the standards on the conditions under which producers claim the products they sell are made. According to Gebben and Gitsham only 42% of the people that support the ‘fair trade’ concept actually buy products that are labelled as ‘fair trade’ products (Gebben and Gitsham 2007). “The most frequent reason offered by respondents for their inaction is the high price of the products; the second most frequent is ignorance of how and whether the ‘fair trade’ system works: “I don’t know enough about it” is a typical justification” (Castaldo et al. 2008). Fairness is very hard for consumers to check in a product. Moreover consumers are also concerned that importers and retailers keep for themselves most of the price differential instead of giving it to the producer. (Potts, 2004; Harford, 2005; Sellers, 2005; Weber, 2007). According to Castaldo et al. this situation leads to an information asymmetry between the customers and the retailers selling ‘fair trade’ products (Castaldo et al 2008). The main issue here is not so much an information issue, but an issue of trust. Consumers need to trust the retailer to comply with the ‘fair trade’ standards mentioned earlier. The issue of trust is important to be solved for consumers as well as for retailers.

There has been a lot of research done on the issue of trust in management and marketing studies (Garbarino and Johnson, 1999; Schoorman et al. 2007). “Trust has been generally defined as the trustor’s expectation that the trustee is willing to keep promises and to fulfil obligations (Rotter, 1971; Barber, 1983; Dwyer et al., 1987; Hagen and Choe, 1998)” in Castaldo et al 2008. If we look at these findings we see that consumers are interested in the social performance of companies but they do not always trust producers to comply with the social standards they claim to comply with and it is hard for consumers to check for themselves whether the social standards are met or not. Where in Europe organic food is subject to a formal procedure of certification, in the ‘fair trade’ market such a system does not exist (Hira and Ferrie, 2006). Organic standards are easier to check since it is possible to measure or test the level of pesticide etc. in a product and the European union has set very strict rules in this respect that producers have to comply with. It is not only harder to test whether social standards are met but also the organizations as FLO that do set ‘fair trade’ standards until today receive less recognition from consumers in Europe (Castaldo et al. 2008).

1 RESEARCH FOUNDATIONS

1.1 OPPORTUNITY STATEMENT AND RESEARCH QUESTIONS

It is always a challenge for producers to win the trust of consumers. Many consumers claim that they want to be better informed about sustainability matters of the products that they buy, but to what extent do they want to be informed? And by whom? On the side of consumers we see an increased interest in 'fairly traded' products but a low level of trust regarding producer compliance to different standards. Third party certifiers are used to increase trust. In this study however I want to focus on the effort that producers can make to gain consumer trust in this respect through the provision of more extensive information.

Since I am interested in setting up a business I have spent a lot of time thinking how retailers or producers can better inform consumers on ethics within the production chain. As a possible solution to the problem of a knowledge (or awareness) gap at the side of consumers as to the circumstances under which products are being produced in supply chains, I have come up with the idea of installing webcam video connections between supply chain stakeholders. I wonder whether seeing visual information on the production process of products will have a positive effect on the decision making process of consumers. Will they feel themselves better informed? Will it increase consumer trust? And will consumers buy more in stores that offer this type of information?

In short I have found the following (not problem-, but) opportunity statement: Will consumers' buying behaviour be affected by visual information offered on social aspects in the production process, and if yes, how will it be affected?

RESEARCH QUESTIONS

The questions that I want to see answered through this research are:

- Are consumers interested in seeing images of the production process of clothing?
- Do customers that see images of the production process of clothing buy more than consumers that have not seen any images?
- Do consumers that have seen the images of the production process feel better informed than consumers that have not seen the images?
- Are consumers willing to make an extra effort to inform themselves through visual information of the products they regularly buy?

1.2 RELEVANCE OF STUDY

Theory on consumer studies has spent a lot of attention to the effects of in-store displays on buying behaviour. I will elaborate on this in the theoretical framework. Less research has been done on the effects of in-store display of the origin of products and the social conditions under which they are produced. I have not found any information on the use of video in stores to inform customers about working conditions in factories. Since consumers claim they want to be better informed on the topic and their trust in company's compliance to social standards is rather low, it will be interesting to investigate their buying behaviour after offering them video information regarding the social aspects in production. Since this technology has not been used before it will be relevant to evaluate.

The research will give an insight into whether the visual intervention is relevant to use for informative purposes. I hope this study will provide an understanding on whether consumers believe this type of information to be true and representative. Secondly will consumers appreciate the information that is made available to them or do they prefer other (third-party) verification officers to investigate this information for them and just see the results through a label or maybe something else? I believe this study will provide answers to these themes and might open a door to a rather new type of informative channel.

The UN has claimed Internet access as a human right (United Nations' Human Rights Council, July 5th 2012). According to Cisco, a giant in tech and telecommunication, 2015 will see 3 billion Internet users, 15 billion networked devices, amazing growth in Asia, Latin America, and Africa, and the prevalence of video as the largest source of traffic. (Cisco Visual Networking Index 2011). It is expected and very likely to happen that in the coming years the access to Internet will increase rapidly. This implies that in the years to come the sources available to increase transparency in production chains will expand rapidly. This opens possibilities for improved communications between supply chain stakeholders. This research is a small step to investigate future possibilities. As soon as factory workers get access to internet and channels are set up through the internet to measure compliance, factory workers can themselves approve of the compliance or not. I believe linking customers and factory workers might be a first step into this direction.

For developing countries, looking optimistically in a broad context, this study can help to eliminate government failure and shortcomings in labour inspection if, in the ideal situation, consumers as well as producers are interested in, and willing to make use of different telecommunication channels to inform one another on actual labour conditions and other social aspects of production. This method can partly substitute for other formal methods of compliance, such as verification labels, that might be insufficient at the moment and are very costly.

This research can be very relevant for producers that operate justly to show convincingly to consumers their good practices. Producers can profile themselves by making this type of information available to consumers and provide evidence of their effort in social responsible production. If consumers are

interested in the information that is made available and start to question other producers of similar or different products for the same type of information this can stimulate a demand for transparency of production.

The results of this study can be relevant for future CSR and marketing campaigns.

1.3 SCOPE

In this study I have only researched a broad yet distinct group of customers. In contrast to many studies on CSR related topics that target on the 'cultural creative' I have research a group of customers in the lower market segment. The results therefore can't prove to have the same outcome in a higher market segment. More research has yet to be done to the 'cultural creatives', customers that are known for their sustainable preference.

As mentioned in the theoretical framework, some studies state that income and educational level is of no relevance to the 'fair trade' decision-making process (Anderson and Cunningham 1972). Others state that the ethical consumer is a person with a relatively high income, education and social status (Carrigan and Attalla 2001; Maignan and Ferrell 2001; Roberts 1996). In this study I have investigated whether visual information on production makes a difference in consumer buying behaviour. Researching this phenomenon in a lower segment is of a great interest. I try to show whether the lower segment consumer can be reached by visual materials and maybe even motivated to buy.

1.4 LIMITATIONS

Since this research has taken place in only four different stores in three different places of one and the same brand the research is rather limited. Zeeman is a well-known Dutch store that attracts a wide Dutch (lower segment) public. The higher segment customer is not necessarily reached through this research. Furthermore my research has taken place in the Utrecht province in the Netherlands. Other provinces might give different outcomes. The research was held in July 2012 that is the summer period in the Netherlands. During this season there are not as many customers in the store as in other periods in time.

The study is also limited in resources. My initial idea was to make use of webcam video connections between stores and factories, but since this was not possible due to time difference and further limitations as privacy regulations and the cooperation of different parties I have been limited to use a 6.20 minute video of the production process that repeated itself continuously. The video did not show any information on additional working conditions that where not visual such as working hours, salary and other employer benefits.

This study only tells us something about the customer response of Zeeman customers to visual information on the working conditions of factory workers in one particular factory in India. It is likely that this results represent a wider population such as different lower market segment customers and different Dutch customers as well as images of factory workers in other factories and possibly also in other countries, but to be certain that this is the case further research is necessary.

2 THEORETICAL FRAMEWORK

2.1 SUSTAINABLE DEVELOPMENT

“Today, the objective of sustainable development is acclaimed by almost all international organizations, national governments, and also private enterprises. This general consensus seems mainly to rest upon the vague substance of the term ‘sustainability’ itself, which leaves much room for interpretation (Voss 1997). For the definition of ‘sustainable development’ we generally refer to the 1987 Brundtland Report of the World Commission on Environment and Development (WCED 1987): Sustainable development meets the needs of the present generation without compromising the ability of future generations to meet their needs” (Keiner, M. 2006). One of the broader concepts captured in the term sustainability is also the aim for the implementation of social justice through trade relations. Many talk in this case about the concept of ‘fair trade’ and ‘corporate social responsibility’. “Social contract theory suggests that firms may pursue CSR not because it is in their commercial interests but because it is how society expects companies to operate” (Jones et al. 2007). According to Wood (1991), “the basic idea of CSR is that business and society are interwoven rather than distinct entities”. Nidumolu states in the Harvard Business Review that in the future, only companies that make sustainability a goal will achieve competitive advantage (Nidumolu et al. 2009).

2.2 ‘FAIR TRADE’

The demand for ‘fair trade’ products has increased over the last years. In the year 2010 the absolute amount spent by consumers in the Netherlands on ‘fair trade’ products has increased from €87 million (in 2009) to €120 million (Max Havelaar Annual Report 2010). “In a narrow sense, ‘fair trade’ is defined based on its best-known component: fair prices for the products of farmers in developing countries. In essence, ‘fair trade’ means buying products from farmers in developing countries on terms that are relatively more favorable than commercial terms and marketing them in developed countries at an ethical premium (Bird and Hughes (1997) in Pelsmacker et al. 2005).

2.2.1 CONSUMERS WHO BUY ‘FAIR TRADE’ PRODUCTS

There are a number of studies that have tried to identify the ‘fair trade’ or socially responsible buyer in terms of demographic characteristics. According to the study of Anderson and Cunningham (1972) younger consumers are more socially conscious. The effect of education was not clear and income was of no relevance.

Other studies state that the ethical consumer is a person with a relatively high income, education and social status (Carrigan and Attalla 2001; Maignan and Ferrell 2001; Roberts 1996). Consumers that spent most on fairly traded products in the Netherlands can generally be characterized as people from a higher social class, wealthy, retired and living in cities according to the GFK research (2009). For the growth of the ‘fair trade’ sector however one promotes to focus more on reaching customers in mainstream markets. “In an analysis of the European ‘fair trade’ market in 2003 Traidcraft claims that one of the significant factors to higher sales of fair trade products is distribution in mainstream outlets (Network of European Worldshops, 2005)” (in Ozcaglar-Toulouse et al. (2006)). Bronn and Vrioni (2001) cite survey work from

the USA, which shows that, when price and quality are perceived as equal, many customers tend to favor socially responsible companies and products.

2.3 MARKETING AND CSR

“To marketing people, CSR is all about duty, responsibility and doing the right thing” (Ethical Corporation, 2005). Blomqvist and Posner (2004) suggest that companies “are losing out because there is often little or no integration between CSR and marketing departments and their respective strategies” and that “unless CSR becomes central to the marketing director’s agenda, it will not have the desired effect and can potentially create a backlash.” Ogrizek (2002) even argues that branding by way of CSR is “of paramount importance to the financial sector.” The importance of CSR in marketing plans is surely touched upon by different authors. Not only to serve a consumer demand, but also as a promotion channel for companies. Maignan and Ferrell (2001) state that corporate citizenship may help companies to market their products. However there is much progress to be made in this particular area of research and development. Hickie et al. (2005) observe that “the CSR movement has not yet articulated a coherent strategy for aligning social responsibility with the core objectives of corporate management”. More specifically, in exploring the links between CSR and strategic marketing they argue that the approach of “CSR advocates” to customers “has not always aligned with the interests of mainstream businesses” and that, if CSR is to “become integral to business” then companies must solve the “challenging marketing problem” of moving it into the mass market” (in Jones et al 2007). Decreasing the information gap between producers and consumers through video might help to better market CSR and attract a wider range of consumers.

2.4 TRUST AND VIDEO

As I mentioned in the introduction information is not the greatest problem why consumers are reluctant to buy ‘fairly traded’ items; trust is. Since many consumers answer that the best way to trust is seeing something ‘with their own eyes’, extended information can help. Organizational consultant Charles Handy received extensive attention for his strong claim: “trust takes touch” (Handy 1995). Different studies have shown that different types of visual information do generate positive effects. In their study “Being there versus seeing there: Trust via video” Bos et al. found that in their experiment groups that met through a video connection achieved the same level of trust as groups that met face-to-face (although perhaps a bit more slowly) Groups that met through audio and text chat groups reached lower levels of trust (Bos et al. 1995). The experiment was set up with the goal to reach consensus among the group members and there was an interaction between the group members. Although there is no interaction in our experiment, lets see what the trust levels of consumers will be in this case. Results show that subjects in electronic word of mouth (eWOM) articles that contained visual information rated higher on message quality, credibility, product interest, and purchase intention than identical articles without visual information (Lin et al. 2012). In their study on the impact of videotapes in educating grocery store shoppers about fat and cholesterol Stenbergh Nichols and Schmidt (1995) found that in-store videotapes with nutrition and health information did increase nutrition knowledge for those consumers that viewed the video while grocery shopping. As we see visual information or video can be an effective tool to reach consumers and bring across a message. Video might help to increase the level of trust at the consumer side. Whether this is true in relation to CSR issues remains a question since I have not found any research done on this topic

before.

2.5 WILL CONSUMERS BUY MORE IF THEY ARE BETTER INFORMED?

In his study Consumer Information, Product Quality, and Seller Reputation Carl Shapiro proves to some extent that imperfect information is a cause of quality deterioration by showing that when consumers cannot observe all relevant attributes of a monopolist's product before purchase, the quality the firm chooses to produce under, is lower than in the case of a perfect information setting. Looking at the research of Lin et al (2012) mentioned above we see that subjects in eWOM articles that contained visual information (which is extra information) rated higher on product interest, and purchase intention than identical articles without visual information.

Supermarkets get a sizable percentage of their total sales through displays (Chevalier 1975). In his study on the increase in sales due to in-store display Chevalier found that product groups which are growing increase their sales less when displayed than do product groups that are in the mature phase of their life cycle. His study also showed strong differences between product groups as to their display effectiveness (Chevalier 1975). Kotler (1973) was the first among many to examine atmospheric effects on consumer behaviour. "Marketing researchers have come to the realization that if consumers are influenced by physical stimuli experienced at the point of purchase, then, the practice of creating influential atmospheres should be an important marketing strategy for most exchange environments (Turley L.W., Milliman R.E. 2000). In his study on "Quantity of Information and Information Display Type as a Predictor of Consumer Choice of Product Brands" where he held brand choice as a dependent variable, Patton (1981) shows that when faced with equal quality, the majority of consumers chose brands that offer the most information. When quality is unequal the effect of information decreases. The overall market share was higher for all products that offered more extensive information (Turley L.W., Milliman R.E. 2000). Turley L.W. and Chebat J.C. (2002) stress the importance of the strategic variable of managerial dimensions of store atmosphere. They underscore the necessity for retail managers to have specific goals for the atmosphere in mind before creating a store design since the retail environment is capable of eliciting a wide range of behaviours from consumers.

Information on sustainability is for a number of consumers a dimension of quality. Looking at the research of Turley and Milliman (2000) we see that extensive information increases the market share for products. Information and store atmospherics are two important components to attract consumers to products. The content of the video gives an extra dimension to the atmosphere in the store. The effect of offering this particular information in a store has never been tested before as far as I am aware so we cannot draw information from literature in this respect. In theory the extra information available should increase consumer interest and make them buy more.

2.6 IN-STORE ATMOSPHERICS AND 'FAIR TRADE'

I'm interested in knowing what research has been done on in-store atmospherics and 'fair trade'. I want to know what type of in-store advertisement marketers have used so far. While searching for atmospherics and fair trade and for information on in-store display on sustainable related issues I have not been able to find any research done on this topic. As mentioned earlier there has been quite a bit of research done to

CSR and marketing, the importance of CSR in marketing activities and a little to the effects of CSR in marketing, but I have not been able to find studies so far that portray effective tools to market CSR issues in stores. There is however a lot of research done to ethics and buying behaviour (Pelsmacker et al 2006). According to Ulrich and Sarasin (1995) respondents often give socially desirable answers in attitude research. Especially in the case of ethical consumption behaviour (Greenwald and Banaji 1995; Maison 2002). Bird and Hughes (1997) claimed that the willingness to purchase goods based on ethical credentials is limited to a minority of shoppers (in Pelsmacker et al. 2006).

3 METHODOLOGY

Research is a craft.... It takes practice, and more practice. Russell Bernard

The question whether consumers will buy more because of in-store display on sustainability matters and their response to in-store display I plan to answer by executing an impact assessment through an experiment. This research method I have selected after investigating different research methods available. I chose first of all for a quantitative research to be able to reach a bigger population. The reason I chose for an experiment and not, for example, for a survey is because I wanted to test whether my idea would work in a store and wanted to measure how consumers would respond in a 'normal' setting. Testing the difference in actual buying behaviour asks for a 'real world' experiment. I could chose to ask consumers in a survey how they would respond, but in this case I will not get a good grip on their actual buying behaviour. A desk research was not an option because this particular idea has never been tested before.

Impact Assessments are increasingly important in development strategies. In the past decades Impact assessments are increasingly used to measure the impact of micro-finance and other development initiatives. David Hulme describes in his paper on Impact Assessment Methodologies for Microfinance: "Theory, Experience and Better Practice" three different paradigms of impact assessment, the scientific method, the humanities tradition and participatory learning and action (PLA) (Hulme 2000). The scientific method of impact assessment seeks to ensure that effects can be attributed to causes through experimentation (Mosley 1997). In the case of this study, effects of visual information are hard to measure since one can think of numerous reasons why effects can be attributed to different causes such as the economic crises, social environment and many others. I therefore have chosen to measure impact through an experiment. I could have chosen to just measure the impact of the intervention by measuring before and after treatment, but I have chosen to use a control group as well to assure effects can be attributed to the treatment and not to other things such as the economic crisis and other time variables etc. The method that entails this type of research is the difference-in-difference (DID) method. The difference-in-difference method ensures that effects can be attributed to the intervention in full measure. The difference-in-difference method belongs to one of the most popular tools for applied research in economics for evaluating the effect of public interventions and other treatments on relevant outcome variables. The DID method is used in problems with multiple sub- populations, some subject to interventions (the treatment group) and others not (control group). Outcomes are measured in each group before and after the intervention. "To account for changes over time unrelated to the intervention, the change experienced by the treatment group is adjusted by the change experienced by the control group. The underlying assumption is that the time trend in the control group is an adequate proxy for the time trend that would have occurred in the treatment group in the absence of the intervention". (Athey & Imbens 2002).

By conducting an impact assessment through a DID experiment I hope to measure the impact of the intervention as accurate as possible. This methodology gives room to precisely answer my most important research question, whether consumers that see images of the production process of clothing buy more

than consumers that have not seen any images. Since there is a treated and a non-treated group of consumers it can measure the difference in response from people that were subject to the intervention and those who were not and it controls for time effects. I will use different measurement techniques, on which I will elaborate more in chapter 3.4, through which I am able to answer all research questions.

3.1 SAMPLE SELECTION

Selecting a sample is a generic problem in social research that arises when an investigator does not observe a random sample of a population of interest. The method of sample selection can lead to selection bias. There are numerous methods of sample selection. Random selection is one of the most used methods but as soon as we start selecting a sample we realize that selecting a random treatment and a random control group is not easy. For my research I will have to work with an 'open' population since I do not know beforehand who will enter the store at any given time. Even if we follow a random selection procedure as much as possible the chance for selection bias is rather large. The potential for sample selection bias occurs when one is working with a non-random subset of any population. In the selection process choices have to be made. Once a treatment group has been selected a control group has to be found that matches the characteristics of the treatment group. A lot of effort has been devoted to documenting sampling biases within traditional survey sample approaches (Dilleman 1978). Some important sources of error are sampling (selecting treatment and control group), non-coverage, measurement, nonresponse and spill over effects (where the non-treated are effected by the intervention of the treated). Sampling is in this research a challenging task that I will describe below. Non-coverage is taken care of in the section of limitations of the research and in the chapter: "Selection bias in the first selection stage". Spill-over effects are not very likely to occur since the treatment and control stores are located in different areas.

3.2 EXPERIMENT SET-UP

Will consumers' buying behaviour be affected by visual information offered on social aspects in the production process?

To investigate the above question I will execute an experiment. The whole way through my idea has been to see whether showing images of the production process to consumers in stores would affect their buying behaviour. In order to answer this question I have to start making a selection from now on since I cannot show an image of the production of every item sold in any different store to all consumers at all times. First of all I have to select a product group. Since it is quite hard to set a camera on a production field I have chosen the clothing sector to do my research. It is relatively easy to make a connection between a sewing atelier in the 'global South' with a store in the Netherlands. The intention now is to show images of the production of clothing to consumers in stores that sell the particular clothing.

3.2.1 PLACE OF RESEARCH / SELECTING THE SAMPLE POPULATION

Since I decided to do my research in the clothing industry I had to find a clothing store or brand willing to cooperate in this idea. The selection procedure of the brand to participate went very simple. I contacted all brands owners and stores owners of medium to large brands or stores that were active in the Netherlands and asked them whether they were willing to participate in my research. All of them said no except for Zeeman textielSupers BV so that selection was easily made.

3.2.2 SELECTION BIAS IN THE FIRST SELECTION STAGE

By selecting the clothing industry I made the decision to focus on a subset of the population. First of all most research shows that men spend less time shopping than women and commonly do not take responsibility for food and clothing purchases (Miller 1998). By selecting the clothing industry I likely reach more female than male customers who are likely to have different decision-making styles than woman (Bakewell and Mitchell 2006). At the same time by selecting the clothing industry and by executing my research during the summer period I select again a subset of the population that shops for clothing during the summer season.

By selecting Zeeman textielSupers I select a distinct group of customers. This selection is not randomly made since Zeeman was the only brand willing to cooperate in the research. The selection of Zeeman raises the following bias: In the first instance I wanted to compare the customer reaction of Zeeman textielSupers customers to the customer reaction of customers of a higher segmented store. Since I have not been able to find any higher segment store willing to cooperate in the research I am forced to make a different comparison. Unfortunately this disables me to test the intervention in a higher segment with brings the bias of a distinct customer profile treatment and control group. The researched population are customers that generally are targeted as 'lower market segment customers'. The entire researched population are now customers of the Zeeman so anyone that falls outside this category for any different reason is excluded from the research. At the same time this is a very interesting population to research since a lot of attention is spent already on the 'cultural creatives', but researchers are now interested in the buying behaviour related to CSR of mainstream customers. I have added a questionnaire to the

research that I will mention later. Through the questions in the questionnaire that ask for background information of customers the profile of the respondents will become clearer.

3.2.3 SELECTING TREATMENT AND CONTROL GROUP

As mentioned before the impact of the experiment will be measured through a difference-in-difference approach. Since we know now that the total population exist out of Zeeman customers we only have to select treatment and control stores. My preference is to randomly select the treatment and control stores. The question is, 'How can I randomly select the treatment and control stores'. In the whole of the Netherlands there are 567 Zeeman stores. For the experiment I have been able to reach the agreement with Zeeman to show the video in two different stores. The total number of selected stores is now two treatment and two control stores. I will select two stores in an urban area and two in a suburban area or smaller town since consumer responses are likely to be different between these two groups (GFK research 2009).

The selection of the treatment and control stores is partly done by myself and partly done by the CSR manager of Zeeman. I asked the CSR manager of Zeeman to choose the two most comparable stores in the city of Utrecht (the city of Utrecht is merely chosen because I live there and it is a large Dutch city in the centre of the country) by size, turnover en customer profile. For the suburban areas I asked him to select stores nearby Utrecht that had enough customers for the intervention and that were again comparable by size and turnover. He randomly selected four stores that matched the above criteria.

3.2.4 SELECTING PRODUCT GROUP

The last selection made is that of the research product. In agreement with Zeeman I have chosen to use romper-suits since all romper-suits sold at all different Zeeman stores are made in the same factory in India. Romper-suits are a 'never out of stock' item and it is one of the best sold Zeeman items. In the experiment I will show a recording of the production process of romper-suits in two different Zeeman stores and measure the impact of showing the recording materials on consumer behaviour.

cheap, uncomplicated but still trending clothing. The main style groups that Zeeman textielSupers BV serves are the actual basic (street and popular) and uncomplicated basic (classic and fun) styles (This information comes from Zeeman.

3.2.5 EXPERIMENT

My initial idea was to make webcam video connections between stores and the factories where products that are sold in the relevant stores are made. After some discussion I decided to use a video of the production process to prevent failure because of technical difficulties, for privacy reasons, and most of all because of time differences. The idea is then very simple. In both treatment stores I have installed a screen that constantly repeated a video on the production process of romper-suits. The screens were located right next to where the romper-suits are being displayed in both stores (A picture is added in appendix B). In appendix C I have included a copy of the text that was displays next to the screens. The text says that Zeeman cooperates in a scientific research. That the video shows the production process of the romper-suits displayed and that Zeeman through this initiative likes to inform its customers. Both stores have received the intervention in the same period (week 29 and week 30, 2012).

3.2.6 THE VIDEO

The video is a 6.20-minute recording of a factory in India where all basic romper-suits, sold in all different Zeeman stores, are produced. The video shows seven different stages of the production process. Some slightly longer and some shorter. It starts with the cutting of the fabric, continues with the sewing and sorting of the romper-suits and ends with the Zeeman price label and sticker being attached to the romper-suit. There was no audio information offered with the video, neither any information in writing but only visual information as required for this research. The video gave room to consumers to judge what they saw according to their own standards.

3.3 HYPOTHESIS

Following the theoretical and methodological framework, I hypothesize that;

1. Sales will slightly increase because of the intervention.
2. The video intervention will increase the level of consumer trust.
3. Customers in the city are more likely to respond positive to the recordings than customers in the village.

3.4 DATA COLLECTION AND MEASUREMENT

Since it is well documented that attitudes alone are often poor predictions of buying behaviour (Cobb-Walgren et al 1995) I measure the impact of the intervention by the sales level instead of only asking consumers about their intended buying behaviour. In situations in which respondents want to make a good impression on the researcher or want to conform to social norms, attitudes measured tend to be more positive than actual behaviour (King and Bruner 2000). In the case of socially sensitive issues such as ethical consumption behaviour respondents are not always able to report their attitudes and convictions accurately (Greenwald and Banaji 1995; Maison 2002). For this reason I am most interested in the results of actual sales. Since not all research questions can be answered through the actual sales outcomes I will use questionnaires as well to collect extra data. The questionnaires will also be used to gather more information on the background of consumers.

3.5 QUESTIONNAIRE

All questions are closed question in order to keep the questionnaire short and simple. The original questionnaire that I used in Dutch is to be found in appendix C. The English translation you find here below. By asking some background questions as gender age and education I hope to get a better view of the type of customers I reach in this research. It also serves to differentiate different answers on different consumer backgrounds.

Through the questionnaire I want to trace whether consumers that see the video feel better informed than consumers that have not seen the video. Question four: “Does Zeeman provide good information on the production process of its clothing?” can serve to answer this dilemma. I also want to trace whether consumers think the company to operate more ‘fairly’ or not after having seen the video. Question three: “Do you agree with the statement: Zeeman guarantees a fair production process” should give an answer to this. Question six: “In case Zeeman would offer images on the production process of clothing on her website would you visit the website to acquire more knowledge about it?” serves to find out what extra effort consumers are willing to make to inform themselves on sustainability matters that relate to this research.

3.6 ZEEMAN PROFILE

3.6.1 ZEEMAN TEXTIELSUPERS

Zeeman textielSupers BV is a Dutch firm, specialized in household textiles, that operates since 1967 in the lower market segment within the Netherlands. Zeeman sells household textiles as well as clothing for all different ages and different stationaries. Zeeman textielSupers BV is specialized in low-cost products. It has over 1200 stores in the Netherlands, Belgium, Luxemburg, Germany and France. The code of conduct of Zeeman textielSupers BV is to be found in appendix A. The company states in this document all norms and rules set to achieve a fair and sustainable working environment for all employees involved in the production of its clothing as well as norms and standards to comply with European Union rules and regulations and to contribute to a good maintenance of the environment. I like to highlight the following statement about working wages for factory workers: (5.1) “Wages and benefits paid for a standard working week meet, at a minimum, national legal standards or industry benchmark standards, whichever is higher. In any event wages should always be enough to meet basic needs and to provide some discretionary income” (Zeeman Code of Conduct for manufacturers, see attachment A).

3.6.2 ZEEMAN CUSTOMER PROFILE

Zeeman textielSupers BV serves 70 million customers annually. Zeeman textielSupers has the goal to sell ‘much for little’, which implies selling relatively cheap cloths. The Zeeman consumer is a consumer that can be categorized as a ‘lower segment’ customer. Zeeman targets at reaching customers that prefer cheap, uncomplicated but still trending clothing. The main style groups that Zeeman textielSupers BV

serves are the actual basic (street and popular) and uncomplicated basic (classic and fun) styles (Zeeman document on customers profile).

QUESTIONNAIRE

Gender _____

Age _____

Level of education _____

Postal code _____

1. Is it important for you to know whether your clothing is produced fairly?
 - yes, I find this to be very important
 - It is important
 - No, I do not find this to be important

2. What is your opinion of the quality of the romper suits of Zeeman?
 - Very good
 - Good
 - Sufficient
 - Moderate
 - Bad
 - No opinion

3. Do you agree with the statement: Zeeman guarantees a fair production process.
 - I agree
 - I disagree
 - I don't know

4. Does Zeeman provide good information on the production process of its clothing?
 - Yes
 - Sufficient
 - Not enough
 - No
 - No opinion

5. Do you buy more clothes in a store of which you are certain it produces fairly?
 - Ja
 - Misschien
 - Nee

6. In case Zeeman would offer images on the production process of clothing on her website would you visit the website to acquire more knowledge about it?
 - Yes, I would
 - Maybe
 - No, this costs too much effort
 - No, I am not interested
 - No, I do not believe it

7. Have you seen the video of the production of romper-suits?
 - Yes
 - No

For both stores I analyse the impact by measuring and comparing the following statistics at the end of the two-week experiment:

- Sales results of the particular romper-suits sold during the experiment. I will compare these sales results with the sales results of the previous year of the same store (difference-in-) and with the results of another comparable store (difference). This data I will collect for both stores. The comparable store will serve as a control store. For the store in the urban area I use a control store in the same city. For the store in the suburban area I use another comparable suburban area store of the same company as control variable.
- I intend to interview 50 people in every store (So in total 200 people). I will ask the customers that take a look at the video to participate in the interview. I ask the questions myself. The only information I mentioned is that the research was done by the University of Wageningen and all answers were correct. I made sure all questions were answered. I help a few more interviews than 50 per store in case there would be any non- response. Every interview I numbered. I processed the first 50 interviews that were had no missing answers. Only in two instances I had to use an interview with one missing variable since I did not held enough interviews without them. Therefore

4 RESULTS

The research has been held during calendar week 29 and week 30 (July 16 – July 29 2012). The data extracted from the study are the total sales from both weeks of the romper-suits and 200 interviews held at four different stores (50 per store). The treatment stores have been Zeeman IJsselstein and Zeeman Overvecht (Utrecht). The control stores Zeeman Maarssen and Zeeman Kanaleneiland (Utrecht).

In IJsselstein the video has been shown for the full two weeks every day. In Overvecht there were some technical difficulties in the first two days of the first intervention week. Because of this the video faltered a few times and had to be restarted. On the third day of the intervention I have replaced the materials and there were no problems since.

4.1 CHARACTERISTICS OF THE TREATMENT AND CONTROL GROUPS

All stores are located in the Utrecht province. Currently the most recent statistical information available on annual basis of Dutch towns and provinces is from 2011. Therefore all statistical data used is from 2011 or older. The total size of the population in Utrecht province is 1.228.794 per December 31st 2010. The average household income in the province is €37.700 per year (figure from 2008). The average disposable income of a Dutch household in 2008 amounted €34.300 per year (figure from 2008) (CBS report Gemeente Op Maat 2011).

4.1.1 TREATMENT GROUP

The municipality of IJsselstein counts 34.348 citizens per December 31st 2010. The average disposable household income is €38.700 per year. The average age of the respondents was 39 years. All respondents are female. From the total number of respondents 42% accomplished an MBO degree, 28% an HBO degree or above, 26% a VMBO degree and 4% other or no degrees.

Utrecht Overvecht is a sub-region of the city Utrecht. The city Utrecht counts 311.367 citizens (per December 31st 2010). The region Overvecht counts 31.422 citizens in the year 2011 (WistUdata Utrecht). The average disposable household income in Utrecht is €33.600 per year. The average disposable household income in Utrecht Overvecht is €30.200 per year (In this number I have taken the average disposable household income with income as main variable from 2008) (WistUdata Utrecht). 88% of the respondents are female, 12% male. The average age of the respondents was 36 years. From the total number of respondents 28% accomplished an MBO degree, 26% an HBO degree or above, 26% a VMBO degree and 18% other or no degrees.

4.1.2 CONTROL GROUP

The municipality of Maarssen counts 39.752 citizens per December 31st 2010. The average disposable household income is €38.300 per year. 94% of the respondents are female, 6% male. The average age of the respondents was 46.6 years. From the total number of respondents 18% accomplished an MBO degree, 20% an HBO degree or above, 54% a VMBO degree and 8% other or no degrees.

Utrecht Kanaleneiland is a sub-region of the city Utrecht. The city Utrecht counts 311.367 citizens (per December 31st 2010). Utrecht Kanaleneiland counts 15.593 citizens in the year 2011 (WistUdata Utrecht). The average disposable household income in Utrecht is €33.600 per year. The average disposable household income in Utrecht Kanaleneiland is €28.300 per year (In this figure I have taken the average disposable household income with income as main variable from 2008) (WistUdata Utrecht). 98% of the respondents are female, 2% male. The average age of the respondents was 36 years. From the total number of respondents 30% accomplished an MBO degree, 34% an HBO degree or above, 26% a VMBO degree and 10% other or no degrees.

In the table below (table 4.1) I have put all the above data in a table in order to make a better comparison between treatment and control groups.

	IJsselstein(T)	Maarsse(C)	Overvecht(T)	Kanaleneiland(C)
Inhabitants (per December 31, 2010)	34.348	39.752	31.422	15.593
Average disposable household income per year	€38.700	€38.300	€30.200*	€28.300*
% Female respondents	100%	94%	88%	98%
Average age of respondents	39 years	46.6 years	36 years	36 years
Education: - HBO degree or above	28%	20%	26%	34%
- MBO degree	42%	18%	28%	30%
- VMBO degree	26%	54%	26%	26%
- Other of no degree	4%	8%	18%	10%

*(Figure from 2008)

Table: 4.1 Characteristics of respondents

We see that the inhabitants in the city have a lower income on average versus the inhabitants of the sub-urban towns. The average age of all respondents is 39.4. Respondents in Maarsse are relatively older than the respondents in the other stores. Looking at education respondents in IJsselstein are a bit higher educated on average than respondents in Maarsse and respondents in Kanaleneiland are a bit higher educated then those in Overvecht. The vast majority of respondents are females.

4.2 RESULTS FROM SALES

Below you see the sales results for week 29 and week 30, 2012 from both treatment and both control groups. In figure 4.1 you find the stores with the total amount of sales per week first from 2011 and then from 2012 in a graph. In table 4.2 the results are displayed in a table and you find the difference between sales from 2011 and 2012. Figure 4.2 shows the net result where the sales from 2011 are deducted from the sales in 2012. The net results are the total difference in sales between 2011 and 2012. We see that the sales in the treatment stores have increased on average and the sales in the control stores decreased on average.

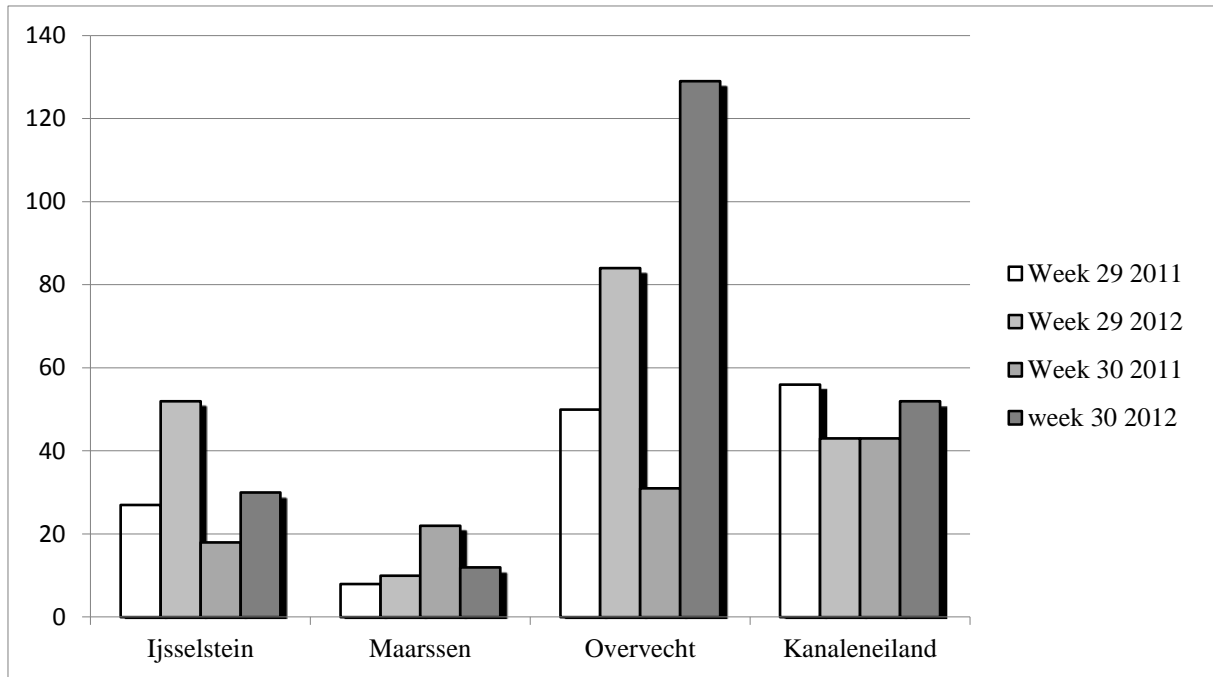


Figure 4.1: Results through sales in total amount of romper-suits sold in 2011 and 2012 per week

	Week 29 2011	Week 29 2012		Week 30 2011	Week 30 2012	
Ijsselstein	27	52	+25	18	30	+12
Maarssen	8	10	+2	22	12	-10
Overvecht	50	84	+34	31	129	+98
Kanaleneiland	56	43	-13	43	52	+9

Table 4.2: Results through sales 2011- 2012 per week.

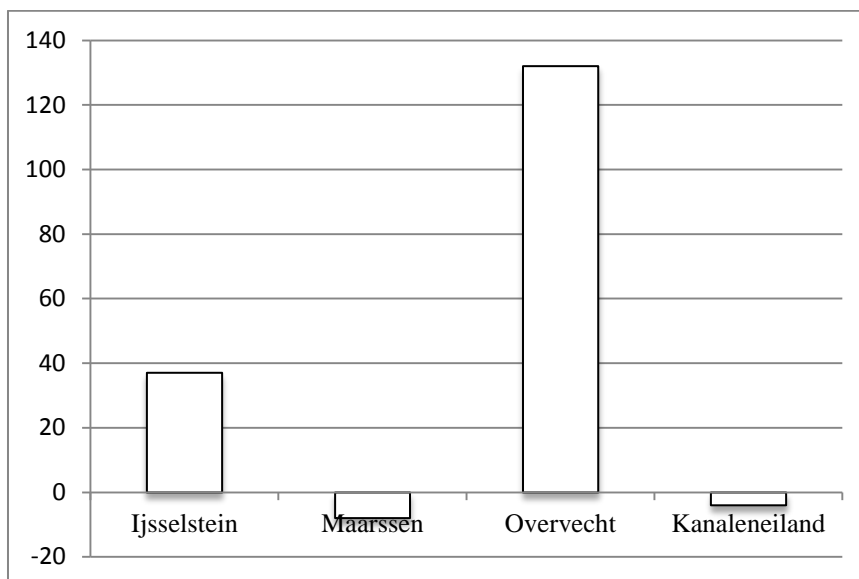


Figure 4.2: Results through sales, 2012 minus 2011 over both weeks.

Above I have given the total sales figures of all romper-suits. These romper-suits however can be divided in three different types of romper-suits, namely the sleeveless romper-suit, the romper-suits with short sleeves and the romper-suits with long sleeves. All romper-suits were available in five different sizes: size 50/56, 62/68, 74/80, 86/92 and 98/104. In appendix E I have added the data sheet of all romper-suits sold during week 29 and 30 of 2011 and 2012.

4.3 SIGNIFICANCE OF SALES RESULTS

The significance of the results can be analysed in different ways. In the figures above I displayed the total sales of all romper-suits. However I have not mentioned the individual sales per type and size, they are to be found in the appendix. Here below I describe three different ways in which the significance of the results can be analysed.

Method 1: We assume all romper-suits are equal and interchangeable.

In this instance we deal with the data mentioned in the figures above. In this case we assume that the weekly sales figures are representative for the yearly variation. The yearly differences are then, as mentioned in figure 4.3, 25 and 12 (week 29 and 30 respectively) for IJsselstein, 2 and -10 for Maarssen, 34 and 98 for Overvecht, and for Kanaleneiland -13 and 9. When we compare the means of IJsselstein and Maarssen by running a T- Test we find a mildly significant (sig. level=0.06) difference between the means of treated and non-treated stores. This means that the hypothesis of equal means can be rejected since there is a mild significant difference. When we compare the means of Overvecht and Kanaleneiland by running a T- Test we find no significance (sig. level = 0.13). This means that in this case the hypothesis of no effect cannot be rejected since there is no significant difference between the means. However, if we use only the total sales figure it is much more difficult to show significant results since there is only a very small range of variables and therefore a low spread. For this reason it is wise to look at the variables separately in order to draw valid conclusions.

Method 2: Looking at all variables separately.

There are three different romper-suits and 5 different sizes per romper-suit. We have the sales results for these variables for week 29 and week 30 in 2011 and 2012. This means we have 30 variables per store. Looking at the significance of the difference between means (two tailed T-test) we get a chance of 0.047 if we compare IJsselstein to Maarssen and a chance of 0.01 if we compare Overvecht to Kanaleneiland. These results are statistically significant. This means that the hypothesis of no effect can be rejected since there is a significant difference between the means of the sales results from both stores. So we can conclude within a margin of 95% certainty that there is a positive effect of the treatment on sales results if we look at all variables separately. These results prove that consumers that have seen images of the production process of romper-suits do buy more than consumers that have not seen any images. This positively answers my second research question.

Method 3: Grouping the romper-suits by size

The differences are measured by size since for the same baby, moms can buy romper-suits with different sleeve lengths. We assume in this case that only the length of the sleeves is interchangeable. There are 5 different sizes. For each size I take the sales of the romper-suits per sleeve length for both week 29 and week 30. The T-test gives the following results in significance:

Size	IJsselstein versus Maarssen	Overvecht versus Kanaleneiland
50/56	0.84	0.76
62/68	0.06	0.46
74/80	0.28	0.03
86/92	0.27	0.04
98/104	0.74	0.69

Table 4.3 Significance of results if romper-suits are grouped by size

We see here a significant positive sales result for the sizes 74/80 and 86/92 in Overvecht when we compare the means of Overvecht with Kanaleneiland. We also see a mild significant result for IJsselstein for the size group 62/68. Sizes 62/68, 74/80 and 86/92 are the more important size groups.

We can conclude that the sales results have significantly increased in both treatment stores as we look at all sales variable separately. If we only take the aggregated sales figure into account we do not see a significant result. The sales in the city have increased more than the sales in the sub-urban area. In chapter 5 I will elaborate further on these sales results.

4.4 RESULTS FROM 200 INTERVIEWS

The outcomes of the sales results are most important for this research. Since it is well documented that attitudes alone are often poor predictions of buying behaviour (Cobb-Walgren et al. 1995) I see the actual behaviour of customers as most important. However to see whether this effects can be attributed to the type of information that the video offers we have to ask additional questions to customers. Not all customers that bought romper-suits have been interviewed, so I cannot guarantee that the results of sales can be directly linked to the outcomes of the interviews, but we can use the answers to the interviews to find out what the average Zeeman consumer thinks about the visual information offered.

All results from the interviews are listed in tables that are to be found in appendix E. The most important questions of the interview were the question whether people agreed with the statement that Zeeman produces its clothing fairly (question 3) and whether they find Zeeman to provide good information on the heritage of products (question 4). The first question addresses whether consumers believe Zeeman to produce its clothing 'fairly' and whether this belief increased or decreased because of the intervention. The second question measures whether consumers find Zeeman informs them sufficiently on the production process conditions of its clothing. The answers to the question whether customers would visit the Zeeman website in case Zeeman would offer images on the production process of clothing on her website to acquire more knowledge about it (question 6) shows to what extent consumers are willing to make an additional effort to find visual information on the production process of clothing on the Internet.

The results of the question whether people agreed with the statement that Zeeman produces its clothing fairly (question 3), whether they find Zeeman to provide good information on the heritage of products (question 4) and to the question whether consumers would visit the Zeeman website if more information about the production process is made available (question 6) can be found in the tables below.

The results from question three:

Do you agree with the statement: Zeeman guarantees a fair production process?				
	IJsselstein	Maarssen	Overvecht	Kanaleneiland
Agree	30%	20%	34%	14%
Disagree	2%	2%	4%	8%
I don't know	68%	78%	62%	78%

Table 4.4 Answers to question three.

The results from question four:

Does Zeeman provide good information on the production process of its clothing?				
	IJsselstein	Maarszen	Overvecht	Kanaleneiland
Yes	14%	8%	8%	8%
Sufficient	10%	10%	8%	4%
Not enough	22%	14%	16%	20%
No	14%	22%	28%	28%
No opinion	40%	46%	40%	40%

Table 4.5 Answers to question four.

The results from question six:

In case Zeeman would offer images on the production process of clothing on her website would you visit the website to acquire more knowledge about it?									
	IJsselstein		Maarszen		Overvecht		Kanaleneiland		
Yes	42%		68%		54%		60%		
Maybe	36%		10%		14%		18%		
No	22%-->	10% effort	22%-->	6% effort	32%-->	30% effort	22%-->	14% effort	
		10% interest		16% interest		2% interest		6% interest	
		10% disbelief						2 % disbelief	

Table 4.6 Answers to question six.

Question one tells us if consumers find it important to know whether their clothing is produced 'fairly'. This is very relevant background information. For this reason you find the answers to this question here below.

Is it important for you to know whether your clothing is produced fairly?				
	IJsselstein	Maarszen	Overvecht	Kanaleneiland
Very important	26%	8%	22%	18%
Important	70%	72%	64%	78%
Not Important	4%	12%	14%	4%

Table 4.7 Part of the answers to question one.

4.5 SIGNIFICANCE OF QUESTIONNAIRE RESULTS

TO WHAT EXTENT CAN THE RESULTS BE ATTRIBUTED TO THE TYPE OF INFORMATION OFFERED

A very important fact of this research is that we do not know under which standards the romper-suits of Zeeman are made exactly. If we look at the video we may believe that there are only adults working on the production of the romper-suits. Looking into the code of conduct of Zeeman for its manufacturers we see the standards under which the organization operates. They do not tolerate child labour and guarantee that at least national minimum wage should be paid to factory workers (see code of conduct, attachment 1). There is however no verification label that checks whether the standards set are actually met. In this research I deliberately have not set any standards. Consumers can draw their own standards by what they see.

Lets look to the significance of the most important questions that measure whether the impact of the video can be ascribed to the type of information (information on the working conditions of factory workers) offered in the video. For both questions I use the means of all answer categories. This means I have included in question three (the statement question) the answers of respondents that said they did not know, since this is also an important answer category. If consumers cannot say yes or no they might not be well enough informed. For question four (the question about information) this means that I included the answers of consumers that have no opinion. In chapter 5 I elaborate further on this answer category, but I included this because respondents might have a reason to give this answer. If we draw a T-test of both question three (statement) and question four (information) we find the following results:

For the statement question, question three, the significance between IJsselstein and Maarssen is 0.252, which is not significant. In this case the hypothesis of no effect can be accepted. Between Overvecht and Kanaleneiland the significance level is 0.035, which is significant. This means that the hypothesis of equal means can be rejected since there is a significant difference. So we can conclude within a margin of 95% certainty that there is a positive effect of the treatment. This means that respondents in Overvecht answered the statement whether Zeeman produces its clothing fairly more positive than respondents in Kanaleneiland and that this difference is statistically significant.

For the question about information, question four we get the following results: For IJsselstein and Maarssen we measure a significance level of 0.253 which is not significant and for Overvecht and Kanaleneiland 0.873, also not statistically significant. This means that we cannot conclude that there is a positive effect between the people that did see the video and those that did not on how they rate the amount of information offered by Zeeman on the production process of clothing.

5 ELABORATION ON RESULTS/ DISCUSSION

I started this research to test whether consumers' buying behaviour would be affected by visual information offered on social aspects in the production process, and if yes, in what way.

The sub-questions that I wanted to see answered through this research are:

- Are consumers interested in seeing images of the production process of clothing?
- Do customers that see images of the production process of clothing buy more than consumers that have not seen any images?
- Do consumers that have seen the images of the production process feel better informed than consumers that have not seen the images?
- Are consumers willing to make an extra effort to inform themselves through visual information of the products they regularly buy?

5.1 ELABORATION ON SALES RESULTS AND SIGNIFICANCE

The overall sales in Overvecht have increased the most on average. The sales have increased so much that they more than doubled in comparison to the year before. The actual sales in Overvecht have increased in the intervention weeks to 263% in comparison to the same weeks in the year 2011. In IJsselstein the sales have increased to 182% during the intervention weeks. In Maarsse the total sales has decreased with 27% to 73% and in Kanaleneiland with 4% to 96% during the intervention weeks in comparison to the same period in 2011.

Looking at these results we see a very big difference between the treatment and control groups. The treatment groups have reached a much higher sales level than the control groups. However if we analyse the results by week, or by romper-suit size, they are not always significant. I have used three different methods to analyse the results. The first method, in which I measured all sales by week, shows no significance. In method two I have looked at the sales figures for romper-suit types and sizes separately per week. If we take all figures separately we find a significant difference between both treatment and control stores. According to the third method, in which, I analysed the figures by romper-suit size, only the sizes 74/80 and 86/92 show a significant result between treatment and control groups.

First of all, if I look closely at the sales results there is a big fluctuation in the sales volume in every store weekly. This can imply that in the weeks after the intervention the sales might have dropped in the treatment stores as well or that the sales in the treatment stores have been higher than the sales in the control stores already before the intervention took place. Or that the sales have dropped in the control stores just before the intervention or increased just after the intervention. Unfortunately I have not been able to receive the extra sales figures from Zeeman to check whether this is true or not. At the same time, since the intervention has taken place the sales results after the intervention weeks might be biased by the intervention. The shortcoming of this research is that the two-week intervention period is rather short to measure the impact of the intervention since the sales level varies a lot over time. However since the

sales have increased on average, they even more than doubled in the treatment stores and have slightly declined in the control stores, one can say the results are at least interesting even though they are not always statistically significant. The fact that during the two-week period both treatment stores measure-increased sales during both weeks and the control stores do not is very remarkable.

The question whether sales increase when customers see images (of the production process) can be answered positively looking at these results. The results are however not statistically significant unless we look at the individual sales per type of romper-suit. The biggest question now is, what type of images will increase the level of sales and can the increased sales be attributed to the images of production or should they be attributed to the fact that there was an extra form of advertisement in the store? Or to other causes? These last questions are very relevant to look at. If we review literature on this topic we do see a lot of evidence for increased sales because of in-store displays (Chevalier 1975). Patton (1981) has also found that if quality is equal most consumers choose a brand that offers most information. The mere fact that the video offered extended information, might have contributed to the increase in sales. Apart from the question whether consumers have bought extra because they cared specifically about the working conditions of factory workers, it is interesting to know whether any additional information on a product contributes to higher sales. Maybe whether consumers care about working conditions or not doesn't matter so much, but the issue that a consumer wants to be better informed about its product does. In this case the additional information serves the consumer with more knowledge and might strengthen the position of the factory worker who all of a sudden becomes more than only the one that produces clothing but also adds value to the product by showing its working ethics. The question whether consumers are interested in seeing information on the production of clothing could in this form of reasoning be answered positively.

Another point why sales have increased this much could be the stock of romper-suits available. I cannot guarantee that the stocks were as well supplied in 2011 as in the year 2012. If we look at the sales of the year 2011 and 2012 there are no signs that raise questions in stock supply for any item at any given time since of most of the items there were at least some sold in both years. Romper-suits are, according to Zeeman's CSR manager a 'never out of stock' item. Nonetheless we cannot guarantee that all romper-suits were available at all times both in the treatment and control stores in 2011 as well as in 2012. However we can expect they have been since we cannot draw the conclusion from the sales that they were not available and according to Zeeman these are never-out-of-stock items.

To measure if the effect can be attributed to only the extra information on the product, we need to execute additional research. It would in this case be interesting to show a video with different information in a similar research to see whether outcomes will be the same. We can use the answers from the questionnaires to see how respondents value this type of information.

5.2 ELABORATION ON QUESTIONNAIRE RESULTS AND SIGNIFICANCE

According to the study of Anderson and Cunningham (1972) younger consumers are more socially conscious. The effect of education was not clear and income was of no relevance. Other studies state that the ethical consumer is a person with a relatively high income, education and social status (Carrigan and Attalla 2001; Maignan and Ferrell 2001; Roberts 1996). Consumers that spent most on fairly traded products in the Netherlands can generally be characterized as people from a higher social class, wealthy, retired and living in cities according to the GFK research (2009). Looking at the results of this study we find no evidence that the higher educated class gives a higher importance to 'fairly' produced clothing. A simple T-test with education as independent variable shows that there is a significance level of 0,82, which is not significant. So through this test I cannot confirm with other scholars that higher educated consumers have a greater preference for 'fair production'. If we do a linear regression analysis the significance between age and interest in 'fairly' produces clothing is 0.002. This is significant. The younger the respondents were, the greater their interest in fairly produced clothing. The correlation coefficient is 0.223 with an R Square of 0.05. So 5 percent of the attitude toward a fair production is explained by age.

6 out of 10 Dutch consumers say that they want to be better informed about sustainability matters (Duurzaamheidskompas 2012). Looking at the results of the interviews we see that a great number of consumers found it important to know whether their clothing is produced fairly. Over 80% of all respondents claimed to find it important (or very important) to know whether their clothing is produced fairly. On average the consumers in IJsselstein gave the greatest importance to this cause and the consumers in Maarssen the smallest.

Overall the quality of the romper- suits is rated as good. The consumers in IJsselstein judged the quality of the romper-suits slightly lower than the consumer in Maarssen. The consumers in Overvecht weighted the quality of the romper suits slightly higher than the consumers in Kanaleneiland. The outcomes are to be found in appendix F.

The most relevant questions for this research were the questions 3 and 4. In question 3 I asked consumers the following: "Do you agree with the statement: Zeeman guarantees a fair production process?" The results are listed in the table 4.4. The difference in response to this question in IJsselstein and Maarssen is not significant. The difference in response between Overvecht and Kanaleneiland however, is statistically significant. Within a margin of 95% certainty there is a positive effect of the treatment in this store compared to Kanaleneiland. So in the city we do measure a significant positive effect of the treatment, but in the sub-urban area we do not. In the city we measure a bigger effect of the treatment than in in sub-urban town. The GFK research (2009) states that consumers that spent most on 'fairly traded' products generally live in cities. In this case we cannot say anything about what respondents have spent in amounts of money, but the respondents that are most affected by the treatment of extra information on the production process of romper-suits are people that live in a city. Overall we see that through this method of measuring the consumers in Overvecht had the highest trust in Zeeman's 'fair' production process and

that the treated group scores higher on trust in a 'fair' production than the control group. We can conclude that the consumer trust increased significantly in the city. In the sub-urban town there was no statistical significant result.

In the next important question, question number four, I intended to measure whether consumers appreciated the information given and whether it contributed to a positive image or belief in Zeeman's 'fair' production. In this question I asked whether Zeeman provides good information on the production process of its clothing. Looking back I could have been more specific about the appreciation of the specific type of information. In figure 4.5 you can see that a big percentage of the consumers said they did not know Zeeman provided good information. We can interpret this in several ways from which three are most relevant in my perspective.

One, consumers have not spent effort on finding this information, saw it as a fault from their side that they did not know and therefore gave this answer. Two, consumers have not spent effort on finding this information since they are not interested in the topic and therefore they don't know. Three, consumers have spent some effort on finding this information and have not found it and because they haven't found the information they say they have no opinion because they are not certain it was not available or they just didn't find it. For IJsselstein and Maarssen we do see a difference in response. Consumers in IJsselstein are slightly more positive than consumers in Maarssen towards the availability of information. However the result is not significant (sig. level = 0.253). Between Overvecht and Kanaleneiland we see a very small positive difference for the treatment group, but this result is also not significant (sig. level = 0.873). The effect of the treatment we cannot measure through the answers to this question. Remarkable enough some respondents that answered the question negatively in the treatment stores told me that this was the first information they saw and therefore their answer was negative. The research question four, that intended to measure whether consumers felt they were better informed about the production process cannot be answered with a 'yes' or a 'no'. Respondents that did see the video responded slightly more positive on this question, but the result is not significant at all.

Question six served to answer the question whether consumers are willing to make an extra effort to inform themselves through visual information of the products they buy. If we evaluate question six we see that except for IJsselstein more than half of the consumers in each store answered that they would even visit the website of Zeeman to find this information if it would be available to them. Interestingly enough consumers in the treatment stores answered this question slightly less positive than consumers in the control stores.

CONCLUSION

This study explores the interest of consumers in images on the production process of clothing. The main aim of the research is to find whether consumers that see images of the production process of clothing (in this instance romper-suits) buy more than consumers that have not seen these type of images. In addition to this, the study tries to identify whether the results can be attributed to the type of information offered. The first questions are answered through the sales results of baby romper-suits during a two-week intervention experiment in which a video of the production process of romper-suits is shown in two treatment stores. Sales are measured in both treatment and control stores. The last question is answered through 200 interviews that were held during the intervention period in both treatment and control stores.

The results of the sales confirm that the effect of showing visual information on the production process of clothing in a store is big. The effect on sales is positive. We can however not guarantee that these results are statistically significant. Different literature studies state that when quality is equal consumers tend to choose the product that offers the most information. The fact that additional information is offered seems to be received positively in this study. Whether the result is significant can't be guaranteed, but since there is quite a big positive effect I believe that the chance for a positive effect on sales because of additional visual information is quite big. To guarantee that this positive effect can be attributed to the treatment I suggest an additional research with a bigger sample group and over a longer period than two weeks time.

The level of consumer trust in a fair production of the brand increased significantly in one of the treatment stores. In the other treatment store the result was positive toward the intervention, but not significant. Through these results I cannot guarantee that consumers will respond positively on visual information on the production process of clothing, but a positive response is likely. The study shows a significant correlation between interest in 'fair production' and age. The younger the respondents the higher their interest in 'fairly' traded products. The research proves that the majority of the consumers say they are willing to even visit the website of the brand in case the brand would offer visual information on the production process of its clothing on its website.

To my own surprise the outcomes of the intervention have resulted in more positive effect than I had expected. In the beginning of this thesis I mentioned that offering visual information on the production process of clothing might be an effective tool in the marketing of CSR related products. For producers this can be a way to be more transparent and differentiate themselves from other producers that do not offer these types of insights. Further research is needed to test the effects in higher segment stores and with a broader population. The fact that the majority of consumers say they would visit the brand's website in case it offers information on the production process of clothing is also food for additional research. Consumers seem to be willing to make an additional effort to inform themselves on this type of

information. Additional research can test this intended behaviour. Even though the results of this study cannot guarantee that the consumer's response is always positive, the outcomes are promising.

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A. Appendix A Code of Conduct Zeeman



Code of Conduct **for manufacturers**

Introduction

Zeeman textielSupers is a strongly expanding multinational company belonging to the Zeeman Group which is committed to:

- a standard of excellence in every aspect of our business and in every corner of the world
- ethical and responsible conduct in all of our operations
- respect for the rights of all individuals
- respect for the environment

In order to make our position clear to our suppliers, sub-contractors, our own staff, agents as well as any other parties, we have set up a Code of Conduct.

A. Supplier Relationships

We seek to develop long term business relationships with our suppliers. Our supplier-relationships are based on the principle of fair and honest dealings at all times. The relation is open-minded, down to earth and straight.

B. Health and Safety

Suppliers will provide employees with a safe and healthy workplace in compliance with all applicable laws and regulations, ensuring at a minimum reasonable access to portable water, sanitary facilities, fire safety, adequate lighting, ventilation.

C. Legal Requirements

All our suppliers must follow the national laws in those countries where they are operating. When national laws are changing our suppliers/agents will inform us immediately.

Suppliers make sure that the ordered goods are manufactured in compliance with the standards for environmentally deleterious substances valid in the European Union and all other European Union standards and that there are no legal obstacles to sales of those goods to consumers in the European Union.

D. Employment Conditions

All our suppliers must respect the fundamental human rights.

The use of child labour, younger than 15 years (or 14 where local law allows) is absolutely unacceptable.

In countries where the law permits apprenticeship programs for children between 12 and 15 years of age, we will accept that children of this age work a few hours a day (for example Unicef-projects).

A person is a child until the age of 18 (UN convention of the rights of a child) and therefore we recommend our suppliers to make sure that employees in the age group 15-18 years are treated properly.

Wages and benefits must be fully comparable with local norms and local laws.

Suppliers will not discriminate in hiring employees in the most wide range.

Suppliers will treat each employee with dignity and respect.

E. Attachment

The ETI Base Code, is attached to and part of this Code of Conduct.

F. Monitoring

All suppliers are obliged to keep the Zeeman Group informed where each order is being produced. Suppliers will authorize Zeeman Group and its designated agents, including third parties, to engage in monitoring activities to confirm compliance with this Code of Conduct. Suppliers will maintain on site all documentation that may be needed to demonstrate compliance with this Code of Conduct.

G. Non-Compliance

When we find that a supplier does not comply with our Code of Conduct, we will terminate our business-relationship with this supplier if corrective measures are not taken within the agreed time. If we find repeated violations we will immediately terminate the cooperation with the supplier and cancel our existing orders. In case of termination supplier will not be entitled to any compensation.

H. General

This Code of Conduct is a mandatory requirement for all suppliers who do business with the Zeeman Group.

New suppliers to the Zeeman Group are checked by the country agent and will be obliged to sign the Code of Conduct.

Suppliers will confirm to any subsequent additions of amendments to this Code of Conduct.

The ETI Base Code

1. Employment is freely chosen

- 1.1 There is no forced, bonded or involuntary prison labour.
- 1.2 Workers are not required to lodge “deposits” or their identity papers with their employer and are free to leave their employer after reasonable notice.

2. Freedom of association and the right to collective bargaining are respected

- 2.1 Workers, without distinction, have right to join or form trade unions of their own choosing and to bargain collectively.
- 2.2 The employer adopts an open attitude towards the activities of trade unions and their organisational activities.
- 2.3 Workers representatives are not discriminated against and have access to carry out their representative functions in the workplace.
- 2.4 Where the right to freedom of association and collective bargaining is restricted under law, the employer facilitates, and does not hinder, the development of parallel means for independent and free association and bargaining.

3. Working conditions are safe and hygienic

- 3.1 A safe and hygienic working environment shall be provided, bearing in mind the prevailing knowledge of the industry and of any specific hazards. Adequate steps shall be taken to prevent accidents and injury to health arising out of, associated with, or occurring in the course of work, by minimising, so far as is reasonably practicable, the causes of hazards inherent in the working environment.
- 3.2 Workers shall receive regular and recorded safety training, and such training shall be repeated for new or reassigned workers.
- 3.3 Access to clean toilet facilities and to potable water, and, if appropriate, sanitary facilities for food storage shall be provided.
- 3.4 Accommodation, where provided, shall be clean, safe, and meet the basic needs of the workers.
- 3.5 The company observing the code shall assign responsibility for health and safety to a senior management representative.

4. Child labour shall not be used

- 4.1 There shall be no recruitment of child labour.
- 4.2 Companies shall develop or participate in and contribute to policies and programmes which provide for the transition of any child found to be performing child labour to enable her or him to attend and remain in quality education until no longer a child.
- 4.3 Children and young persons under 18 shall not be employed at night or, in relation to their age, in hazardous conditions.
- 4.4 These policies and procedures shall conform to the provisions of the relevant ILO standards.

5. Living wages are paid

- 5.1 Wages and benefits paid for a standard working week meet, at a minimum, national legal standards or industry benchmark standards, whichever is higher. In any event wages should always be enough to meet basic needs and to provide some discretionary income.
- 5.2 All workers shall be provided with written and understandable information about their employment conditions in respect to wages before they enter employment and about the particulars of their wages for the pay period concerned each time that they are paid.
- 5.3 Deductions from wages as a disciplinary measure shall not be permitted, unless provided for by national law, nor shall any deductions from wages not provided for by national law be permitted

without the expressed permission of the worker concerned. All disciplinary measures should be recorded.

6. Working hours are not excessive

6.1 Working hours comply with national laws and benchmark industry standards, whichever affords greater protection.

6.2 In any event, workers shall not on a regular basis be required to work in excess of 48 hours per week and shall be provided with at least one day off for every 7 day period on average. Overtime shall be voluntary, shall not exceed 12 hours per week, shall not be demanded on a regular basis and shall always be compensated at a premium rate.

7. No discrimination is practised

7.1 There is no discrimination in hiring, compensation, access to training, promotion, termination or retirement based on race, caste, national origin, religion, age, disability, gender, marital status, sexual orientation, union membership or political affiliation.

8. Regular employment is provided

8.1 To every extent possible work performed must be on the basis of recognised employment relationship established through national law and practice.

8.2 Obligations to employees under labour or social security laws and regulations arising from the regular employment relationship shall not be avoided through the use of labour-only contracting, sub-contracting, or home-working arrangements, or through apprenticeship schemes where there is no real intent to impart skills or provide regular employment, nor shall any such obligations be avoided through the excessive use of fixed-term contracts of employment.

9. No harsh or inhumane treatment is allowed

9.1 Physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse or other forms of intimidation shall be prohibited.

The provisions of this code constitute minimum and not maximum standards, and this code should not be used to prevent companies from exceeding these standards. Companies applying this code are expected to comply with national and other applicable law and international treaties and, where the provisions of law and this Base Code address the same subject, to apply that provision which affords the greater protection.

B. Appendix B. Picture of research



QUESTIONNAIRE

Geslacht _____

Leeftijd _____

Opleidingsniveau _____

Postcode _____

1. Vindt u het belangrijk te weten of uw kleding eerlijk geproduceerd is?
 - Ja, dit vind ik heel belangrijk
 - Het is wel belangrijk
 - Nee dit vind ik niet belangrijk

2. Wat vindt u van de kwaliteit van de rompertjes van Zeeman?
 - Uitstekend
 - Goed
 - Voldoende
 - Matig
 - Slecht
 - Geen mening

3. Bent u het eens met de stelling: Zeeman zorgt ervoor dat zijn spullen eerlijk worden gemaakt.
 - Eens
 - Oneens
 - Weet ik niet

4. Geeft Zeeman goede informatie over het productieproces van haar kleding.
 - Ja
 - Voldoende
 - Te weinig
 - Nee
 - Geen mening

5. Koopt u meer kleding in een winkel waarvan u zeker weet dat de kleding eerlijk wordt geproduceerd?
 - Ja
 - Misschien
 - Nee

6. Indien Zeeman beeldmateriaal aanbiedt via haar website van het productieproces van kleding, zou u de website bezoeken om hier meer over te weten te komen?
 - Ja, dat zou ik doen
 - Misschien
 - Nee, dit kost teveel moeite
 - Nee, dit interesseert mij niet
 - Nee, Ik geloof daar niet in

7. Heeft u het filmpje van de productie van rompertjes bekeken?
 - Ja
 - Nee

QUESTIONNAIRE

Gender _____

Age _____

Level of education _____

Postal code _____

1. Is it important for you to know whether your clothing is produced fairly?

- yes, I find this to be very important
- It is important
- No, I do not find this to be important

2. What is your opinion of the quality of the romper suits of Zeeman?

- Very good
- Good
- Sufficient
- Moderate
- Bad
- No opinion

3. Do you agree with the statement: Zeeman guarantees a fair production process.

- I agree
- I disagree
- I don't know

4. Does Zeeman provide good information on the production process of its clothing?

- Yes
- Sufficient
- Not enough
- No
- No opinion

5. Do you buy more clothes in a store of which you are certain it produces fairly?

- Ja
- Misschien
- Nee

6. In case Zeeman would offer images on the production process of clothing on her website would you visit the website to acquire more knowledge about it?

- Yes, I would
- Maybe
- No, this costs too much effort
- No, I am not interested
- No, I do not believe it

7. Have you seen the video of the production of romper-suits?

- Yes
- No

Wageningen Universiteit

Van 16 tot 29 juli 2012 werkt dit Zeeman filiaal mee aan een wetenschappelijk onderzoek van de Universiteit van Wageningen. Gedurende deze periode wordt er in de winkel een live recording laten zien van hoe een rompertje gemaakt wordt. Zeeman geeft graag inzicht in de manier waarop rompertjes worden gemaakt. Wij hopen dat u dit op prijs stelt.



E. Appendix E. Sales Result romper-suits

OMSCHRIJVING	PRICE
Baby romper wit mouwloos 50/56	0.99
Baby romper wit mouwloos 62/68	0.99
Baby romper wit mouwloos 74/80	0.99
Baby romper wit mouwloos 86/92	0.99
Baby romper wit mouwloos 98/104	0.99
Baby romper wit k/m 50/56	1.79
Baby romper wit k/m 62/68	1.79
Baby romper wit k/m 74/80	1.79
Baby romper wit k/m 86/92	1.79
Baby romper wit k/m 98/104	1.79
Baby romper wit l/m 50/56	1.99
Baby romper wit l/m 62/68	1.99
Baby romper wit l/m 74/80	1.99
Baby romper wit l/m 86/92	1.99
Baby romper wit l/m 98/104	1.99

FILIAAL	200 IJSSELSTEIN			
JAAR	2011	2012	2011	2012
WEEK	29	29	30	30
	1	0	1	0
	0	7	0	3
	0	1	4	10
	5	17	2	0
	3	0	0	0
	0	0	0	2
	0	0	0	2
	0	4	1	4
	1	5	0	3
	1	2	0	3
	3	0	0	0
	0	6	0	3
	6	4	5	0
	7	6	2	0
	0	0	3	0
	27	52	18	30

207 OVERVECHT				
2011	2012	2011	2012	
29	29	30	30	
	0	7	0	8
	8	9	5	13
	0	21	1	20
	4	20	2	18
	13	3	8	20
	4	0	0	2
	3	3	1	2
	4	7	1	5
	0	3	3	25
	0	2	0	2
	5	1	1	2
	3	0	2	1
	2	3	2	4
	2	4	5	5
	2	1	0	2
	50	84	31	129

OMSCHRIJVING	PRICE
Baby romper wit mouwloos 50/56	0.99
Baby romper wit mouwloos 62/68	0.99
Baby romper wit mouwloos 74/80	0.99
Baby romper wit mouwloos 86/92	0.99
Baby romper wit mouwloos 98/104	0.99
Baby romper wit k/m 50/56	1.79
Baby romper wit k/m 62/68	1.79
Baby romper wit k/m 74/80	1.79
Baby romper wit k/m 86/92	1.79
Baby romper wit k/m 98/104	1.79
Baby romper wit l/m 50/56	1.99
Baby romper wit l/m 62/68	1.99
Baby romper wit l/m 74/80	1.99
Baby romper wit l/m 86/92	1.99
Baby romper wit l/m 98/104	1.99

FILIAAL	322 MAARSEN			
JAAR	2011	2012	2011	2012
WEEK	29	29	30	30
	0	0	0	1
	0	3	3	6
	5	4	5	0
	0	0	7	1
	0	0	1	1
	2	0	1	0
	0	0	0	0
	0	0	0	0
	0	3	1	1
	0	0	0	0
	0	0	0	0
	0	0	0	0
	1	0	3	2
	0	0	0	0
	0	0	1	0
	0	0	0	0
	8	10	22	12

137 UTRECHT KAN.				
2011	2012	2011	2012	
29	29	30	30	
	1	8	3	7
	1	0	0	4
	12	9	11	8
	3	3	7	12
	0	4	2	11
	2	0	0	0
	11	1	1	1
	4	2	2	2
	5	0	2	2
	0	2	0	0
	4	0	5	5
	1	5	3	0
	8	4	4	0
	4	5	3	0
	0	0	0	0
	56	43	43	52

F. Appendix F. Descriptive statistics of respondents

Average age				
Years	IJsselstein	Maarszen	Overvecht	Kanaleneiland
	39	46.6	36	36

Gender				
	IJsselstein	Maarszen	Overvecht	Kanaleneiland
Male	0%	6%	12%	2%
Female	100%	94%	88%	98%

Education				
	IJsselstein	Maarszen	Overvecht	Kanaleneiland
Post WO	-	2%	-	-
WO	6%	4%	6%	12%
HBO	22%	14%	20%	22%
TOTAL	28%	20%	26%	34%
MBO	42%	18%	28%	30%
VMBO	26%	54%	26%	26%
Other (Atheneum, havo, Lagere school)	4%	8%	18 %	10%
Total	72%	80%	72%	66%
			2% missing	

Is it important for you to know whether your clothing is produced fairly?				
	IJsselstein	Maarszen	Overvecht	Kanaleneiland
Very important	26%	8%	22%	18%
Important	70%	72%	64%	78%
Not Important	4%	12%	14%	4%

What is your opinion of the quality of the romper-suits of Zeeman?				
respondenten	IJsselstein	Maarszen	Overvecht	Kanaleneiland
27	27	22	27	20
Excellent	7.4%	13.6%	22.2%	20%
Good	63%	63.6%	51.9%	45%
Sufficient	14.8%	22.7%	18.5%	15%
Moderate	14.8%	-	7.4%	20%
Bad	-	-	-	-

Do you buy more clothes in a store of which you are certain it produces fairly?				
	IJsselstein	Maarszen	Overvecht	Kanaleneiland
Yes	34%	28%	18%	22%
Maybe	38%	34%	22%	36%
No	26%	38%	60%	42%
	2% missing			

In case Zeeman would offer images on the production process of clothing on her website would you visit the website to aquire more knowledge about it?

	IJsselstein	Maarssen	Overvecht	Kanaleneiland
Yes	42%	68%	54%	60%
Maybe	36%	10%	14%	18%
No	22%--> 10% effort 10% intrest 10% disbelief	22%--> 6% effort 16% intrest	32%--> 30% effort 2% intrest	22%--> 14% effort 6% interest 2 % disbelief

Do you agree with the statement: Zeeman guarantees a fair production process?

	IJsselstein	Maarssen	Overvecht	Kanaleneiland
Agree	30%	20%	34%	14%
Disagee	2%	2%	4%	8%
I don't know	68%	78%	62%	78%

Does Zeeman provide good information on the production process of its clothing?

	IJsselstein	Maarssen	Overvecht	Kanaleneiland
Yes	14%	8%	8%	8%
Sufficient	10%	10%	8%	4%
Not enough	22%	14%	16%	20%
No	14%	22%	28%	28%
No opinion	40%	46%	40%	40%