

Wageningen University and Max Havelaar Foundation Netherlands

The unknowingly consumers of Fairtrade products

and their change in purchasing behavior

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Abstract

In the past few years a lot more Fairtrade certified products appeared in the supermarkets. A result of this is that there appeared many unknowingly consumers of Fairtrade products. These consumers do not know that they buy and consume Fairtrade products. The Max Havelaar Foundation wanted to know how the attitude and purchasing behavior of unknowingly consumers change when they become conscious about their purchasing behavior with respect to Fairtrade products. The results of the survey that is used in this study show that the consumers who are conscious of their purchasing behavior of Fairtrade products get a more positive attitude and a higher purchasing intention towards Fairtrade products. This study used a very specific target group. This was because only one kind of Fairtrade product was selected, private label tea of selected supermarkets. All these supermarkets are member of the Superunie organization. With respect to the private label tea, the Max Havelaar Foundation needs to create as many as possible conscious consumers because than their overall attitude and purchasing intention with respect to Fairtrade products will increase.

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Preface

For my bachelor's degree 'Management and Consumer Studies' at the Wageningen University I was required to write a thesis to show what I learned in the past three years. In my study I specialized in the management and business side. From the beginning, this was my interest and I knew for sure that I wanted to continue with this side of my studies. This was until I attended some courses at the University of Illinois in the United States. There I discovered that the thing I really wanted to study is the more human side of management. When I took the course Food Marketing at the University of Illinois I discovered my interest in the Fairtrade concept. I had contact with Erica van Herpen and she had contact with the Max Havelaar foundation. They gave me the opportunity to write my thesis in cooperation with them. I really want to thank Meike Koster from Max Havelaar for this. She gave me the opportunity to learn how to write something like this that has to be scientific but also usable for businesses. I also want to thank Erica van Herpen for her supervision. She helped me a lot with new ideas, support and help. The last person I want to thank is Cody Buffington, a good friend from the United States, he helped me a lot with the English language in this thesis. The first steps in writing a thesis were difficult and took a long time. After that when the results of the survey appeared it became more practical and I enjoyed it more. At the end I can say that I really learned a lot of writing my thesis and that my interest has been generated for more subjects like this one.

Introduction

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. The Dutch Fairtrade organization Max Havelaar was founded by Nico Roozen and Frans van der Hoff in 1988. This was a response to Mexican coffee farmers who wanted a fair price for their coffee. The farmers appreciated the help, but preferred a fair price for their products because this enabled them to become independent and do their own business. This Dutch initiative became a worldwide initiative. Organizations like Max Havelaar are active in more than twenty other countries. All these organizations are part of the Fairtrade Labelling Organizations (FLO) (Stichting Max Havelaar 2012). Fairtrade started with the certification of coffee but nowadays there are many more products with the Fairtrade label. There is now among others Fairtrade cocoa, bananas, cotton, flowers, fresh fruit, honey, juices, rice, tea, sugar, wine and even gold (Fairtrade Labelling Organizations 2011).

Not only has the amount of Fairtrade products increased, but also more consumers have come across the concept of Fairtrade. Some supermarkets in the Netherlands only sell the Fairtrade variant of a product in a specific product category. An example is PLUS supermarket, which only sells Fairtrade bananas (PLUS supermarkten 2012). This trend may lead to (more) unknowingly consumers of Fairtrade products. This is because not all the consumers know that they are buying Fairtrade products when they buy bananas. It is still not clear how these unknowingly consumers react when they get to know that they buy Fairtrade products. This research tries to make clear how the purchasing behavior of consumers changes when they get to know that they buy Fairtrade products. This information is practically relevant to know because with that information it might be possible to predict purchasing behavior of consumers. For Max Havelaar it is relevant information to know because then they can try to influence this purchasing behavior in cooperation with licensees and retail partners.

The theoretical relevance of knowing how consumers react when they get to know that they buy Fairtrade products is that it is possible to develop and improve theories and models about consumer behavior. There are already some theories about how consumers make decisions. Also, it is well known how they make decisions when they know all the attributes of the product. There is also a lot of research done about how consumers make decisions when there are missing attributes (Johnson and Levin 1985). This is not the case in this research because all the attributes are available, but the consumers do not use all the available information. A reason for this could be information overload. Information overload means that there is too much information for the consumer to use everything. With an increase in available information there is a decrease in information used (Malhotra 1982). Consumers are capable to absorb a lot of information but this is not unlimited (Malhotra 1984). In supermarkets is a lot of information that consumers receive. It is not possible to absorb all of this information. It is possible that consumers miss the information that a product is a Fairtrade product.

This study tries to make clear how consumers change their purchasing behavior when they get to know that they are already buying Fairtrade products. This is relevant to know because it is not clear yet how consumers react when they become aware of their own behavior. After that, this study wants to make clear how the behavior of consumers will change when they get to know that they already buy Fairtrade products. Three outcomes are possible. These are that there is no effect, consumers are going to buy more Fairtrade products and consumers are going to buy less Fairtrade products.

The main question that will be answered in this study is: 'How will the overall attitudes of unknowingly consumers of Fairtrade products change when they get to know that they purchase Fairtrade products?' This main question will be answered through several sub questions. These sub-questions are:

- What is the difference in purchasing intention between conscious and unknowingly consumers with respect to Fairtrade products?
- How does attitude of consumers change when they get to know that they buy Fairtrade products?
- How do awareness, willingness to do extra effort and how consumers think about Fairtrade products change when consumers become conscious of their own purchasing behavior?

Chapter 1: Theory

Different consumers have different values, beliefs and amount of money to spend. This makes that every consumer acts differently when they purchase their groceries. But it is possible to find some trends in the purchasing behavior of consumers. Consumers also have different purchasing behaviors with respect to Fairtrade products.

1.1 The decision process of consumers

Consumers make decisions based on different aspects. In previous research, consumers were seen as rational human beings who wanted to maximize their possible well-being. More recent theories are based on the fact that consumers are influenced by multiple forces. Consumers make purchasing decisions based on multiple objectives. With the understandings that we have now, we think that only 5% of the consumers' choice is based on conscious processing (Granot, Greene et al. 2010). This means that when a consumer makes a decision, a big part of the decision is made in the subconscious part of our brains. When consumers make decisions, they do that with their rational and emotional experience (Granot, Greene et al. 2010).

1.1.1 Information overload

When consumers are going grocery shopping, they get a lot of information from all the signs, packages and labels in the supermarket. This can lead to an information overload. Information overload means that a consumer cannot use all available information in a proper way because of the large amount of information (Bawden, Holtham et al. 1999). The available information is simply too much to handle and a consumer is overwhelmed. Another reason for information overload is the big diversity in different kinds of information (Bawden, Holtham et al. 1999). The package of products is designed to get the attention of the consumer. Next to that it must give information to the consumer. Information that has to be placed on the package are, for example, the brand name, expiration date, nutritional content, flavor, and the Fairtrade label (Héroux, Laroche et al. 1988). Consumers only pay attention to a limited amount of information on a package. Preferred is hereby price and brand name (Jacoby, Chestnut et al. 1977). This means that it is likely that the Fairtrade label is part of the information that is not noticed by the consumer. This is a consequence of information overload. This is a reason why unknowingly consumers arise. Consumers try to prevent themselves from information overload by being conscious about only three to five attributes of the product (Héroux, Laroche et al. 1988). In this way, they can make a better decision because they are only focusing on the attributes that they find the most important.

1.1.2 Awareness

Consumers are aware of several aspects of products when they are doing their groceries. Being part of the awareness set is a requirement to be chosen consciously. This can be seen in figure 1 (Shocker, Ben-Akiva et al. 1991). Figure 1 shows the model of individual choice for consumers. This figure makes clear that there are several steps a consumer makes to be able to make a decision. The awareness set is the first smaller set of optional choices (Shocker, Ben-Akiva et al. 1991). For businesses who want to sell their product it is very important to get in the awareness set of consumers. When consumers are aware of your product they will think about it as an option to buy it (Shocker, Ben-Akiva et al. 1991).

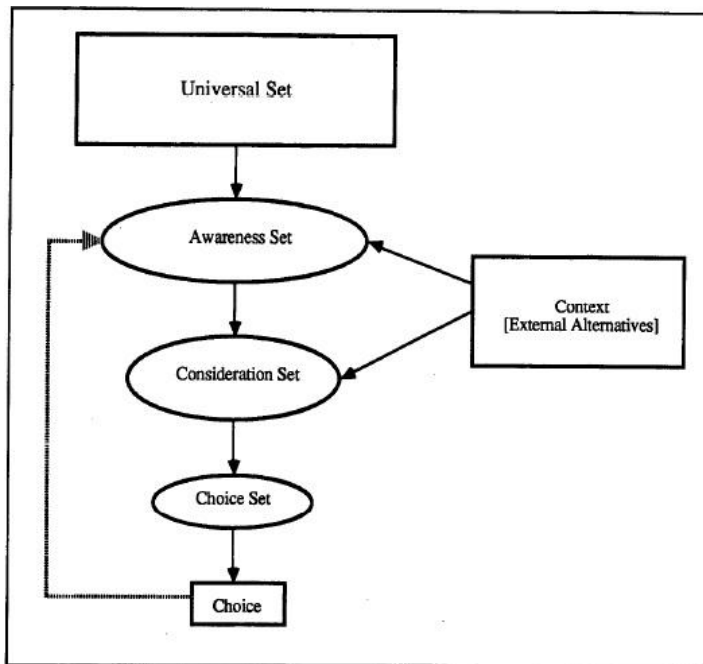


Figure 1: Model of individual choice

For Fairtrade products, awareness is also an important factor. It is possible that consumers will rather buy Fairtrade products when they are aware on Fairtrade products. This means that they will think about it as a serious option to buy. Unknowingly consumers of Fairtrade products are not aware of Fairtrade, so Fairtrade is not a part of their awareness set. Other aspects of the Fairtrade product that they buy are part of their awareness set, otherwise they would not buy that product.

1.2 Cognitive dissonance theory

The theory of cognitive dissonance implies that when a person holds two cognitions which are inconsistent with each other the person faces dissonance. A person is able to reduce the dissonance in three different ways. These three ways are: remove dissonance cognitions, add new consonant cognitions, or reduce the importance of dissonant cognitions (Telci, Maden et al. 2011). With these methods, the opinion of the person changes and the dissonance can be reduced or eliminated. Cognitions can be defined as ‘elements of knowledge that people have about their behavior, attitudes and environment’(Telci, Maden et al. 2011). The cognitive dissonance theory of Festinger (Festinger 1957) states that two cognitions can be related to or unrelated to each other (Telci, Maden et al. 2011). This means that the different knowledge of a person can be complementary or contrary. The person faces dissonance when the knowledge of that person is not in line with each other. The cognitive dissonance theory is an important theory when a person needs to make a decision. The buying behavior of consumers is partly determined by this theory. The cognitive dissonance theory is relevant for this study because the consumers get to know that they already buy Fairtrade products. Then they know that they face dissonance because they were not conscious about their purchasing behavior with respect to Fairtrade products. The consumers have to find a way to reduce their dissonance with respect to Fairtrade products.

1.2.1 Three possible reactions of consumers

When consumers get to know that they already buy Fairtrade products they can react in three different ways. These ways are:

- The consumers are going to buy more Fairtrade products to be consistent in their purchasing behavior.
- The consumers are going to buy less Fairtrade products to compensate that they already bought Fairtrade products.
- There is no effect in the purchasing behavior of consumers. The consumers are not changing their purchasing behavior since they know that they buy Fairtrade products.

These three different possible outcomes can be further explained on basis of the cognitive dissonance theory.

1.2.2 Consumers are going to buy more Fairtrade products

According to the cognitive dissonance theory people want to avoid dissonance (Telci, Maden et al. 2011). This implies that when consumers get conscious about their purchasing behavior with respect to Fairtrade products they are going to buy more Fairtrade products. This to make sure that there will not be any dissonance. The consumers want to strive for consistency. The consumers who react in this way realize that they are apparently people who buy Fairtrade products. So to be able to avoid the dissonance the consumers are going to buy more Fairtrade products than they already did. This will result in a higher purchasing rate of Fairtrade products because the consumers want to avoid dissonance and are going to buy more Fairtrade products (Telci, Maden et al. 2011). When consumers are going to buy more Fairtrade products they are doing that because they realize that they are consumers who buy Fairtrade products and to be consistent they are going to buy other Fairtrade products instead of the non-Fairtrade variant.

1.2.3 Consumers are going to buy fewer Fairtrade products

When consumers learn that they already buy Fairtrade products, they can react in such a way that they buy fewer Fairtrade products than they did before. This can be explained with the licensing effect. With the licensing effect, two decisions are combined. This means that the first decision has influence on the second decision. The licensing effect explains that when a consumer first chooses something good, in this case a Fairtrade product, the consumer can choose in the second decision more easily for a less good alternative, a non-Fairtrade product (Khan and Dhar 2006). The licensing effect explains why it is possible that when consumers get to know that they are already buying Fairtrade products, they are going to buy fewer Fairtrade products than they did before. The consumers become conscious about their purchasing behavior and know that they already bought something good and think they can afford it to buy something that is less good. This makes that these consumers are going to buy fewer Fairtrade products because of becoming conscious about their purchasing behavior.

There are several studies done with respect to the licensing effect. One of them is a study that is called 'The non-conscious effect of a prior licensing task' (Khan and Dhar 2006). In this study, 93 participants were randomly divided into two groups. Both groups get the knowledge that they must imagine that they receive an income tax rebate of \$500. The participants in the license condition are told that they were thinking about donating \$100 to a charity organization. The control group did not get this option of donating. Afterwards, both groups did a non-related task. The next task was that the participants must imagine that they were considering to buy a pair of sunglasses for themselves with part of the money of tax rebate. A pair of sunglasses is selected because it can be seen as a

luxury item or as a necessity product (Dahl, Honea et al. 2003). How consumers see a pair of sunglasses is related to the price and the special features of the selected sunglasses. The participants could choose between two sunglasses. Sunglasses A was superior to sunglasses B in branding and model (Khan and Dhar 2006).

The researchers predicted that the participants in the licensing group would choose more often sunglasses A than sunglasses B. This is because they already had the question to donate an amount of money from the income tax rebate to a charity organization. With this second decision they would choose the more expensive pair of sunglasses to reward themselves. The researchers predicted that the control group would choose more often sunglasses B, the less expensive ones, because they did not have to make a decision to give some money away. The results show that the participants in the licensing group choose more for the luxury sunglasses, sunglasses A, than for sunglasses B, the sunglasses that are seen as a necessity. This is as predicted by the researchers. The control group also chooses as predicted. Sunglasses B, the necessity, is more chosen by the control group than sunglasses A (Khan and Dhar 2006). These results show the licensing effect. The participants who already donated some money feel that they are allowed to spend the rest of the money on a luxury product to reward themselves. The participants who did not donate part of the money do not feel allowed to reward themselves by buying a luxury product. They buy the less expensive pair of sunglasses that is a necessity.

The given example can also be projected on Fairtrade products. When consumers already bought a Fairtrade product they feel that they are allowed to choose a non-Fairtrade product the next time. When consumers are conscious about their buying behavior with respect to Fairtrade products, it is possible that they are going to buy fewer Fairtrade products than they did before they got conscious.

It is also possible that consumers are going to buy fewer Fairtrade products because they do not see themselves as a consumer who buys Fairtrade products. This can be explained with the cognitive dissonance theory (Telci, Maden et al. 2011). When the consumer realizes that he buys Fairtrade products while he thinks he is not such a person who buys Fairtrade products, he has to reduce the dissonance. The dissonance can be reduced by buying fewer Fairtrade products than they did before.

1.2.4 No change in purchasing behavior

It is also possible that there is no change in purchasing behavior when consumers become aware of their purchasing behavior with respect to Fairtrade products. This means that before and after the message about the purchasing behavior with respect to Fairtrade products, there is no significant difference in the amount of Fairtrade products bought by the consumers. This means that the consumers have about the same behavior as they had before they had the knowledge about their own purchasing behavior with respect to Fairtrade products.

Another reason that it is not possible to measure a change in purchasing behavior is that the consumers who buy more Fairtrade products after the message and the consumers who buy fewer Fairtrade products after the message make the difference zero. The effect that occurs in both directions neutralizes each other. This is a mix of both of the effects explained above.

1.3 Expectations

This research is done to get more insight in the differences in behavior of conscious and unknowingly consumers of Fairtrade products. The survey is used to be able to gain insight into the behavior of the different consumers. The respondents can be first divided into two groups. These groups are: the participants who get the information about Fairtrade products and the participants who do not get the information about Fairtrade products. The group with the participants who get the information about Fairtrade products can be divided into consumers who were already conscious about their purchasing behavior with respect to Fairtrade products and consumers who were not conscious about their purchasing behavior with respect to Fairtrade products.

An expectation of the results of this research is that the respondents who receive extra information about Fairtrade products and are conscious about their purchasing behavior of Fairtrade products have a more positive attitude toward Fairtrade products and the Max Havelaar label for Fairtrade. This is an expectation because these respondents have chosen to buy Fairtrade products by themselves. This implies that their opinion is in line with the opinion of the Max Havelaar Foundation. It is reasonable to expect that their overall opinion and attitude towards Fairtrade products is positive.

The group of respondents who receive extra information and not knew that they already buy Fairtrade products have not chosen by themselves to buy Fairtrade products. They accidentally buy Fairtrade products and until they filled in the survey, they did not know that they bought Fairtrade products. Their attitude toward Fairtrade products can be very diverse. It is possible that there is a group that has a very positive attitude towards Fairtrade products but it is also possible that there is a group who has a very negative attitude towards Fairtrade products. It is also possible that when the participants get to know that the products they already buy are Fairtrade products they are going to think more positively about these products and Fairtrade. This can result in a very positive opinion about Fairtrade products.

The group that does not get the information that the product they buy is a Fairtrade product is the group with, as assumed, unknowingly respondents. These respondents can have a very diverse opinion about Fairtrade products because they do not know that they use a Fairtrade product. The results of this group will be compared with the results of the other two groups. Then we can make a conclusion about how the opinion and behavior of respondents change when they get to know that they buy Fairtrade products.

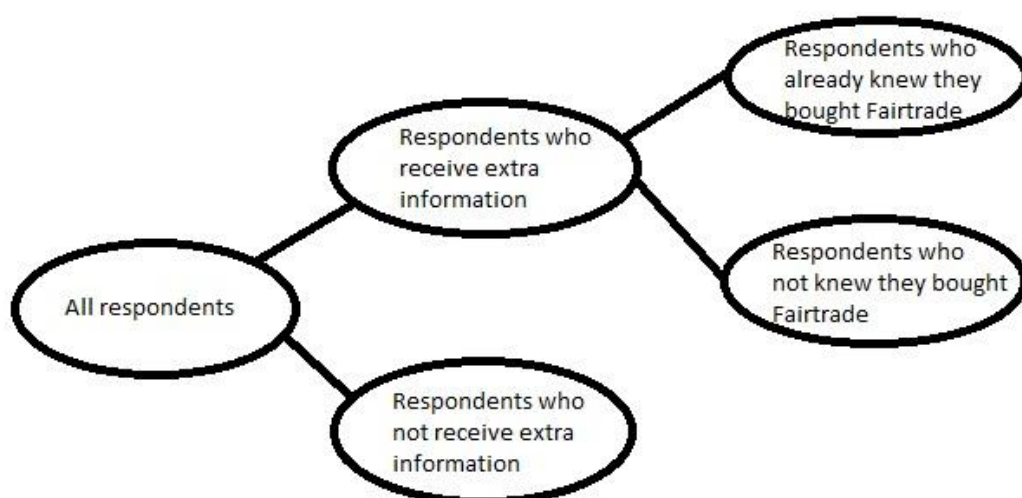


Figure 2: Distribution of respondents into groups

Chapter 2: Method

The survey that is used is designed to be able to measure the difference in purchasing behavior between conscious and subconscious consumers of Fairtrade products. The survey can be found in attachment 1 in Dutch and in attachment 2 in English.

2.1 Participants and design

The target group for this research is consumers of selected supermarkets who buy tea of the private label of that supermarket. In attachment 3 a list is presented of the selected supermarkets. These supermarkets are selected because all the private label tea they sell is tea with the Max Havelaar label for Fairtrade. So the participants who buy that tea are consumers of a Fairtrade product. Not all of these participants are aware of the fact that the tea they buy is a Fairtrade product. All the participants are members of a consumer panel of research Centre Q&A (Q&A Research & Consultancy 2012).

The survey was an online survey. The participants filled in the survey at their own place and time. This makes that the environment where the survey is done for each participant differ. The survey consists of 18 questions with different methods of answering. These methods are a seven point scale, yes or no answers and a multiple choice question. The participants were split randomly in two groups. The first group got a small text about the Fairtrade principle. After that they answered an extra question to get more information if they are conscious or unknowingly consumers of Fairtrade products. Group 2 did not get the extra information about Fairtrade products. This group continued the survey without extra information. After that the two groups answered the exact same questions. This to make sure that it is possible to make a good comparison.

2.2 Procedure

When the participants started with the survey they got a short introduction text. This text explained how the participants must answer the questions. Also it is explained that there are no answers that are right or wrong and that the participants can stop with the survey at any moment. This text was shown to make sure that all the participants will answer the questions in the same way.

The first questions determine if the participant is part of the target group. To be part of the target group the participants must buy private label tea at one of the selected supermarkets (see attachment 3). This was the target group because these people buy Fairtrade tea. Those supermarkets have been chosen for the private label tea because this is a Fairtrade product that is not very well-known among consumers. The participants who answered with 'no' are not a part of the target group. When this was the case the participant got the message that the survey will stop because he/she is not part of the target group. All the participants who answered with 'yes' were split randomly into two groups. Group 1 got an extra question with the text that they are a consumer of Fairtrade products. After this question the two groups answered the same questions. At the end of the survey there is a text showed to thank the participants for participating.

When the participants did not answered all the questions the results were not used in this research. This is to make sure that the results of the different questions are based on the same number of participants to make sure that the answers can be compared. When many participants stopped at the same question, it will be plausible to say that there is something wrong with that question. When this was the case there will be extra attention for this in the results.

2.3 Measurements

There were several types of questions used in the survey. These methods are the seven point scale, yes or no questions and a multiple choice question. The questions were designed to measure different aspects in the behavior of consumers. These different aspects were: attitude, purchasing intention and how consumers think about Fairtrade products. There were also some questions designed to get some general information about the participant.

2.3.1 Selection questions

The first question the participant answered was a question to determine if the participant was member of the target group. This question was a 'yes' or 'no' question. When the participant answered with 'yes' the participant was member of the target group and could continue with the survey. When the participant answered with 'no' the participant was not a member of the target group and the survey stopped. The first question was:

- Do you buy private label tea at one of the following grocery stores? (Question 1)

The second question was only asked to half of the target group. The participants first got a text about what the Fairtrade movement does after that the question appeared. The question made it possible to measure how many consumers already knew that the tea of the private label is a Fairtrade product. When they know that, answered with 'yes', it meant that they are conscious consumers of Fairtrade products. When they did not know that, answered with 'no', it meant that they are unknowingly consumers of Fairtrade products. The question was:

- Did you know that the tea of your grocery store is tea with the Fairtrade label? (Question 2)

2.3.2 Attitude to Fairtrade products

To measure the attitude of the participants towards Fairtrade products the attitude toward the product/brand scale was used (Bruner, Hensel et al. 2005). The scale is a semantic differential scale; this means that on both ends of the scale there are opposite definitions. This makes sure that it is possible to make the meaning of a definition measurable (Bruner, Hensel et al. 2005). Previous research has shown that the scale is reliable. This means that it is likely to get usable results. A seven-point scale was chosen, instead of five-point scale, to make sure that there is greater diversity in answers from the participants. Greater diversity is preferred to make it easier to see a change in consumer behavior.

In this survey, this scale was used to measure the attitude of consumers toward Fairtrade products. Therefore different scale ends were used in questions 3 to 6 in the survey. These scale ends were:

- 'Positive' and 'Negative'
- 'Would not buy' and 'Buy'
- 'Attractive' and 'Unattractive'
- 'Expensive' and 'Inexpensive'

The scale ends 'expensive' and 'inexpensive' is polarized to be able to get results that are parallel to each other.

2.3.3 Purchasing intention of Fairtrade products

The second scale that was used is the purchasing intention scale. This scale measures the tendency of consumers to buy a specific product. Previous research has shown that the scale has good reliability. This means that it was likely to get usable results (Bruner, Hensel et al. 2005). This scale was also a seven point scale to make sure that there is enough diversity.

In this survey this scale was used to measure the purchasing intention towards Fairtrade products of consumers. This means that with asking different questions the purchasing intention towards Fairtrade products of consumers was defined. This scale was used for the following questions:

- Is it possible that you are going to buy more products with the Max Havelaar label for Fairtrade? (Question 10)
- Is it possible that you are going to buy fewer products with the Max Havelaar label for Fairtrade? (Question 11)
- Are you planning to buy products with the Max Havelaar label for Fairtrade on a regular basis? (Question 12)

The scale ends from question 11 were polarized to be able to get results that are parallel to each other.

The scale ends that were used are:

- 'No, definitely not' and 'Yes, definitely'

2.3.4 Awareness to Fairtrade products

To measure the awareness to Fairtrade products two questions were asked to the participants. To measure this a seven point scale is used. For these questions the purchase intention scale is also used. Previous research shows that this is a reliable scale (Bruner, Hensel et al. 2005). The following questions were asked to the participants:

- Are you aware on the Max Havelaar label for Fairtrade when you are buying your groceries? (Question 7)
- Are you planning to be more aware of the Max Havelaar label for Fairtrade when you are going to buy your groceries? (Question 9)

The scale ends that were used are:

- 'No, definitely not' and 'Yes, definitely'

2.3.5 Willingness to do extra effort for Fairtrade products

To measure if consumers want to do extra efforts to be able to buy Fairtrade products two questions were asked to the participants. There were two different types of extra effort asked in this survey. The first one was willingness to pay and the second one was the willingness to do extra effort to buy a Fairtrade product. With extra effort it is meant for example that consumers wants to go to a different store to be able to buy a Fairtrade product. The following questions were asked to the participants:

- Are you willing to pay more for a product with the Max Havelaar label for Fairtrade? (Question 13)
- Are you willing to make extra effort to be able to buy products with the Max Havelaar label for Fairtrade? (Question 14)

The scale ends that were used are:

- 'No, definitely not' and 'Yes, definitely'

2.3.6 How consumers think about Fairtrade products

To measure how consumers think about Fairtrade products three different questions were asked.

The first question was:

- Do you recommend Fairtrade products to people in your immediate environment? (Question 8)

The scale ends that were used are:

- 'No, definitely not' and 'Yes, definitely'

With this question it is assumed that when consumers say that they would recommend Fairtrade products to their immediate environment they think positive about Fairtrade products.

For questions 15 and 16, a scale was not used that is set. Question 15 was:

- When I just bought a Fairtrade product it gives me the feeling that with my next purchase I can be less aware on Fairtrade products. (Question 15)

This question measures how involved consumers are with the Fairtrade concept. This question also tried to find a licensing effect in the attitude of consumers towards Fairtrade products. The scale ends that were used with this question are:

- 'No, definitely not' and 'Yes, definitely'

Question 16 measures if consumers think that Fairtrade products are fitting in their lifestyle.

Question 16 is:

- Buying products with the Max Havelaar label for Fairtrade is part of my lifestyle. (Question 16)

This question was asked to be able to see how many consumers think that Fairtrade products can be part of their lifestyle. The scale ends that were used with this question are:

- 'No, definitely not' and 'Yes, definitely'

These questions cannot be converted into one variable because they all measure a different thing about how consumers think about Fairtrade products. So when these questions would be converted into one variable it will not give a complete vision about how consumers think about Fairtrade products.

2.3.7 Background questions

The following questions were background questions:

- What is the size of your household? (Question 17)
- Are you the person in your household that is responsible for the daily groceries? (Question 18)

These questions were designed to give some extra background about the participant. For these questions two types of answering were used. These types were yes or no questions and a multiple choice question. Questions 18 must be answered with 'yes' or 'no' because the question was very clear and it is not possible to have an answer other than 'yes' or 'no'. Question 17 was a multiple choice question. This question was meant to give some extra background about the participant to make sure that all the participants will answer in the same way.

Question 18 wanted to make clear if the participant is the one responsible for the groceries in the household or not. This question was a yes or no question but with an extra answer. This answer was 'partly'. When participants answered with 'yes' it meant that they are person who is mainly responsible for the groceries in the household. When the participant answered with 'no' it meant that the participant is not the main responsible person in the household. When the participant answered with 'partly' it meant that the participant is together with someone else responsible for the groceries in the household.

Question 17 was a multiple choice question. This question asked how many people are living in the household of the participant. With this information it is possible to give a more precise description about the people who buy Fairtrade products. This can be a way to determine a precise group of consumers who buy Fairtrade products.

Other background information of the participants like age and gender were already known. This was because the participants are member of a consumer panel of Research Centre Q&A (Q&A Research & Consultancy 2012). This means that there were no questions about that in the survey. But this is very crucial background information.

Chapter 3: Results

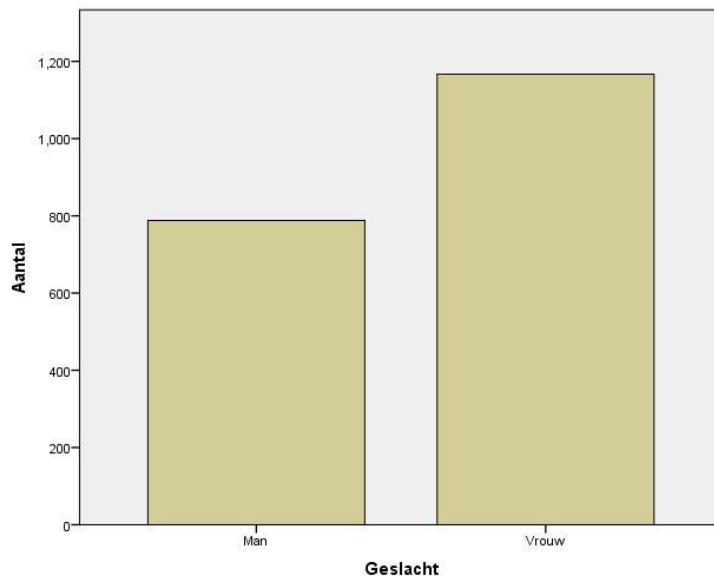
In total, 1955 persons participated in the survey. From these participants, 1194 answered the first question of the survey with 'no'. This means that they do not buy private label tea at the selected supermarkets. 761 participants answered the first question with 'yes'. These participants were split randomly into two groups. 385 participants were members of group 1 and 376 participants were members of group 2. The members of group 1 got additional information about Fairtrade products and are told that they buy Fairtrade products. The members of group 2 do not get the additional information about Fairtrade products.

3.1 Background of the participants

It is very important to have some background information about the participants to be able to draw proper conclusions. The background information that was asked to the respondents in this survey is: the sex, age, size of the household and if the participant is the main person responsible for the groceries in the household. It is important to calculate the distribution of this information within the groups and in general to draw proper conclusions.

3.1.1 Distribution between the sexes

In general, more women participated in the survey than men did. This can be seen in graph 1 and table 1.

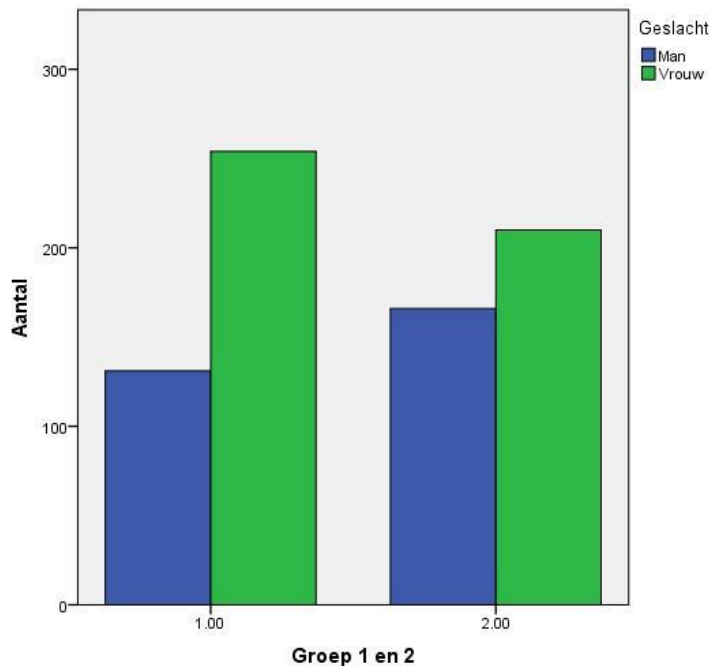


Graph 1: General distribution in sexes between men (man) and women (vrouw)

Table 1: Numbers of men and women who participated in the survey

	Men	Women
Total	788 (40%)	1167 (60%)
Target group	297 (39%)	464 (61%)
Group 1	131 (34%)	254 (66%)
Group 2	166 (44%)	210 (56%)

From the numbers in table 1, it can be concluded that the distribution between men and women is not equal. This means that also the distribution between the sexes in the groups is not equal. In graph 2 can be seen that both in group 1 and 2 there are more women than men. This is a result of the fact that more women participated in the survey than men did.



Graph 2: Distribution between men and women in group 1 and 2

The results show that in both groups women are overrepresented in comparison with men. This would not be a problem when the proportion between men and women in the two groups would be the same. This is not the case, as can be seen in graph 2. In group 1 there are almost twice as much women as men while in group 2 the difference between men and women is much smaller ($\chi^2(1) = 8.19, p = .004$). The two groups are different with respect to gender. This means that it is needed when comparing the two groups to take into account that the groups are different from each other.

3.1.2 Distribution in age

Another very important part of the background information of the participants is age. There were six age categories defined in the survey. The categories are shown in table 2. In table 2 is also visible how many participants fit in each category.

Table 2: Age distribution in the survey

	15-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Total
Total	107 (5.5%)	233 (11.9%)	363 (18.6%)	577 (29.5%)	443 (22.7%)	232 (11.9%)	1955
Target group	55 (7.2%)	106 (13.9%)	137 (18.0%)	219 (28.8%)	160 (21.0%)	84 (11.0%)	761
Group 1	24 (6.2%)	59 (15.3%)	69 (17.9%)	115 (29.9%)	79 (20.5%)	39 (10.1%)	385
Group 2	31 (8.2%)	47 (12.5%)	68 (18.1%)	104 (27.7%)	81 (21.5%)	45 (12.0%)	376

Table 3: Age distribution in 2011 in the Netherlands (Source: CBS)

	15-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years and older	Total
Population	2.040.403 (14.8%)	2.007.797 (14.6%)	2.418.701 (17.6%)	2.494.284 (18.1%)	2.193.732 (16.0%)	2.594.942 (18.9%)	13.749.859

Table 2 shows the age distribution of the respondents in the survey. Table 3 shows the age distribution in 2011 in the Netherlands (Centraal Bureau voor de Statistiek 2012). When you compare the two tables it is clear that the respondents in the survey are generally older than the total population in the Netherlands. It is possible that this will have consequences for the results in the survey. But in the survey all six age groups were present and there is also a good distribution between the different groups. So the results of the survey can be generalized to the whole population of the Netherlands with respect to age.

The results show that there was no significant difference in the age distribution in the two different groups ($\chi^2(5) = 3.16, p = .676$). We assume that the two groups are equal with respect to the age distribution. This means that the groups can be compared with respect to age of the respondents. The used randomization of the respondents was successful with respect to the age distribution.

3.1.3 Distribution in size of the household

At the end of the survey the participants in the target group answered a question about the size of the household they are living in. With this information it is possible to define what kind of households buy Fairtrade products.

Table 4: Size of the household distribution in the survey

	1 person	2 persons	3 persons	4 persons	5 persons	More than 5 persons
Target group	132 (17.3%)	265 (34.8%)	134 (17.6%)	159 (20.9%)	47 (6.2%)	24 (3.2%)
Group 1	62 (16.1%)	139 (36.1%)	70 (18.2%)	81 (21.0%)	24 (6.2%)	9 (2.3%)
Group 2	70 (18.6%)	126 (33.5%)	64 (17.0%)	78 (20.7%)	23 (6.1%)	15 (4.0%)

There was no significant relation between the size of the household of the respondents and the distribution in the two different groups ($\chi^2(5) = 2.86, p = .721$). We can assume that the two groups were equal in respect to the size of the household. The randomization of the respondents with respect to the size of the household was successful.

3.1.4 Distribution in main responsibility for the groceries in the household

The last question in the survey was a question to make clear if the respondent is the person who is responsible for the groceries in the household. With this information it is possible to see if there is any difference in purchasing behavior between the responsible persons and the persons that are not responsible for the groceries. Also is it possible to see if there is any difference between the two groups or not.

Table 5: Main responsibility for the groceries distribution in the survey

	Yes	No	Partly
Target group	492 (64.7%)	85 (11.2%)	184 (24.2%)
Group 1	254 (66.0%)	39 (10.1%)	92 (23.9%)
Group 2	238 (63.3%)	46 (12.2%)	92 (24.5%)

There was no significant relation between main responsibility for the groceries and the distribution in the two different groups ($\chi^2(2) = 0.99$, $p = .609$). We can assume that the two groups are equal in respect to the amount of respondents who are main responsible for the groceries in the household. The randomization of the respondents with respect to the main responsibility for the groceries in the household was successful.

3.2 Reliability of the used scales

To be able to use all the different questions that were asked to the respondents in the survey, we have to define if the scales that were used are reliable. A reliability analysis measures if the questions are all answered in the same way. The questions will be tested on reliability per construct. The constructs used in this survey were attitude, purchasing intention, awareness to Fairtrade products, willingness to do extra effort for Fairtrade products and how consumers think about Fairtrade products. The construct how consumers think about Fairtrade products cannot be converted into one variable. This because the three questions all measures a different aspect about how consumers think about Fairtrade products. In general the Alpha must be bigger than 0.7 to have a reliable scale (Field 2009).

3.2.1 Reliability of the attitude to Fairtrade products questions

The reliability of all the attitude questions must be measured to be able to combine all the attitude questions. The question about the perception from the respondents about the price of Fairtrade products were the scale ends not parallel to the other questions. So this question must be polarized. After that, the reliability analysis could be done. Alpha for the attitude questions was .742 with 4 items. This means that the scales that were used in these questions are reliable. It also means that all the questions are answered in the same way by the respondents. With this reliability it is possible to convert the four attitude question in one variable. When the four questions are converted into one variable, the mean is calculated as the new value of the attitude of the respondent. When the question about the perception of the price of Fairtrade products will be removed from this reliability analysis the Alpha would be .881. This means that this question is the question that makes that the reliability decrease. So, when analyzing the attitude of consumers with respect to Fairtrade products, we remove the question about the perception of price of Fairtrade products out of the dataset.

3.2.2 Reliability of the purchasing intention of Fairtrade products questions

The reliability of all the purchasing behavior questions must be measured to be able to combine all the purchasing behavior questions. First with the question about if the participants is going to buy fewer Fairtrade products the scale ends were not parallel to the other questions. So this question must be polarized. After that, the reliability analysis could be done. Alpha for the purchasing behavior questions was .657 with 3 items. This means that the scales that were used in these questions are not that reliable. Not all questions are answered in the same way by the participants. When the question about if the participant is going to buy fewer Fairtrade products is removed the

new Alpha is .872. This question will be removed in the rest of the analysis. With this reliability it is possible to convert the two purchasing behavior questions to one new variable. The new variable is the mean of all the answers the respondent gave to all the purchasing behavior questions.

3.2.3 Reliability of the awareness to Fairtrade products questions

The reliability of all the awareness to Fairtrade products questions must be measured to be able to combine all the awareness to Fairtrade products questions. The Alpha for the awareness to Fairtrade products questions is .796 with 2 items. This means that the respondents answered all the questions in the same way. This scale is reliable. So these two items can be converted into one new variable, the mean of the two items.

3.2.4 Reliability of the willingness to do extra effort for Fairtrade products questions

The reliability of all the willingness to do extra effort for Fairtrade products questions must be measured to be able to combine all the willingness to do extra effort for Fairtrade products questions. The Alpha for the awareness to Fairtrade products questions is .862 with 2 items. This means that the respondents answered all the questions in the same way. This scale is reliable. So these two items can be converted into one new variable, the mean of the two items.

3.3 ANOVA-tests

The ANOVA-test is used to be able to measure if there are differences between the two groups. Group 1 is the group that got extra information about Fairtrade products. Group 2 did not get this information about Fairtrade products. The test is done to see if there are significant differences between the respondents with extra information and the respondents without extra information. Different personal details were added one-by-one, one at a time, to the ANOVA-test to see if there is a significant difference between gender, age groups, size of the households and if someone is main responsible for the groceries, this were the factors in the test. The dependent variables were attitude, purchasing intention, awareness to Fairtrade products, willingness to do extra effort for Fairtrade products and the three questions about how consumers think about Fairtrade products. It is measured if the personal details of the respondents influence the different constructs used in this research. The results show that age, gender, size of the household and main responsibility for the groceries is not significant. This means that all the respondents react in the same way. Their background does not influence their attitude, purchasing intention, awareness, willingness to do extra effort and how consumers think about Fairtrade products when they think about Fairtrade products.

The group of respondents with extra information can be divided into two other groups. The group can be divided into a group of respondents who already knew that they buy Fairtrade tea and a group of respondents who knew not that they buy Fairtrade tea. At the end a test is done to see if there is a significant difference between respondents with extra information who knew that they buy Fairtrade tea, respondents with extra information who knew not that they buy Fairtrade tea and respondents who did not get extra information. The different groups were converted into one variable, this was used as factor in the test. The dependent variables were attitude, purchasing intention, awareness, willingness to do extra effort and all the three questions about how consumers think about Fairtrade products. To be able to see the differences between the three groups the Games-Howell test is done.

At all tests the effect size is measured. The partial eta squared is used as an effect size. The effect size is measured because of the large amount of respondents. Because of the large amount of respondents the standard deviation will be small. Because of the small standard deviation it is possible that a small difference will be reported as significant. To make clear if that is the case, or not the effect size is measured. When the effect size is larger than 0.25 it is a large effect, when the effect size is between 0.09 and 0.25 it is a medium effect and when the effect size is between 0.01 and 0.09 it is a small effect (Field 2009).

To have a clear overview of all the means and standard deviations of all the different variables table 6 is presented below. Next to the means and standard deviations also letters are visible. The letters show if two groups are significant different from each other or not. The start is at the lowest mean of a variable. When the same letter is presented it means that the group is not significant different from each other. When a different letter is presented it means that the group is significant different from the other groups. For example at the variable awareness. The group respondents who not knew about Fairtrade products and the group without information are not significant different from each other but the group of respondents who already knew about Fairtrade products is significant different from the other groups.

	Respondents with information	Respondents with information who already knew about Fairtrade	Respondents with information who not knew about Fairtrade	Respondents without information
Attitude	5.41 (1.27)	5.87 (1.04) c	5.18 (1.31) b	4.87 (1.31) a
Purchasing intention	4.15 (1.54)	4.64 (1.43) c	3.93 (1.53) b	3.60 (1.70) a
Awareness	3.54 (1.53)	4.15 (1.58) b	3.23 (1.41) a	3.21 (1.59) a
Willingness to do extra effort	3.49 (1.50)	4.02 (1.41) b	3.24 (1.48) a	3.17 (1.62) a
Willingness to recommend	4.06 (1.57)	4.55 (1.58) b	3.82 (1.50) a	3.71 (1.67) a
Licensing	2.90 (1.50)	3.07 (1.63) a	2.82 (1.43) a	2.76 (1.51) a
Fit in lifestyle	3.85 (1.64)	4.54 (1.46) b	3.52 (1.62) a	3.40 (1.79) a

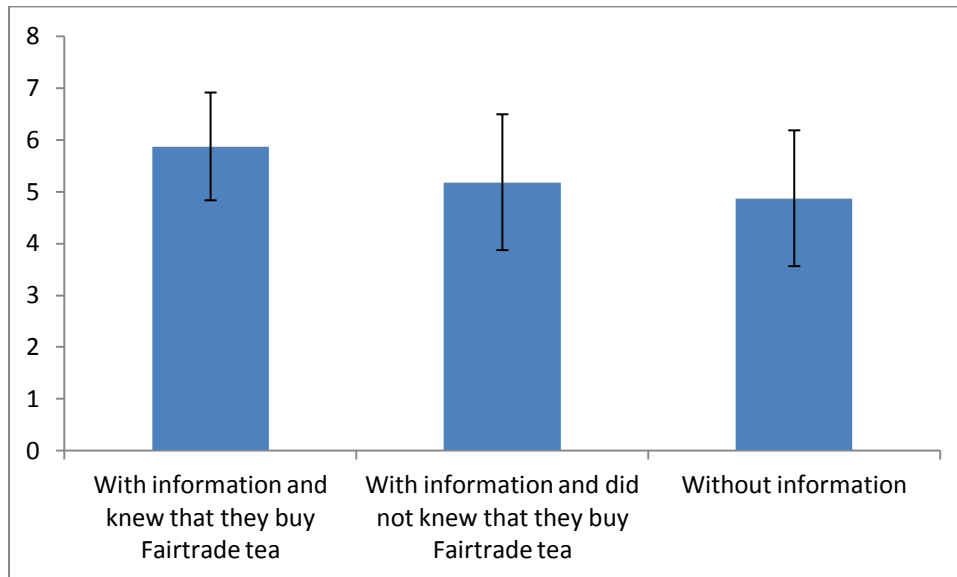
Table 6: Means and standard deviations of all the different groups with respect to the different variables. When there are three different letters in the table at a construct it means that all three groups are significant different from each other. When two numbers have the same letter it means that they are not significant different from each other.

3.3.1 Attitude of the consumers with respect to Fairtrade products

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is significant, $F(1, 759) = 33.451$, $p < .001$. The attitude towards Fairtrade products from respondents with information about Fairtrade products is more positive ($M = 5.41$) than the attitude of respondents who had not received this information ($M = 4.87$). The effect size used is the partial eta squared. The effect size in this case is .042. This means that there is a small difference between the two compared means.

The respondents can be divided into three groups. The respondents who received extra information and knew that they buy Fairtrade tea ($M = 5.87$), the respondents who received extra information and not knew that they buy Fairtrade tea ($M = 5.18$) and the respondents who not received extra information ($M = 4.87$) (graph 3). To see if there is a significant difference between those groups an extra ANOVA-test is done. This test shows that there is a significant difference between the three groups, $F(2,758) = 47.798$, $p < .001$. To be able to see between which groups there is a significant difference the Games-Howell test is done. This test shows that there is a significant difference

between all the three different groups. This means that the respondents who received extra information and already knew that they buy Fairtrade tea have a more positive attitude towards Fairtrade products than the respondents who received extra information about Fairtrade products and not knew that they buy Fairtrade products. Also the respondents who received extra information about Fairtrade products and not knew that they buy Fairtrade tea have a more positive attitude than the respondents who not received extra information about Fairtrade products. The effect size when comparing the three different groups is .073. This means that there is a small difference between the three compared means.



Graph 3: Means and standard deviations of different groups with respect to attitude

3.3.2 Purchasing intention of the consumers with respect to Fairtrade products

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is significant, $F(1, 759) = 21.727$, $p < .001$. The purchasing intention of Fairtrade products from respondents with information about Fairtrade products is higher ($M = 4.15$) than the purchasing intention of respondents who had not received this information ($M = 3.60$). The effect size used is the partial eta squared. The effect size in this case is .028. This means that there is a small difference between the two compared means.

The respondents can be divided into three groups. The respondents who received extra information and knew that they buy Fairtrade tea ($M = 4.64$), the respondents who received extra information and not knew that they buy Fairtrade tea ($M = 3.91$) and the respondents who not received extra information ($M = 3.60$) (graph 4). To see if there is a significant difference between those groups an extra ANOVA-test is done. This test shows that there is a significant difference between the three groups, $F(2, 758) = 20.073$, $p < .001$. To be able to see between which groups there is a significant difference the Games-Howell test is done. This test shows that there is a significant difference between all the three different groups. This means that the respondents who received extra information and already knew that they buy Fairtrade tea have a higher purchasing intention of Fairtrade products than the respondents who received extra information about Fairtrade products and not knew that they buy Fairtrade products. Also the respondents who received extra information about Fairtrade products and not knew that they buy Fairtrade tea have a higher purchasing intention than the respondents who not received extra information about Fairtrade products. The

effect size when comparing the three different groups is .050. This means that there is a small difference between the three compared means.

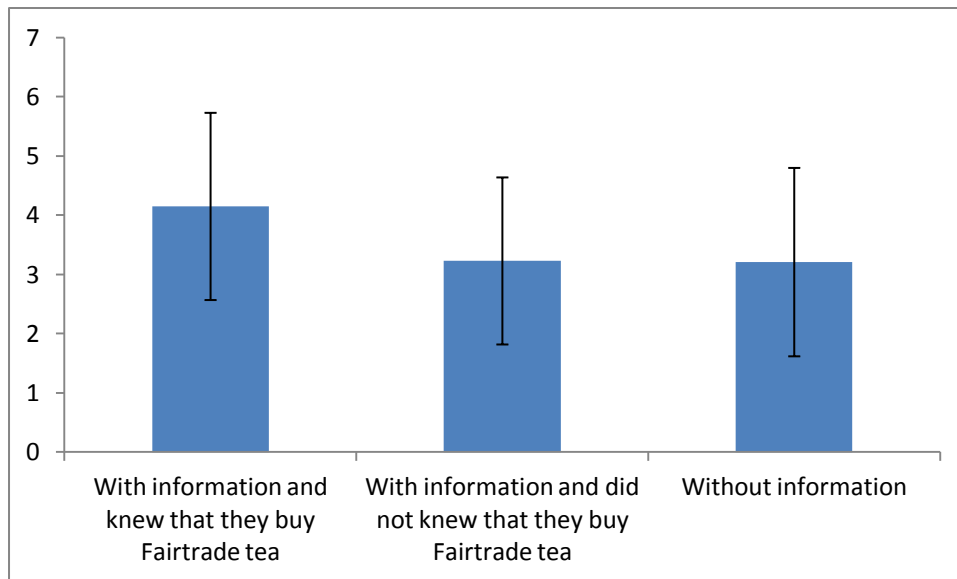


Graph 4: Means and standard deviations of different groups with respect to purchasing intention

3.3.3 Awareness to Fairtrade products

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is significant, $F(1, 759) = 8.061$, $p = .005$. The awareness to Fairtrade products from respondents with information about Fairtrade products is higher ($M = 3.54$) than the awareness of respondents who had not received this information ($M = 3.21$). The effect size used is the partial eta squared. The effect size in this case is .011. This means that there is a small difference between the two compared means.

The respondents can be divided into three groups. The respondents who received extra information and knew that they buy Fairtrade tea ($M = 4.15$), the respondents who received extra information and not knew that they buy Fairtrade tea ($M = 3.23$) and the respondents who not received extra information ($M = 3.21$) (graph 5). To see if there is a significant difference between those groups an extra ANOVA-test is done. This test shows that there is a significant difference between the three groups, $F(2, 758) = 19.164$, $p < .001$. To be able to see between which groups there is a significant difference the Games-Howell test is done. This test shows that there is a significant difference between the group of respondents who received extra information and already knew that they buy Fairtrade tea and the respondents who did received extra information but did not knew that they buy Fairtrade tea. This means that the respondents who already know that they buy Fairtrade tea are more aware to Fairtrade products than the respondents who received extra information and not knew that they already buy Fairtrade tea. There is no significant difference between the respondents who received extra information and not knew that they buy Fairtrade tea and the respondents who not received extra information. This means that the respondents who receive extra information and not know that they buy Fairtrade products are not more aware to Fairtrade products than the people who not receive extra information. The effect size when comparing the three different groups is .048. This means that there is a small difference between the three compared means.

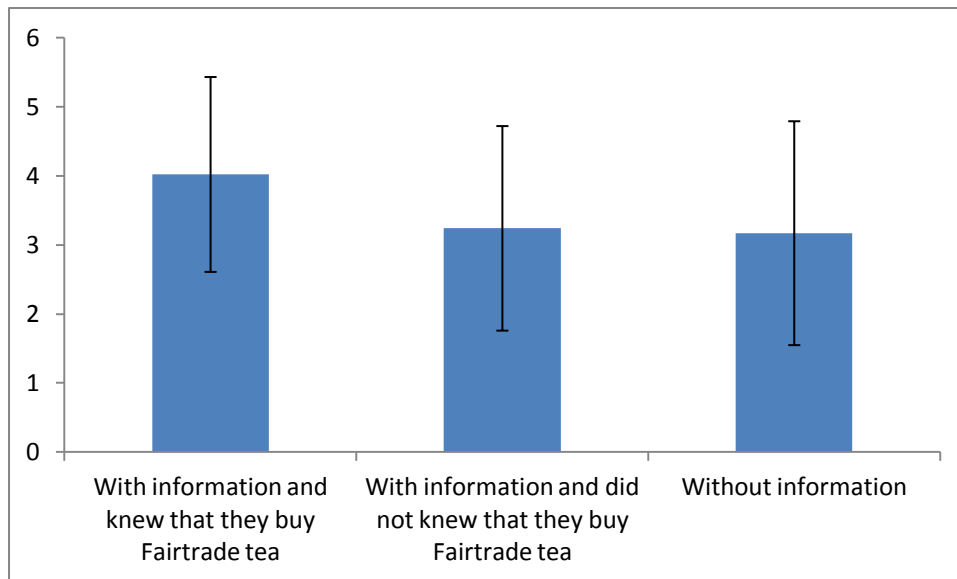


Graph 5: Means and standard deviations of different groups with respect to awareness

3.3.4 Willingness to do extra effort for Fairtrade products

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is significant, $F(1, 759) = 8.005$, $p = .005$. The willingness to do extra effort for Fairtrade products from respondents with information about Fairtrade products is higher ($M = 3.49$) than the willingness to do extra effort of respondents who had not received this information ($M = 3.17$). The effect size used is the partial eta squared. The effect size in this case is .010. This means that there is a small difference between the two compared means.

The respondents can be divided into three groups. The respondents who received extra information and knew that they buy Fairtrade tea ($M = 4.02$), the respondents who received extra information and not knew that they buy Fairtrade tea ($M = 3.24$) and the respondents who not received extra information ($M = 3.17$) (graph 6). To see if there is a significant difference between those groups an extra ANOVA-test is done. This test shows that there is a significant difference between the three groups, $F(2, 758) = 15.097$, $p < .001$. To be able to see between which groups there is a significant difference the Games-Howell test is done. This test shows that there is a significant difference between the group of respondents who received extra information and already knew that they buy Fairtrade tea and the respondents who did received extra information but did not knew that they buy Fairtrade tea. This means that the respondents who already know that they buy Fairtrade tea are more willing to do extra effort for Fairtrade products than the respondents who received extra information and not knew that they already buy Fairtrade tea. There is no significant difference between the respondents who received extra information and not knew that they buy Fairtrade tea and the respondents who not received extra information. This means that the respondents who receive extra information and not know that they buy Fairtrade products are not willing to do more effort for Fairtrade products than the people who not receive extra information. The effect size when comparing the three different groups is .038. This means that there is a small difference between the three compared means.



Graph 6: Means and standard deviations of different groups with respect to willingness to do effort

3.3.5 How consumers think about Fairtrade products

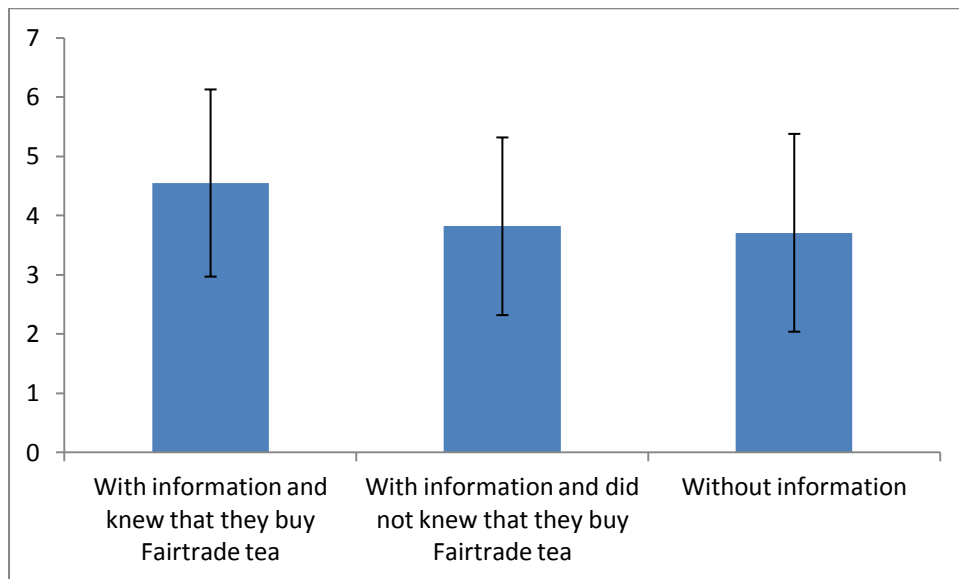
To measure how consumers think about Fairtrade products three questions were used. These three questions all have a different focus and that is why they are discussed separately instead of using one mean.

3.3.5.1 Willingness to recommend Fairtrade products

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is significant, $F(1, 759) = 8.868$, $p = .003$. The willingness to recommend Fairtrade products from respondents with information about Fairtrade products is higher ($M = 4.06$) than the willingness recommend of respondents who had not received this information ($M = 3.71$). The effect size used is the partial eta squared. The effect size in this case is .048. This means that there is a small difference between the two compared means.

The respondents can be divided into three groups. The respondents who received extra information and knew that they buy Fairtrade tea ($M = 4.55$), the respondents who received extra information and not knew that they buy Fairtrade tea ($M = 3.82$) and the respondents who not received extra information ($M = 3.71$) (graph 7). To see if there is a significant difference between those groups an extra ANOVA-test is done. This test shows that there is a significant difference between the three groups, $F(2, 758) = 13.360$, $p < .001$. To be able to see between which groups there is a significant difference the Games-Howell test is done. This test shows that there is a significant difference between the group of respondents who received extra information and already knew that they buy Fairtrade tea and the respondents who did received extra information but did not knew that they buy Fairtrade tea. This means that the respondents who already know that they buy Fairtrade tea are more willing to recommend Fairtrade products than the respondents who received extra information and not knew that they already buy Fairtrade tea. There is no significant difference between the respondents who received extra information and not knew that they buy Fairtrade tea and the respondents who not received extra information. This means that the respondents who receive extra information and not know that they buy Fairtrade products are not willing recommend Fairtrade

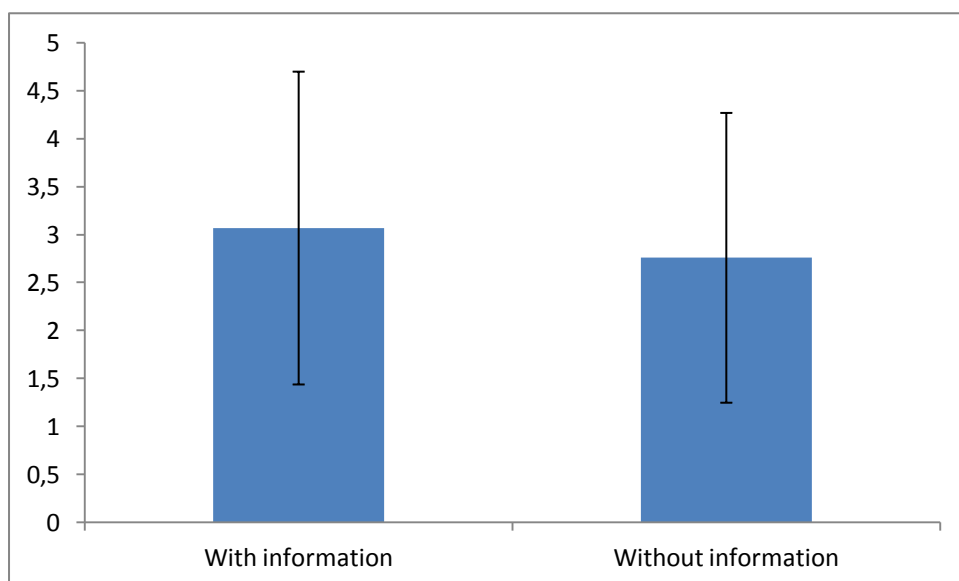
products more than the people who not receive extra information. The effect size when comparing the three different groups is .034. This means that there is a small difference between the three compared means.



Graph 7: Means and standard deviations of different groups with respect to willingness to recommend Fairtrade products

3.3.5.2 Licensing of the respondents

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is not significant, $F(1, 759) = 1.721$, $p = .190$. The feeling to be allowed to not buy a Fairtrade product when already bought one from respondents with information about Fairtrade products is not higher ($M = 2.90$) than the feeling to be allowed to not buy a Fairtrade product when already bought one of respondents who had not received this information ($M = 2.76$).

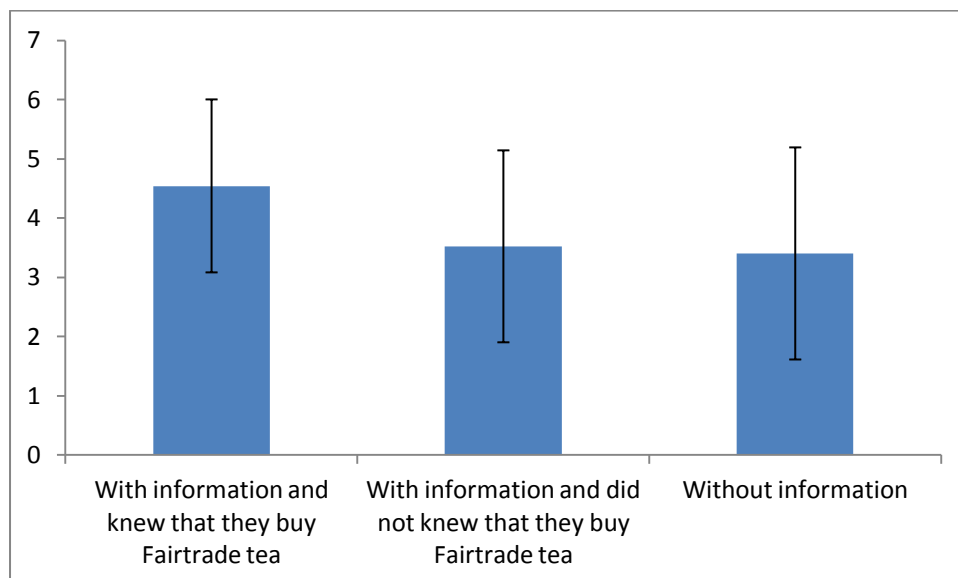


Graph 8: Means and standard deviations of different groups with respect to licensing

3.3.5.3 Fairtrade products in the lifestyle of the respondents

The difference between the respondents who received the information about Fairtrade products and the respondents who not received this information is significant, $F(1, 759) = 13.090$, $p < .001$. The feeling that Fairtrade products fits in the lifestyle from respondents with information about Fairtrade products is higher ($M = 3.85$) than the feeling that Fairtrade products fits in the lifestyle of respondents who had not received this information ($M = 3.40$). The effect size used is the partial eta squared. The effect size in this case is .017. This means that there is a small difference between the two compared means.

The respondents can be divided into three groups. The respondents who received extra information and knew that they buy Fairtrade tea ($M = 4.54$), the respondents who received extra information and not knew that they buy Fairtrade tea ($M = 3.52$) and the respondents who not received extra information ($M = 3.40$) (graph 9). To see if there is a significant difference between those groups an extra ANOVA-test is done. This test shows that there is a significant difference between the three groups, $F(2, 758) = 22.684$, $p < .001$. To be able to see between which groups there is a significant difference the Games-Howell test is done. This test shows that there is a significant difference between the group of respondents who received extra information and already knew that they buy Fairtrade tea and the respondents who did received extra information but did not knew that they buy Fairtrade tea. This means that the respondents who already know that they buy Fairtrade tea think more that Fairtrade products fits in their lifestyle than the respondents who received extra information and not knew that they already buy Fairtrade tea. There is no significant difference between the respondents who received extra information and not knew that they buy Fairtrade tea and the respondents who not received extra information. This means that the respondents who receive extra information and not know that they buy Fairtrade products are not thinking that Fairtrade products fits in their lifestyle more than the people who not receive extra information. The effect size when comparing the three different groups is .056. This means that there is a small difference between the three compared means.



Graph 9: Means and standard deviations of different groups with respect to lifestyle

3.4 Summary

Generally, is it possible to conclude that there is a significant difference between the respondents who received extra information and the respondents who not received extra information. An exception is the question about the licensing effect. Buying a Fairtrade product does not influence the next decision to buy or not buy a Fairtrade product.

When comparing the groups of respondents who received extra information and already knew that they buy Fairtrade tea, the respondents who received extra information and who not knew that they buy Fairtrade tea and the respondents who not received extra information it appears that at the construct attitude and purchasing intention all three groups are significant different from each other. At all other constructs, except for licensing, the groups of respondents who received extra information are significant different from each other. The group of respondents who received extra information and did not knew that they buy Fairtrade tea and the group of respondents who not received extra information are not significant different from each other. At the licensing construct all three groups are not significant different from each other. So, the respondents react in the same way and it does not matter if they receive information, or not. When the respondents received information it also does not make a difference when they already knew that they buy Fairtrade products, or not.

Chapter 4: Conclusion

To be able to draw proper conclusions it is necessary to take a look at the main question of this research. The main question is: 'How will the overall attitude of unknowingly consumers of Fairtrade products change when they get to know that they purchase Fairtrade products?' The most important thing to know is what the difference between conscious and unknowingly consumers is.

It is possible to conclude from the survey that attitude, purchasing intention, awareness, willingness to do extra effort, willingness to recommend Fairtrade products and feeling that Fairtrade products fits in the lifestyle increase when consumers get conscious about their own purchasing behavior with respect to Fairtrade products. Gender, age, size of the household and being the main responsible person for the groceries do not influence the constructs in this research.

With the results it is possible to answer the first sub-question: 'What is the difference in purchasing intention between conscious and unknowingly consumers with respect to Fairtrade products?' From the results of the survey it is possible to conclude that consumers with extra information intend to buy more Fairtrade products than consumers without extra information intend to buy. When consumers who received extra information is told that the products they buy are Fairtrade products and they already knew that, their purchasing intention increases even more. From these results it is possible to conclude that it is worthwhile to advertise the Fairtrade characteristic of a product. When consumers become conscious about their purchasing behavior of Fairtrade products, they are planning to buy more Fairtrade products than they did before.

The second sub question was: 'How does attitude of consumers change when they get to know that they buy Fairtrade products?' This question can be answered with the results on the difference and change in attitude towards Fairtrade products between consumers with extra information and consumers without extra information. From these results it is possible to conclude that the attitude of conscious consumers towards Fairtrade products is more positive than the attitude of unknowingly consumers. From the results it is also possible to conclude that consumers who know that they buy Fairtrade products have a more positive attitude towards Fairtrade products than consumers who did not knew that they bought Fairtrade products. This means that it is also worthwhile to advertise with the Fairtrade characteristic to create a more positive attitude towards Fairtrade products. Consumers create a more positive attitude with respect to Fairtrade products when they get conscious about their own purchasing behavior of Fairtrade products. So to be able to increase the overall attitude of consumers towards Fairtrade products it is necessary to promote the Fairtrade concept and try to make consumers as conscious as possible.

The last sub-question was: 'How do awareness, willingness to do extra effort and how consumers think about Fairtrade products change when consumers become conscious of their own purchasing behavior?' For the first two constructs it is possible to say that consumers who receive extra information and already know that they buy Fairtrade products are more aware to Fairtrade products and are willing to do extra effort for Fairtrade products than consumers who had extra information and not knew that they buy Fairtrade products. There is no difference between consumers with extra information who not knew that they buy Fairtrade products and consumers without information. For two parts of the 'how consumers think about Fairtrade products' construct the consumers react in the same way as at the willingness to do extra effort and willingness to recommend constructs. These constructs are 'willingness to recommend Fairtrade products' and 'feeling that Fairtrade products fit in their lifestyle'. The only part where the consumers do not react in the same way is the licensing part. It does not matter how much information consumers had and if they know that they buy Fairtrade products or not if they feel allowed to not buy a Fairtrade product when they already bought one. The first decision does not influence the second decision with respect to Fairtrade

products. To make people more aware to Fairtrade products, willing to do extra effort for Fairtrade products, willing to recommend Fairtrade products and make people think that Fairtrade fits in their lifestyle only giving extra information about Fairtrade products is not enough. The consumers must be really conscious about their purchasing behavior of Fairtrade products to be able to increase these items.

To answer the main question: 'How will the overall attitudes of unknowingly consumers of Fairtrade products change when they get to know that they purchase Fairtrade products?' It is possible to draw the conclusion that consumers who receive information about Fairtrade products are overall more positive about Fairtrade than consumers who not receive extra information about Fairtrade products. Only the licensing effect does not occur in this research. With the exception of attitude and purchasing intention there is no difference between consumers who received extra information and are not aware of their own purchasing behavior and consumers who not receive extra information. This means that only giving information about Fairtrade products is not enough to let people be more aware to Fairtrade products. The Max Havelaar foundation must try to make consumers conscious about their purchasing behavior with respect to Fairtrade products. When consumers are aware of their own purchasing behavior they will also be more willing to do extra effort for Fairtrade products, more willing to recommend Fairtrade products and think more that Fairtrade fits in their lifestyle. So the task of the Max Havelaar foundation is to make as many as possible conscious consumers of Fairtrade products. This will make it possible to be able to sell more Fairtrade products in the future.

Chapter 5: Discussion

The interest of businesses in the change in purchasing behavior of conscious and unknowingly consumers is very logical. When research shows that unknowingly consumers buy more of a product than conscious consumers, or the other way around, it is possible for companies to respond to this. In this discussion the limitations of the research and opportunities for further research will be discussed.

Half of the participants in the study got an extra question about if they already knew that they bought Fairtrade products. The research would be more useful if this question was also given to the other half of the participants but then at the end of the survey. When that question was asked it was possible to make a real distinction between conscious and unknowingly consumers of Fairtrade products.

In this research Fairtrade tea is used to measure the difference between conscious and unknowingly consumers. This research shows that conscious consumers are more positive about Fairtrade products than unknowingly consumers are. It is maybe not possible to generalize this research to non-food products. A reason for this could be that non-food products are purchased less frequent than food products so consumers take different aspects into account. Further research should be done to see if this is the case. To be able to see if the results of this research can be generalized to non-food products extra research has to be done.

The outcomes of this research can be used for further research. Further research can be how it is possible for Max Havelaar to turn unknowingly consumers into conscious consumers of Fairtrade products. Now that it is proven that conscious consumers are more positive about Fairtrade products and have a higher purchasing intention, it is necessary to create as many conscious consumers as possible. The further research can then be about what the best way is to turn unknowingly consumers into conscious consumers. Other further research could be a more in-depth study about the change in purchasing intention and behavior of consumers with respect to Fairtrade products. In this research a few aspects of consumer behavior are studied in general. Further research can focus on one construct and find out what different aspects of that construct have influence on consumers when doing their groceries.

The recommendation to the Max Havelaar Foundation is to invest in further research about how to make as many conscious consumers of Fairtrade products as possible. When the Max Havelaar Foundation is able to find a way to reach as many consumers as possible, they will change many consumers from unknowingly consumer to conscious consumer. When they do that, the overall attitude of consumers towards Fairtrade products will increase. This will also make it possible to advertise more with the Fairtrade characteristic of products to increase sales. This will also give the reminder effect. When consumers are faced with the fact that a product a Fairtrade product is they are reminded to that and their overall evaluation of Fairtrade products will get more positive. The reminder is part of the reason why conscious consumers are more positive about Fairtrade than unknowingly consumers. Further research can be done to find out how consumers can be reminded the best.

Finally, it is possible to say that conscious consumers of Fairtrade products have an overall more positive attitude and a higher purchasing intention than unknowingly consumers have. It is also possible to conclude that consumers who become conscious about their purchasing behavior create a more positive attitude towards Fairtrade products than they had before. Consumers who get the reminder about the fact that a product is a Fairtrade product will also evaluate Fairtrade products more positive. Also, the purchasing intention of consumers who become aware of their own purchasing behavior increases. This implies that the most important thing for the Max Havelaar Foundation is to create more conscious consumers.

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Attachments

Attachment 1: Original survey in Dutch

Vragenlijst over aankoopgedrag van consumenten

Beste deelnemer,

Hartelijk dank dat u wilt meedoen aan dit onderzoek. De vragenlijst zal bestaan uit 18 gemakkelijk te beantwoorden vragen. De vragen zullen gaan over uw aankoopgedrag in de supermarkt. Er zijn geen goede of foute antwoorden, het gaat om uw mening en gedrag. Probeer zo nauwkeurig mogelijk te lezen en antwoord te geven. U kunt op elk moment stoppen met het invullen van de vragenlijst, dit heeft verder geen consequenties. Hartelijk dank voor uw deelname.

1. Koopt u thee van het huismerk bij één van de volgende supermarkten?

- Bas van der Heijden
- Boni Supermarkt
- Coop Supermarkten
- Deen Supermarkten
- Dekamarkt
- Digros
- Dirk van den Broek
- Em-Té
- Golff
- Hoogvliet
- Jan Linders
- MCD Supermarkt
- Nettorama
- PLUS
- Poiesz
- Sanders
- Spar
- Vomar

- a. Ja
- b. Nee

Na deze vraag kunnen alleen nog maar de respondenten die aangeven bij één van deze supermarkten thee te kopen meedoen met het onderzoek, dit zijn dus de respondenten die antwoorden met ja.

Voor de respondenten die aangeven geen huismerk thee te kopen bij één van deze supermarkten, dit zijn de respondenten die antwoorden met nee, wordt de vragenlijst afgesloten met de volgende mededeling:

Bedankt voor uw deelname. Helaas hoort u niet bij de gezochte doelgroep voor dit onderzoek.

De respondenten die tot de doelgroep behoren worden willekeurig in twee groepen gesplitst. Aan beide groepen wordt de volgende tekst getoond:

Het Max Havelaar keurmerk voor Fairtrade houdt in dat boeren in ontwikkelingslanden een eerlijke prijs krijgen voor hun product. Daarnaast ontvangen zij ook een Fairtrade premie. Dit maakt het voor

hen mogelijk om zelf te investeren in een betere toekomst. Bovendien gelden bij Fairtrade sociale en milieu criteria. Inmiddels zijn er veel verschillende soorten producten verkrijgbaar die het Max Havelaar keurmerk voor Fairtrade mogen dragen. Enkele voorbeelden zijn: koffie, thee, bananen, chocola, noten en rijst. Fairtrade producten zijn te herkennen aan het volgende logo:



Alleen aan groep 1 wordt de volgende tekst getoond op een nieuwe pagina:

De thee die uw supermarkt als huismerk thee verkoopt draagt het Max Havelaar keurmerk voor Fairtrade. Dit betekent dat u een consument bent van Fairtrade producten. U koopt en consumeert dus Fairtrade producten. In ieder geval is de thee die u drinkt Fairtrade. Waarschijnlijk zijn ook andere producten die u consumeert Fairtrade, want in uw supermarkt zijn meerdere soorten producten verkrijgbaar met het Max Havelaar keurmerk voor Fairtrade.

Aan groep 1 wordt de volgende vraag gesteld.

2. Wist u dat de thee van het huismerk van uw supermarkt een Fairtrade product is?
 - a. Ja
 - b. Nee

De volgende vragen moeten allemaal beantwoord worden doormiddel van een 7-puntsschaal en worden aan beide groepen voorgelegd.

Producten die het Max Havelaar keurmerk voor Fairtrade dragen vind ik:

3. Negatief 1 2 3 4 5 6 7 Positief
4. Zal ik niet kopen 1 2 3 4 5 6 7 Zal ik kopen
5. Onaantrekkelijk 1 2 3 4 5 6 7 Aantrekkelijk
6. Goedkoop 1 2 3 4 5 6 7 Duur

7. Let u als u boodschappen doet bewust op het Max Havelaar keurmerk voor Fairtrade?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

8. Zult u Fairtrade producten aanraden aan uw directe omgeving?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

9. Bent u van plan om meer op het Max Havelaar keurmerk voor Fairtrade te gaan letten als u boodschappen doet?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

10. Is het mogelijk dat u in de toekomst meer producten gaat kopen met het Max Havelaar keurmerk voor Fairtrade?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

11. Is het mogelijk dat u in de toekomst minder producten gaat kopen met het Max Havelaar keurmerk voor Fairtrade?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

12. Bent u van plan om regelmatig producten te gaan kopen met het Max Havelaar keurmerk voor Fairtrade?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

13. Bent u bereid om meer geld uit te geven aan een product met het Max Havelaar keurmerk voor Fairtrade?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

14. Bent u bereid om extra moeite te doen om producten met het Max Havelaar keurmerk voor Fairtrade te kopen?

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

15. Als ik net een Fairtrade product heb gekocht, geeft me dat het gevoel dat ik bij mijn volgende aankoop wat minder op Fairtrade hoeft te letten.

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

16. Het kopen van producten met het Max Havelaar keurmerk voor Fairtrade past bij mijn levensstijl.

Nee, zeker niet 1 2 3 4 5 6 7 Ja, zeker wel

17. Wat is de grootte van uw huishouden?

- a. 1 persoon
- b. 2 personen
- c. 3 personen
- d. 4 personen
- e. 5 personen
- f. Meer dan 5 personen

18. Bent u de hoofdverantwoordelijke voor de dagelijkse boodschappen?

- a. Ja
- b. Nee
- c. Gedeeltelijk

Dit is het einde van de vragenlijst. Hartelijk dank voor uw deelname.

Attachment 2: Translation of survey in English

Vragenlijst over aankoopgedrag van consumenten

Dear participant,

Thank you for participating in this research. The survey has 18 questions. The questions are easy to answer. The questions are about your purchasing behavior in the grocery store. There are no right or wrong answers, we want to know your opinion and behavior. Try to read and answer as accurate as possible. You can quit with the survey at every moment, this will not have any consequences. Thank you for participating.

1. Do you buy private label tea at one of the following grocery stores?

- Bas van der Heijden
- Boni Supermarkt
- Coop Supermarkten
- Deen Supermarkten
- Dekamarkt
- Digros
- Dirk van den Broek
- Em-Té
- Golff
- Hoogvliet
- Jan Linders
- MCD Supermarkt
- Nettorama
- PLUS
- Poiesz
- Sanders
- Spar
- Vomar

- a. Yes
- b. No

After this question only the participants who answered 'yes' can continue with the research.

The participants who answered no get the message that the survey will be closed and that they are not part of the target group.

The participants who are part of the target group are randomly divided in two groups. Both of the groups get the following text:

The Max Havelaar label for Fairtrade means that farmers in developing countries get a fair price for their products. They get also a Fairtrade bonus. This makes it easier for farmers in developing countries to invest in a better future. In addition to that are there social and environmental criteria to be able to get the Fairtrade label. Now there are different kinds of products available with the Max Havelaar label for Fairtrade. Some examples are: coffee, tea, bananas, chocolate, nuts and rice. Consumers can recognize Fairtrade products with the following logo:



Only to group 1 is the following text, on a new page, showed:

The private label tea you buy in your grocery store is tea with the Max Havelaar label for Fairtrade. This means that you are a consumer of Fairtrade products. You are buying and consuming Fairtrade products. The tea you drink is tea with the Fairtrade label. Probably are other products you consume also Fairtrade products because in your grocery store are more products Fairtrade products.

To group 1 gets the following question:

2. Did you know that the tea of your grocery store is tea with the Fairtrade label?
 - a. Yes
 - b. No

The following questions must be answered with a 7-point scale. Both groups answer these questions.

I think products that have the Max Havelaar label for Fairtrade are:

- | | | |
|------------------|---------------|--------------|
| 3. Negative | 1 2 3 4 5 6 7 | Positive |
| 4. Would not buy | 1 2 3 4 5 6 7 | Buy |
| 5. Attractive | 1 2 3 4 5 6 7 | Unattractive |
| 6. Expensive | 1 2 3 4 5 6 7 | Inexpensive |

7. Are you aware on the Max Havelaar label for Fairtrade when you are buying your groceries?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

8. Do you recommend Fairtrade products to people in your immediate environment?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

9. Are you planning to be more aware of the Max Havelaar label for Fairtrade when you are going to do buy groceries?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

10. Is it possible that you are going to buy more products with the Max Havelaar label for Fairtrade?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

11. Is it possible that you are going to buy fewer products with the Max Havelaar label for Fairtrade?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

12. Are you planning to buy products with the Max Havelaar label for Fairtrade on a regular basis?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

13. Are you willing to pay more for a product with the Max Havelaar label for Fairtrade?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

14. Are you willing to make extra effort to be able to buy products with the Max Havelaar label for Fairtrade?

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

15. When I just bought a Fairtrade product it gives me the feeling that with my next purchase I can be less aware on Fairtrade products.

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

16. Buying products with the Max Havelaar label for Fairtrade is part of my lifestyle.

No, definitely not 1 2 3 4 5 6 7 Yes, definitely

17. What is the size of your household?

- a. 1 person
- b. 2 persons
- c. 3 persons
- d. 4 persons
- e. 5 persons
- f. More than 5 persons

18. Are you the person in your household that is responsible for the daily groceries?

- a. Yes
- b. No
- c. Partly

This is the end of the survey. Thank you for participating.

Attachment 3: List of selected supermarkets for the target group

- Bas van der Heijden
- Boni Supermarkt
- Coop Supermarkten
- Deen Supermarkten
- Dekamarkt
- Digros
- Dirk van den Broek
- Em-Té
- Golff
- Hoogvliet
- Jan Linders
- MCD Supermarkt
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