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Are Greeks Ready to Enhance the Fair Trade Market?

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ABSTRACT

This paper presents a consumers' survey in Thessaloniki, Greece with regard to the fair trade products. A sample of 500 households from the Thessaloniki Municipality was selected through the one-stage area sampling in combination with the systematic method. One member of the household, above 18 years of age, served as interviewee. As the fair products have been recently introduced in the Greek market by the Altromercato shops of Fair Trade Hellas, the aim of this study was to reveal the consumers' intentions to buy them. Marketing research may provide a sober basis to the management of Fair Trade Hellas, sufficient to build an optimum strategy on it. It was assumed that consumers' awareness, beliefs and attitudes with regard to the Fair Trade movement might influence their intentional purchasing behaviour. Thus, consumers' intentional purchasing behaviour was investigated in the light of a set of possibly influential factors, such as their awareness, past behaviour and level of satisfaction with regard to the fair products and their specific attitudes towards fair trade principles and objectives. Previous research has already revealed that there are values hidden behind any socially responsible behaviour, or ethical consumption choices. So, socially oriented psychographic characteristics, such as universalism, power, collectivism and individualism were chosen to be added in the investigation. Selected demographic characteristics were also included. It was found that there is a potentially 30% target group of intentional fair purchasers. These consumers hold strong positive attitudes towards the principles and objectives of Fair Trade. They share strong universalistic and collectivistic values, while low values of power and individualism. They are rather young, highly educated, hard working - either as employees or professionals - and thus earning medium yearly incomes.

Introduction

In the era of globalization the global free trade keeps in poverty small producers of the under-developed countries. Marginalized farmers, small growers and artisans are left out of the trade process. It is practically impossible for them to compete with the big business or the multi-national enterprises. Large population portions of the so-called Third World live under the lowest poverty point, without any hope for their future or the future of their children.

In the margin of the global free trade, another type of trade the Fair Trade is being emerging. According to the **International Federation for Alternative Trade (IFAT)** *“Fair Trade is a trading partnership based on dialogue, transparency and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of marginalized producers and workers especially in the South”*, (IFAT, 2007).

The roots of Fair Trade are most probably found in an informal co-operation between Christian church in America and the Ten Thousand Villages (formerly Self Help Crafts) in late 1940s. In UK, the Oxfam Trading, four decades ago, and Traidcraft, three decades ago, have started to deliver fair products through small specialised shops (Strong, 1996). Distribution has been expanded in the large S/Ms, during the nineties, while recently some S/M chains have introduced their own-label fair products. During the last decade, the fair market meets considerable evidence of development and success in a number of European countries. In Greece though, the Fair Trade products have been imported just recently, being delivered by the Altromercato shops in Athens for three years now and in Thessaloniki for just a year now. The Altromercato shops have been established by Fair Trade Hellas, which is a non-governmental organization, founded recently in Greece; The Fair Trade Hellas aims to promote the principles of the global fair trade movement with reference to ethical consumption by delivering imported fair products through specialized stores.

This paper aims to introduce the contribution of the marketing research effort in the development of the fair trade market in Greece. Fair Trade Hellas may take into consideration

the results, conclusions and implication of this research effort in order to decide an optimum strategy directed to the development of the fair market in Greece. Thus, an exploratory consumers' survey in the Thessaloniki Municipality was conducted. The aim of this research was to reveal the consumers' intentional behaviour in the light of a set of possibly influential factors, such as their awareness, past behaviour and level of satisfaction with regard to the fair products, their specific attitudes towards fair trade, as well as some selected demographic and psychographic characteristics.

Review of the literature

A number of econometric studies have focused on the willingness to pay a premium for a Fair Trade product (De Pelsmacker *et al.*, 2003; Shaw *et al.*, 1999, 2000, 2003; Payer, *et al.*, 2006).

From a marketing point of view the Fair Trade might be included in the so-called ethical consumption, i.e. the consumption that takes into account the societal norms or, in other words, '*what is good for the society*' (Smith, 1990). There are claims that ethical values have come to play a bigger role in our western day life (De Ferran and Grunert, 2007). However, neglected as it has been, the Fair Trade consumption might be considered as a rather new and a rather marginal topic within the marketing academic community.

In the last three decades, other parts of ethical consumption have been approached, either by the concept of the '*socially responsible consumer*' (Berkowitz and Lutterman, 1968; Anderson and Cunningham, 1972; Fisk, 1973; Webster, 1975) or by the concept of the '*ecologically concerned consumer*' (Kinnear *et al.*, 1974; Henion and Wilson, 1976; Antil and Bennett, 1979; Balderjahn, 1988; Strong, 1997) or the '*ecologically conscious consumer*' (Schlegelmilch *et al.*, 1996; Roberts, 1996; Tilikidou, 2001).

Rather recently, in a number of field research papers qualitative or a combination of qualitative and quantitative methodology has been used to investigate consumers' fair behaviour in relevance to other ethical issues, such as slavery (McDonagh, 2002),

environmental protection (Lureiro and Lotade, 2005; De Ferran and Grunert, 2007), labour standards and discrimination (Rode *et al.*, 2008).

Most of the studies conclude that there are beliefs and values, which might influence purchasing choices for the Fair Trade products, such as environmental concern, respect for human rights (De Ferran and Grunert, 2007), concern for working conditions (Strong, 1996), idealism (De Pelsmacker *et al.*, 2003), ethical obligation and self-identity (Shaw *et al.*, 1999, 2000, 2003). There are also product attributes such as brand, flavour and label, which were found able to influence the consumers' purchasing behaviour (De Pelsmacker *et al.*, 2003). Implications have been made that the specialized stores should emphasize social responsibility and social-oriented values in their communication, whereas the super markets should offer quality products and constant availability of the Fair Trade products (De Ferran and Grunert, 2007).

Mintel research (2004) suggested that in 2003 only the 28.3% of consumers actually bought Fair Trade products and the majority of these were one-off purchases (Nicholls and Lee, 2006). Cowe and Williams (2000) argued that although most surveys reveal that around 30% of the population is particularly motivated to buy ethical products, these products make up only fewer than 3% of their individual markets. This phenomenon has been named the "30:3 syndrome". Closing this gap has been considered as one of the most important challenges Fair Trade should face in the future (Schmelzer, 2006).

With regard to the market segmentation on an ethical basis, Cowe and Williamson (2000) identified (through a qualitative analysis) five segments, namely 'Do What I Can' (49%), 'Look After My Own' (22%), 'Conscientious Consumers' (18%), 'Global Watchdogs' (5%) and 'Brand Generation' (5%). With regard to market segmentation on a fair buying basis the Fair Trade Foundation research resulted in four groups, namely 'Core Supporters', 'Partial Adopters', 'Occasional Conscience Buyers' and 'Well-wishing Bystanders' (Leatherhead Food International, 2003).

As with the fair purchasers' profile most surveys indicate that these consumers are untypical of the population as a whole: they are mostly female, better educated, not very young

but far from middle age, working professionals who earn rather fair incomes (Tallontire, *et. al.* 2001, p. 17)

Methodology

This research effort has been exploratory in nature, as the Fair Trade products have been only recently introduced in Thessaloniki-Greece. At the moment, our major concern was to explore consumers' first reactions to the fair products offerings, namely consumers' intentions to buy them. Previous research results suggest that attitudes and values are able to influence ethical consumption. Our own research experience in the same geographical area (with regard to a cousin subject, namely the ecologically conscious consumer behaviour), has indicated many times that attitudes at the same level of specificity with the behaviour under examination, as well as socially oriented values are able to influence socially responsible or ethical consumers' choices (see Tilikidou, 2001, Tilikidou and Delistavrou, 2004, 2005 among others). So, it was assumed that what consumers' knew and feel about the Fair Trade principles, objectives and about the fair products themselves, as well as their previous experience of such products (if any) might influence their intentional buying behaviour. Also, in order to understand better the most promising target group of fair buyers, certain demographic and psychographic characteristics were chosen to be investigated, in terms of their assumed impact on intentions. Following these assumptions a structured questionnaire was conducted.

Questionnaire Content

Following the above mentioned theoretical assumptions, a structured questionnaire was designed containing the following variables (see also Appendix I).

An **Awareness** five items Guttman's scale: 0 = I have never heard the term Fair Trade, 1= I have heard the term Fair Trade, 2 = I have seen Fair Trade products, 3 = I have visited the Altromercato shop and 4= I have bought a/some Fair Trade product/s.

A **Past Purchasing Behaviour** scale including 15 items (one for each Fair Trade product category) being measured on a five-point satisfaction scale from 0 = Not at all satisfied to 4 = Absolutely satisfied.

An **Intentional Purchasing Behaviour** scale, including the same items with those of the **Past Behaviour** scale, served as the main dependent variable of the investigation. It was measured on a five-point possibility scale from 0 = Totally Unlikely to 4 = Very Likely.

A **Fair Trade Attitudes** scale, which was purposively developed for the requirements of this research during a long, antecedent procedure. Details that concern the measure development procedure have been described elsewhere (see Tilikidou and Delistavrou, ---). The final scale that was used in this survey included 24 items, measured on a five-point Likert scale. The Fair Trade Attitudes scale provided a Cronbach's alpha value of 0.8792, which indicates an exemplary level of reliability according to Robinson *et al.* (1991).

Five demographic characteristics (gender, age, education, income and occupation) were added in the investigation, being measured on the N.S.S.G. scales. The following four psychographic scales were also employed: **Universalism** (six items) and **Power** (three items) - adopted from the Schwartz's (1992) *List of Values* - as well as **Collectivism** (four items) and **Individualism** (three items) - adopted from Shrum and McCarty (2001). They provided the following Cronbach's values: Universalism ($\alpha=0.8613$), Power ($\alpha=0.7635$), Collectivism ($\alpha=0.7399$) and Individualism ($\alpha=0.5957$). With the exception of the Individualism scale, all other reliability coefficients fell well within the acceptable limits according to Robinson *et al.* (1991).

Sampling

The survey was conducted among 518 households in the Municipality of Thessaloniki and resulted in 500 usable questionnaires. No statistically significant differences were found between the demographic variables of the sample and the relevant population parameters. The sampling method was the one-stage area sampling in combination with the systematic method (Tull and Hawkins 1993, p. 544; Zikmund 1991, p.471). Personal interviews were taken by trained senior marketing students. One member of the household, above 18 years of age, served

as interviewee. Detailed instructions to the interviewers and control techniques secured the probability sampling in all steps.

Limitations

Firstly, this research, which was implemented in only one city of the country, faces certain limitations with regard to the generalization of the results. Secondly, our attitudinal and behavioural scales were for the first time incorporated in a large-scale questionnaire and thus their validity estimates should need further improvement. Thirdly, the dependent variable concerns the intentional behaviour and not the actual behaviour, since the research was conducted quite close to the introduction of the fair trade products in the Thessaloniki market. Intentions do not always lead to actual purchasing behaviour (Jackson, 2005). Our experience on another ethical consumption topic (i.e. the ecological behaviour), in the same geographical area, indicates, by all means, that the results of any purchasing behaviour measurement should be viewed as over evaluated to an extent. This is due to the social desirability effect, which is extremely difficult to get abstracted from the estimation.

Results

The **Awareness** as well as the **Past Purchasing Behaviour** scales provided extremely poor results, as expected. It was found that a 15% of the sample is able to recognise the term Fair Trade, while 4% have seen the Altromercato shop and only the 2.4% of consumers have ever bought a fair product.

The **Fair Trade Attitudes** scale takes theoretical values from 0 to 96 and provided a Mean of 65.2280 (see Table 1), which indicates rather positive attitudes towards the fair trade movement and the fair products.

Table – 1 about here

The mostly strong consumers' beliefs (see Table 2) concern the necessity to protect human and working rights (D06, D07); to ensure a minimum price for the products of the less developed countries (D01) and a fair income for their small producers (D03). Attitudes concerning the consumers' desire to be able to find easily the fair products in the S/Ms seem very strong as well (D17, D18).

Table – 2 about here

Consumers seem to agree that there is no meanings to buy fair products if not many others do so (D21); they are not so sure too that they are personally helping the abolition of poverty in the Third World by buying fair products (D22) and they do not seem to agree that the whole problem of the economically weak countries might be solved by movements such as Fair Trade (D05). However, they tend to agree that Fair Trade might affect positively the inequality and poverty (D02, D04), the human and the working rights (D08,) as well as to assist the development of infrastructure in the less developed countries (D09). They seem less sure about its effective impact upon the exploitation of children and women in these countries (D10, D11).

Consumers tend to agree that a premium should be paid for a fair trade product (D12) and that each citizen holds personal responsibility to help the less developed countries (D20). However, they do not know whether the advertising claims of Fair Trade are honest or not (D14, D15, D16) or whether the fair products contribute to the environmental protection too (D19); they certainly hold reservations towards the quality of the fair products in comparison to the regular products (D13). Last, they seem rather dubious whether buying fair products might harm the Greek producers (D23, D24).

With regard to the psychographics, the **Universalism** scale takes theoretical values from 0 to 24 and provided a Mean of 19.3880 (see Table 1). The **Power** scale takes theoretical values from 0 to 12 and provided a Mean of 3.4960. The **Collectivism** scale takes theoretical values from 0 to 16 and provided a Mean of 9.5600. Lastly, the **Individualism** scale takes theoretical values from 2 to 12 and provided a Mean of 4.4080. The strongest values were found in the Universalism scale and concern harmony, peace and equality for all people (U04, U01); care for the environment (U03) too. These values are followed (in terms of strength) by the collectivistic values such as help to the needed (C03).

With regard to the dependent variable, the **Intentional Purchasing Behaviour** scale takes theoretical values from 0 to 60 and provided an overall Mean of 30.4380. With regard to

the items' means, it is observed that coffee, sugar and stationary thicken consumers' preferences, followed by the other categories of food mostly (see Table 5)

The One-way ANOVA was employed to explore the differences in the categories of the **Intentional Purchasing Behaviour** across each one of the demographic characteristics (see table 3). Statistically significant relationships were found with reference to **age** (25-34 years old), **education** (post-graduates), **occupation** (professional and employees), **and income** (15.001 – 30,000 €).

Table – 3 about here

The Pearson's parametric correlations (see Table 4) indicated a statistically significant ($p < 0.001$) positive and moderate ($r = 0.356$) relationship between the **Intentional Purchasing Behaviour** and the **Fair Trade Attitudes**. With regard to the psychographics two statistically significant, positive, though weak, relationships were found between the **Intentional Purchasing Behaviour** and **Universalism** as well as **Collectivism** ($r = 0.138$ and 0.132 respectively). It is also noted that the scale of **Fair Trade Attitudes** and **Universalism** seem to be positively and moderately correlated ($r = 0.450$).

Table – 4 about here

In an effort to obtain more details concerning the data of this research the non-parametric K-Means cluster analysis technique was employed. The mostly interpretable solution (see Table 5) indicated four clusters. The first one grouped 150 consumers (30%), who obtained the highest cluster centres in all items. This cluster was named **Fair Purchasers**. The second cluster grouped 86 consumers (17.2%), who obtained higher scores in the non-food products and thus this cluster was named **Fair Non-Food Purchasers**. The third group grouped 199 consumers (39.8%), who obtained higher scores in the food items and thus this cluster was named **Fair Food Purchasers**. The fourth cluster grouped 65 consumers (13%), who indicated considerably low cluster centres in all items. This cluster was named **Indifferent Purchasers**.

Table – 5 about here

Discussion

Awareness of the Fair Trade term was found significantly low in comparison to the relevant level in other countries, which in 2002 was between 42% (Switzerland) and 24% (UK). It is noted though that according to the figures of MORI the recognition of the Fair Trade Mark in UK got up from 25% in 2003 to 39% in 2004 and to 50% in 2005 (Fairtrade Foundation, 2005). Our guess is that we are going to watch considerable increase of awareness in due time in Greece too. However, arguments with regard to the awareness-attitudes-behaviour links do remain under discussion (see Shaw and Clarke, 1999). It seems that the '30:3 syndrome' (Cowe and Williams, 2000) is apparent (to an extent) in our research results too, since the fair trade intentional purchasers' cluster was estimated up to 30% while there is a less than 3%, who actually have bought a fair product even once before.

With regard to the previous research studies, this study seems to verify, to an extent, that there are certain beliefs and values that are hidden behind any ethical consumption. Our results indicate that specific attitudes towards the concept of fair trade are a considerably strong factor, able to influence future behaviour. It should be also noted that values concerning universalism and collectivism were for the first time introduced in the fair trade consumption research. Having been found significant, they might very well be added to the previous indicators of fair purchasing behaviour, such as environmental concern, respect for human rights (De Ferran and Grunert, 2007), idealism (De Pelsmacker *et al.*, 2003), ethical obligation (Shaw *et al.*, 1999, 2000, 2003) etc.

Taking into consideration that attitudes were found related to the universalistic values and, to a lesser extent, to the collectivistic values, it might be argued that what is behind an ethical purchasing choice concerns deep beliefs about equality, abolition of poverty, peace, environmental protection and a desire to help the poorest people in the world, not by charity, but through an active opportunity for development in their countries.

It is to be noted though, that a combinatorial look at certain attitudinal items reveals that consumers in Greece are - probably reasonably - dubious as to whether certain values of theirs might indeed find expression through fair purchases. For example, they seem to believe

very strongly that human and working rights of all people in the world should be protected; on the other hand they seem considerably less sure whether movements such as Fair Trade are able for such an effective protection (see items D07 and D08). Further more, they do not think that Fair Trade is able to solve the overall economic problem of the Third World countries (D05). Also, they tend to agree that Fair Trade may contribute to the abolition of poverty (D04) but far less that their own fair purchases might challenge poverty in the Third World (D22).

The employment of the K-means clustering indicated four clusters within our sample. The first group, which is the most promising one, if jointed with the demographical results, is being formulated by young, highly educated, working employees or professionals, who earn medium incomes. Of course this estimation concerns the intentional fairtraders and direct comparisons, with previous research results in other countries, should not be made. However, there is a preliminary basis to assume that the socio-demographic characteristics of the future Greek fair purchasers will not be that different than the relevant European pattern.

Clustering also revealed that there are more people interested in a food fair product and other people, fewer, who are interested in non-food fair products, such as toys, baskets, fancily etc. However, the demographic and psychographic differences between these two groups have not been clarified yet. It has to be noted also, that the University students' target group in UK has been found to respond extremely well to the delivery of fair products at the school premises. The Oxford Brookes, the Birmingham and the Manchester Universities, among others, have already welcomed the Fair Trade Foundation initiatives. As the Mean, of the students' category in the Intentional Purchasing Behaviour in our research, was found to be at a well acceptable level, our consideration is that initiatives, relevant to those in UK, might have excellent potentials in Greece as well.

Conclusions

Regardless of the above mentioned certain limitations, this study provided evidence that there is a potentially 30% target group of fair purchasers; these consumers are most probably ready to boost the fair market in the geographical area under investigation. At least,

they declare their intentions to do so. These people hold strong positive attitudes towards the principles and objectives of Fair Trade. They also share strong universalistic and collectivistic values, while low values of power and individualism.

This group seems to be formulated by consumers, who are rather young, highly educated, hard working - either as employees or professionals - and thus earning medium yearly incomes.

It will not be long until we are able to provide estimations of actual fair purchasing behaviour with regard to the Greek population. Future research might follow a plethora of directions. For example, in continue to this one, a future survey might mind better measurement estimates in attitudes and behaviour. Also, a deeper, most probably qualitative, value analysis is required to fulfil the fair purchasers' profile with further detailed information. Future projects might also focus on specific products or product categories to reveal consumers' preferences with regard to the desired attributes and characteristics of the fair products. Further analysis might reveal the differences between the group of consumers, who are mostly food oriented and the other group, who are mostly interested in other, non-food products. Students' willingness to adopt fair trade initiatives should also be under investigation.

The Fair Trade Hellas, as well as any other relevant organization, might take into consideration the results of this study in order to communicate better and serve more effectively the potential target market. On the basis of the attitudes' results, communication strategies should spotlight human and working rights of all people, a minimum price for the products of the underdeveloped countries and a minimum income for the small producers in the Third World. In an effort to make a productive use of the values' results, the communication strategies should also encompass messages about peace, equality, environmental protection and help to the needed. They should also try to clarify that a fair product may very well be a qualitative, not expensive product. Advertisements or any other promotional tool should be clearly informative and honest, not misleading by any means.

In due time, the Fair Trade Hellas should consider a strategic movement towards the expansion of the delivery in the S/Ms. Relevant suggestions have been previously made by

Strong (1997) or Nicholls (2002), among others, with reference to UK. It has to be noted however, that although consumers express a strong desire to find the fair products in their nearby S/M, the relevant strategic move is not an easy path to follow. The S/Ms are for sure the most profit-oriented channel of distribution. On the opposite, the Fair Trade Hellas is a non-governmental, non-profit organization and should stay so, if it honestly desires to serve the ethical consumption and to provide ethical help to the economically poorest countries.

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Tables

Table 1: Descriptives of all continuous variables

	Mean	Average	Min.	Max.	Std. Deviation
<i>Past Purchasing Behaviour</i>	37.7500	30	28	60	14.9304
<i>Intentional Purchasing Behaviour</i>	30.4380	30	0	60	14.1255
<i>Fair Trade Attitudes</i>	65.2280	48	23	91	10.7269
<i>Universalism</i>	19.3880	12	6	24	4.0495
<i>Power</i>	3.4960	6	0	12	2.7417
<i>Collectivism</i>	9.5600	8	1	16	3.1064
<i>Individualism</i>	4.4080	6	0	12	2.6479

Table 2: Fair Trade Attitudes

		Mean	Std. Deviation
D01	I stand for a Fair Trade network, which can ensure a fair price for each product of the less developed countries	3.1420	0.7944
D02	Fair Trade may contribute to the balancing of inequality, which rules the free world trade	2.7540	0.8804
D03	Fair Trade is able to assist the Third World producers to sell their production and earn a fair income	2.9140	0.7796
D04	Fair Trade may contribute to the abolition of poverty in the economically weak countries	2.8000	0.9131
D05*	The problem of the economically weak countries can not be faced by such movements as Fair Trade	2.0360	0.9842
D06	Every man is entitled to decent standards of living as well as health care, education, security and democracy	3.6800	0.5885
D07	Human and working rights of people in the Third World should be protected	3.6260	0.6188
D08	Fair Trade is able to contribute to the protection of the human and working rights of people in the Third World	2.7800	0.8973
D09	Eventually, Fair Trade is going to assist to the development of infrastructure for security, education, health care and social welfare in the economically weak countries	2.7180	0.8532
D10	Fair Trade may contribute to the abolition of child labour	2.4880	0.9939
D11	Fair Trade may contribute to the parity of women in their work, family and local society	2.5080	0.9163
D12	It seems fair to me to pay a premium for a fair product in order to contribute to the welfare of people in the Third World	2.7960	0.8944
D13*	The Fair Trade products are not as good as the regular products in terms of quality	2.0760	0.8577
D14	Buying fair products simultaneously informs and educates consumers in a socially responsible behaviour	2.6080	0.8171
D15*	Fair Trade claims are nothing more than advertising tricks	2.5040	0.8458
D16	I believe that the Fair Trade advertisements would be distinguished by honesty	2.3500	0.7325
D17	I would like to have the chance to find the Fair Trade products in many other places than the specialized stores	3.0340	0.7629
D18	The Fair Trade shall acquire better prospect if the fair products enter the big S/Ms	3.0140	0.8338
D19	The Fair Trade contributes to the protection of the environment and to the sustainable development as well	2.5400	0.7704
D20*	It is not my own responsibility to help the less developed countries	2.7080	0.9657
D21*	It seems aimless for me to buy fair products since not many other people do so	2.8860	0.8640
D22*	I don't think that poverty in the Third World might be challenged if I bought fair products	2.3480	0.9741

D23*I harm the Greek products by preferring the Fair Trade products	2.3240	1.0475
D24*I am exclusively interested in the financial problems of my own country and not in the problems of the less developed countries	2.5940	1.0749

* reverse coded items

**Table 3: One-Way Analysis of Variance
of the Intentional Purchasing Behaviour across demographics**

	N	Mean	Std. Deviation	F	Sig.
Gender					
Men	222	30.4730	14.0438	0.002	0.961
Women	278	30.4101	14.2156		
Total	500	30.4380	14.1255		
Age					
15 – 24 years old	117	31.0598	12.5088	5.860	0.000
25 – 34 years old	116	33.1379	12.7299		
35 – 44 years old	95	32.2421	15.1985		
45 – 54 years old	81	30.8642	13.5792		
55 – 64 years old	48	27.7292	14.2287		
65 – 74 years old	28	20.8214	14.7449		
Older than 75	15	17.6000	17.5247		
Total	500	30.4380	14.1255		
Education					
Some elementary	6	14.6667	15.2009	7.311	0.000
Elementary	35	20.5714	14.3594		
High school	175	30.1829	13.9799		
Student	85	30.6471	13.1037		
Graduate	164	31.8293	13.3337		
Post-graduate	35	37.2571	14.4819		
Total	500	30.4380	14.1255		
Income					
< 10,000 €	120	28.1000	14.7577	2.528	0.040
10,001 – 15,000 €	135	31.0148	13.1331		
15.001 – 30,000 €	170	32.2353	13.9102		
30,001 – 50,000 €	59	30.5424	14.0152		
> 50,000 €	16	23.6250	17.2235		
Total	500	30.4380	14.1255		
Occupation					
Professional	128	32.3438	14.2201	7.606	0.000
Employee	159	32.8050	12.6768		
Retired	52	22.6731	15.9678		
House person	45	25.2444	14.3054		
Unemployed. student	115	30.8522	13.1904		
Total	499	30.4990	14.0736		

Table 4: Pearson's Correlations

		<i>Intentional Purchasing Behaviour</i>	<i>Fair Trade Attitudes</i>	<i>Universalism</i>	<i>Power</i>	<i>Collectivism</i>	<i>Individualism</i>
<i>Intentional Purchasing Behaviour</i>	r	1.000	0.356	0.138	-0.081	0.132	-0.036
	Sig.	.	0.000	0.002	0.072	0.003	0.421
<i>Fair Trade Attitudes</i>	r	0.356	1.000	0.450	-0.102	0.297	-0.128
	Sig.	0.000	.	0.000	0.023	0.000	0.004
<i>Universalism</i>	r	0.138	0.450	1.000	-0.082	0.410	-0.136
	Sig.	0.002	0.000	.	0.068	0.000	0.002
<i>Power</i>	r	-0.081	-0.102	-0.082	1.000	-0.014	0.335
	Sig.	0.072	0.023	0.068	.	0.753	0.000
<i>Collectivism</i>	r	0.132	0.297	0.410	-0.014	1.000	-0.036
	Sig.	0.003	0.000	0.000	0.753	.	0.423
<i>Individualism</i>	r	-0.036	-0.128	-0.136	0.335	-0.036	1.000
	Sig.	0.421	0.004	0.002	0.000	0.423	.

Table 5: Intentional Purchasing Behaviour (Descriptives and K-means)

	Whole sample		Cluster 1	Cluster 2	Cluster 3	Cluster 4
	Mean	Std. Deviation	150 cases (30%)	86 cases (17.2%)	199 cases (39.8%)	65 cases (13.0%)
			Cluster centres			
Coffee	2.5820	1.3516	3.39	1.67	2.93	0.86
Sugar	2.5320	1.3359	3.38	1.42	2.95	0.75
Legume	2.1440	1.4111	3.14	0.77	2.54	0.46
Rice	2.2780	1.4045	3.31	0.87	2.68	0.52
Pasta	2.2120	1.4153	3.16	0.81	2.67	0.46
Drinks	1.5920	1.4676	2.69	0.76	1.53	0.34
Juice	2.0120	1.4394	3.05	0.84	2.23	0.51
Chocolates - Snacks	1.9780	1.4511	3.16	1.06	2.01	0.38
Jewelry	1.6460	1.4591	2.88	1.87	1.06	0.29
Stationary	2.3440	1.3905	3.26	2.50	2.23	0.38
Toys	1.7100	1.4290	3.02	1.63	1.22	0.29
Baskets	1.9760	1.4859	3.09	2.49	1.49	0.22
Clothes	1.8680	1.4802	2.99	1.83	1.55	0.32
Toiletry	1.2420	1.3955	2.39	0.81	0.90	0.20
Fancily	2.3220	1.4555	3.27	3.00	1.92	0.45