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Do ethics matter?

A qualitative study of the effects of ethical certifications on consumer behaviour

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PREFACE

This bachelor thesis was conducted during the spring 2011 at the School of Business, Economics and Law at Gothenburg University. The thesis is written within the area of marketing and during the writing process, we have gained a deeper understanding of consumer behavior and ethical consumption.

We would like to sincerely thank our supervisor PhD Jan E. Skaug for all his help and support and for continuously pushing us to go further and develop our thoughts and ideas into something meaningful. We would also like to give a special thanks to all the respondents who participated in the web-based survey as well as in the interviews. Without their participation this thesis would not have been possible.

We hope that the thesis will increase the readers' interest in consumer behaviour and generate a deeper understanding for ethical consumption.

Gothenburg, May 2011

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ABSTRACT- Do ethics matter?

Background and problem: The public interest in environmental and social matters is rising. A great proportion of businesses as well as consumers put effort into making ethically justified decisions. Consumers are continuously encountered with terms such as environmental awareness, corporate social responsibility, ethical consumption and sustainable development. Across various sectors, companies are realizing the importance of acting responsibly. But do consumers really care? There are controversies surrounding the value socially responsible marketing activities generates for companies. The opinions differ on whether or not ethical marketing activities have effect on consumer purchase behaviour. The uncertainty regarding the value of marketing socially responsible activities constitutes a problem for companies when making marketing decisions.

Purpose: The purpose of the study is *“to provide a deeper understanding of the effects of ethical product certifications on consumer behaviour”*. The understanding of consumer behaviour is vital when designing efficient communication strategies. The following research questions were developed in order to reach the purpose: “What are the consumers’ perceptions of ethical product certifications?” and “Do ethics matter in purchase behaviour?”

Methodology: When conducting the study, a descriptive research approach has been used. The study is to a large extent of a qualitative nature. However, the methods used for primary data gathering are both quantitative and qualitative. The secondary data derives from sources such as newspaper articles, websites, journals and books on behavioural science and competitive strategies. The primary data was collected through a quantitative web survey, which were complemented by eleven interviews. The sample used in the web-based survey is what is referred to as a non-probability sample, meaning that the authors measure the risks of errors qualitatively and intuitively. The eleven respondents participating in the interviews were randomly selected students found in the facilities of the School of Business, Economics and Law in Gothenburg. The sample selection used in the study was chosen in order to create an indication of the effects of ethical product certifications on the consumption behaviour of young people living in Sweden. Therefore, the results of the study cannot be considered as representative for the Swedish population as a whole.

Conclusions: The study reached the conclusion that consumers to a large extent share a positive attitude towards Fairtrade and ethical product certifications in general. There are clear indicators that ethical certifications have effect on consumer’s purchase behaviour and that ethics do matter. Ethical product certifications are the second most important influencer on coffee buying decisions. The store selection is vital to the consumers’ choice of coffee since consumers in general are not prepared to “walk the extra mile” to get hold of ethically-certified coffee. A great proportion of consumers are willing to pay a price premium for ethically-certified coffee. However, this applies only to a certain limit, thereafter price becomes the determining factor in coffee buying decisions. There is a gap between attitude and behaviour gap in ethical consumption; the attitude towards ethical certified coffee does not fully reflect the buying behaviour of consumers.

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CHAPTER 1

INTRODUCTION

The chapter starts with a background description of the choice of subject, the study perspective and the purpose and research questions of the study. Thereafter follows delimitations made by the authors and concepts and definitions, which are central for the study. The chapter concludes with a short summary of the introduction.

1.1 Background

Globalisation has resulted in increases in international trade. Products are often produced far away and the consumers are seldom aware of the circumstances under which products have been manufactured (Bertilsson & Hellmark, 2008). At the same time, as communication channels develop, the distance between countries becomes shorter. Travelling has become both easier and cheaper. The seeking and dissemination of information becomes more effective through communication channels such as the Internet and television and people can easily keep in touch with friends and relatives all over the world with help from advanced communication techniques. With the shrinking distance follows an increased transparency and the negative effects of globalization become more visible. As the awareness of pollution and exploitation of non-adequately paid workers in the developing countries is rising, the interest in environmental and ethical matters increases (Mathisson, Schollin, 1994). This puts pressure on companies to act responsibly and corporate social responsibility (CSR) has become an integral part of most companies' activities.

The choice of study subject reflects the authors' interest in consumer behaviour and ethical consumption. As consumers, the authors try to make conscious and active buying decisions. To the extent student funds are sufficient; the authors put effort into making ethically justified buying decisions. By conducting the study; the authors hope to increase their knowledge on the subject and gain an insight into the characteristics of ethical consumption.

There is an increasing demand for ethically-certified products (Fairtrade, 2011a). Swedish consumers are considered *early adopters*; they have often proved to be quick to embrace changes such as new techniques. There are reasons to believe that the same applies to ethical

consumption. International research has shown that the majority¹ of Swedish consumers can be considered conscious and engaged, meaning that they have relatively high expectations on companies to act socially responsible and that the consumers act to influence companies to improve their actions (Fairtrade, 2010).

The basic idea of ethical consumption, to be able to do good by consuming, is appealing to many people. The ethical certification bodies and the retailers of ethically-certified products do their best to communicate the positive effects of the certifications. As a consumer, it is tempting to feel proud when putting ethically-certified products into your shopping basket, without reflecting over whether the effects are really purely positive. Does this apply to consumers in general? What attitudes underlie consumer purchase decisions and is there a lack of a critical approach towards ethical certifications among consumers?

There are many proponents of ethical certifications, but there are also those who criticise the work of the certification bodies. The most frequent criticism concerns the deficiencies in the certification systems and questions the ability of certification bodies to have significant impact on world poverty (Levi and Linton 2003). There are also controversies surrounding the value socially responsible marketing activities generate for companies. The opinions differ on whether or not ethical marketing activities have any effect on the consumer purchase behaviour. One would like to believe that companies that act responsibly gain more customers and larger market shares than companies that do not act in a socially responsible way. In today's society, consumers are continuously encountering terms such as environmental awareness, corporate social responsibility, ethical consumption and sustainable development. Across various sectors, companies are realizing the importance of acting responsibly. But do consumers really care? There are reasons to question whether marketing of corporate social responsibilities generates the effects companies desire. The study further investigates what the consumers' perceptions of ethical product certifications are and whether ethics really matter in purchase behaviour.

The overall research question follows:

Could it be that, consumer attitude and behaviour are related to or affected by whether a product is ethically-certified?

¹ An ethically-certified product has been labelled with a symbol or text, which informs the consumer that the production process meets a number of standards set by a certification body or an organisation. The standards concern the environmental and social impacts of the production process and can for instance include requirements on working conditions, restrictions on the use of chemical pesticides and fertilizers and preventing of child labour.

1.2 Perspective of the study

The study aims to investigate the effects of ethical product certifications on consumer behaviour and whether or not ethical marketing activities have any effect on the consumer purchase behaviour, hence a business perspective has been chosen for the study. Companies should, in order to win and retain customers, offer more value to the consumers than its competitors. To achieve this, companies must understand consumer needs and buying behaviour (Porter, 1985). The marketing of socially responsible activities can be used to achieve competitive advantages. By offering ethically-certified products, companies can differentiate themselves from other, competing businesses. To be able to make appropriate marketing decisions it is of great importance that companies are aware of consumer attitudes towards ethical product certifications and understand the effect these types of certifications have on consumer behaviour.

The study can be of interest to companies who offer ethically-certified products or to those who consider implementing ethically-certified products into their product supply. The result of the study can be used by both retailers and producing companies. The study can provide an insight into the effect of socially responsible marketing activities on consumer behaviour.

The study can also be interesting from a consumer perspective or a humanistic perspective. Viewed from a consumer perspective, the study can increase consumers' knowledge of ethical product certifications and be used as a tool to create a deeper understanding of the driving forces underlying ethical consumption. From a humanistic perspective, the study can be of relevance to people who share a general interest in ethical matters and consumer behaviour. The authors hope that the study will generate a deeper understanding for ethical consumption and that the study will increase the readers' interest in consumer behaviour.

1.3 Purpose and research questions

The purpose of the study is:

To provide a deeper understanding of the effects ethical product certifications have on consumer behaviour

The purpose of the study was developed based on the underlying research question of the relationship between consumer attitude and behaviour regarding ethical consumption. To be able to make appropriate marketing decisions it is of great importance that companies are aware of consumer attitudes towards ethical product certifications and understand the effect these types of certifications have on consumer behaviour.

The following research questions were developed in order to reach the purpose:

- 1) *What are the consumers' perceptions of ethical product certifications?*

Being aware of the attitudes towards ethical certifications can help companies to design efficient communication strategies and improve the basis on which decisions are made.

2) *Do ethics matter in purchase behaviour?*

The gap between attitude and behaviour in ethical consumption constitutes a problem for companies. A further insight into consumer behaviour can help to improve companies' marketing decisions.

1.4 Delimitations

The study is based on theories on behavioural science and competitive strategy and is supplemented with a quantitative survey followed by a number of qualitative interviews. The Fairtrade certification is used as a study object. Fairtrade is the leading international product certification and has a high level of recognition among Swedish consumers (Fairtrade, 2010l) (Fairtrade, 2011c). Therefore the Fairtrade certification constitutes a good study object when investigating the effects of ethical certifications on consumer behaviour.

The authors have chosen coffee to represent ethically-certified products. Coffee is one of the most valuable primary products in world trade and constitutes an important share of the ethically-certified product market (Fairtrade, 2011d). After bananas, coffee is the most important Fairtrade certified product (Fairtrade, 2011b). Coffee is considered a low-engagement product by most people and is therefore a suitable study object.

The study is performed in Sweden, on individuals under the age of 45. This is in accordance with the knowledge that younger people in general are more aware of ethical certifications and are the most frequent Fairtrade consumers (Pelsmacker et al 2005) (Fairtrade, 2011c). The results of the study can therefore not be considered representative of the Swedish population as a whole. The study is delimited to investigate the effect of ethical product certifications only on the behaviour of the final consumer, meaning that the possible effect on intermediaries and corporate clients are not taken into consideration.

1.5 Central concepts and definitions

Ethical consumption: Ethical consumption does in some or numerous ways contribute to a positive or a less negative impact on the outside world (Harrison et al., 2005)

Socially/ethically responsible corporate activities: Socially/ethically responsible corporate activities do in some or numerous ways contribute to a positive or a less negative impact on the outside world (Harrison et al., 2005)

Product certification: A certified product has been labelled with a symbol or text, which informs the consumer that the production process meets a number of conditions set by a certification body or an organisation.

Ethical product certification: An ethically-certified product has been labelled with a symbol or text, which informs the consumer that the production process meets a number of standards set by a certification body or an organisation. The standards concern the environmental and social impacts of the production process and can for instance include requirements on working conditions, restrictions on the use of chemical pesticides and fertilizers and preventing of child labour

Low-engagement product: A low-engagement product is not very important to the consumer. The product is often considered cheap and does not pose a great financial risk to the consumer. The buying decision is often based on impulses, brand loyalty or other circumstances such as store selection or shelf positioning (Mullins et al., 2005).

1.6 Study outline

The seven chapters of the study are disposed as follows:

Chapter 1- Introduction

The introductory chapter of the study describes the choice of subject and the overall research question. Background information on the chosen subject and the perspective of the study is presented. The overall research question leads to the purpose and research questions of the study. Furthermore, delimitations, central concepts and definitions are presented.

Chapter 2- Problem discussion

The chapter begins with an introductory discussion of the problem. The difficulties in measuring the value of socially responsible marketing activities and the effect communication has on consumer attitudes are highlighted. Thereafter, the gap between attitude and behaviour in ethical consumption is addressed. Further, the chapter describes the environmental- and social effects of coffee production and introduces the environmental- and social labels for coffee, giving the Fairtrade certification extra attention.

Chapter 3- Theory

The chapter presents the theories that constitute the theoretical framework of the study. Behavioural- and competitive strategy theories are used in the study. Initially, the decision-making process for low-engagement products is addressed. Thereafter, follow theories on consumer attitudes, ethical consumption and competitive strategy.

Chapter 4- Methodology

The chapter introduces the design and implementation of the study. The methodological choices and considerations made are presented. Further, the quality of the study is evaluated through a discussion of validity and reliability and the trustworthiness of the sources used in primary and secondary data.

Chapter 5- Empirical data

The chapter presents the results of the primary data gathering. The findings of the web-based survey are followed by the results of the interviews. The results are divided into three categories; the importance of ethical certifications, the attitudes towards ethical product certifications and the driving forces underlying ethical consumption.

Chapter 6- Data analysis

In the chapter, the results of the primary data gathered are analysed with help from the theories that constitute the theoretical framework of the study. The chapter is divided into four sections; *the importance of ethical certifications, the attitudes towards ethical product certifications, the driving forces underlying ethical consumption and competing with ethics.*

Chapter 7- Results and conclusions

The chapter provides a short description of the overall research question, the purpose and the research questions of the study. The results and conclusions of the study are presented and the authors give their own reflections and suggestions for further research on the subject.

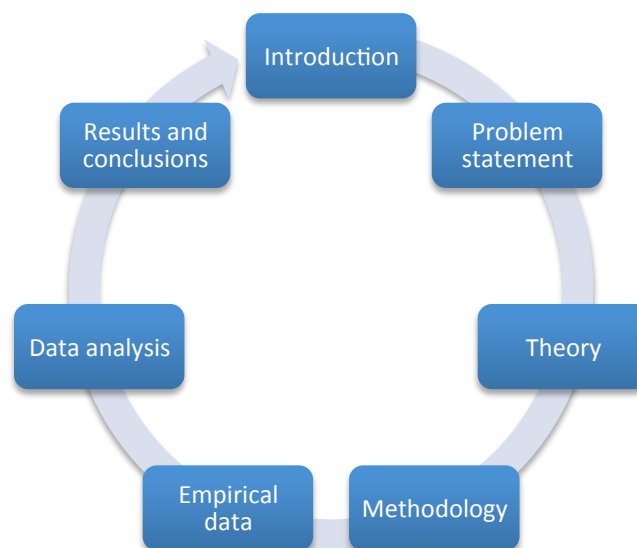


Figure 1.1 Study outline

1.7 Introduction summary

The public interest in environmental and social matters is rising. A great proportion of businesses as well as consumers put effort into making ethically justified decisions. Consumers are continuously encountered with terms such as environmental awareness, corporate social responsibility, ethical consumption and sustainable development. Across various sectors, companies are realizing the importance of acting responsibly. But do consumers really care? The overall research question of the study is “*Could it be that,*

consumer attitudes and behaviour are related to or affected by whether a product is ethically-certified?” There are reasons to question whether the marketing of corporate social responsibilities generates the effects companies desire. The study further investigates what the consumers’ perceptions of ethical product certifications are and whether ethics really matter in purchase behaviour. The purpose of the study is *“to provide a deeper understanding of the effects of ethical product certifications on consumer behaviour”*. The understanding of consumer behaviour can be crucial when designing efficient communication strategies. In order to reach the purpose, the research questions of the study were developed: “What are the consumers’ perceptions of ethical product certifications?” and “Do ethics matter in purchase behaviour?”

The study is delimited to investigate the effect of ethical certifications only on the behaviour of the final consumer, meaning that the possible effect on intermediaries and corporate clients are not taken into consideration. When investigating the effects of ethical certifications on consumer behaviour, the authors have chosen Fairtrade certified coffee as a study object. Since young people have proved to be more aware of ethical certifications, the study is performed on people under the age of 45, living in Sweden. The chapter concludes with the central concepts and definitions of the study followed by an overview of the study outline.

CHAPTER 2

PROBLEM DISCUSSION

The chapter starts with an introductory discussion of the problem. The difficulties in measuring the value of socially responsible marketing activities, the effect of communication on consumer attitudes and the gap between attitude and behaviour are addressed. Further, the chapter highlights the environmental- and social effects of coffee production and introduces the environmental- and social labels for coffee. Fairtrade is given a more detailed presentation, including attitudes and consumer awareness as well as criticism towards the organisation. The chapter concludes with a short summary of the problem discussion.

2.1 An introductory discussion of the problem

The overall research question of the study follows:

Could it be that, consumer attitude and behaviour are related to or affected by whether a product is ethically-certified?

Conventional coffee, often produced under poor circumstances, still represents the majority of Swedish coffee sales. Ethical product certifications should serve as a guarantee that the product meets the standards set by the certification body, in an ideal situation, the consumer should not have to question the work of the certification bodies. However, the supply chain for coffee is often long and non-transparent and the possibility for the certification bodies to control every aspect of the production process can be limited. There are critics of ethical certification bodies who claim that even though the certifications have some positive effects, they can never have significant influence on world poverty. Some of the criticism concerns deficiencies in the certification systems, some focus on the issue of cultural imperialism, in other words whether it can be considered morally justified to transfer western values onto the developing countries (Levi and Linton 2003).

In recent years, consumer awareness of the negative effects of consumption has increased. Consumers' interest in ethical matters puts pressure on companies to increase the transparency of their actions and to act in a socially responsible way. At the same time, there are controversies surrounding the value socially responsible marketing activities generate for companies. The opinions differ on whether or not ethical marketing activities have any effect on the consumer behaviour. A gap exists between attitude and behaviour in ethical consumption; the fact that consumers claim to have a positive attitude towards ethically-

certified products does not necessary imply that they behave accordingly (De Pelsmacker, 2005).

The problem is that:

There is an uncertainty regarding the value of marketing socially responsible activities.

Corporate social responsibility is becoming an integral part of most companies' activities. It can be considered desirable for companies concerned with socially responsible activities to reach a situation where not only the corporate home page and a picture on the wall in the staff room declares the company's positions and core values. Instead, the standpoints should be visible throughout the whole organisation. There is a possibility that companies engaged with CSR can attract new customers as well as future employees based on their social standpoints. However, to what extent the marketing of corporate social responsibilities give these positive effects are still, in many ways, unclear.

The uncertainty regarding the value of marketing socially responsible activities constitutes a problem for companies when making marketing decisions. If there are reasons to believe that ethical marketing activities do not have any significant effect on purchase behaviour, the need for these kinds of marketing activities can in some ways be questioned. Companies can still act responsibly, although saving some of the expenditures used to market their ethical standpoints.

2.2 Communication

Feelings are often exploited in commercials to create or increase the consumer's engagement for the product or brand and to strengthen the existing buying- and using behaviour. The *emotional integration* describes to what extent a link exists between the product or brand and the emotional reaction that the commercial gives rise to. Commercials with a high degree of emotional integration give rise to stronger engagement and create stronger reactions than commercials with a low degree of emotional integration (Mårtenson, 2009, p.140).

Alluding to the recipient's feelings and sympathies is a marketing method often used by ethical certification bodies. For example, television commercials for Fairtrade show the developing countries' farmers and their families and inform the viewers about how Fairtrade certified products make a difference and help to improve farmers' lives. As a consumer, it is easy to be emotionally affected by the marketing activities of the certification bodies and distributors of ethically-certified products. Emotions can contribute to create a positive attitude towards certifications and simplify and fasten the consumers' decision-making process (Mårtenson, 2009, p.133).

2.3 The attitude-behaviour gap

Even though international research has shown that the majority of Swedish consumers can be considered more conscious and engaged than the average consumer, Sweden is only the seventh biggest per capita Fairtrade consuming country (Fairtrade, 2010). Fifty percent of the European consumers claim to be willing to pay a significant price premium for ethical products (Mori, 2000). Attitudes and perceptions have an evident effect on behaviour; however, research has shown that, especially in the social marketing area, attitude alone cannot be regarded a reliable indicator of consumption behaviour (Ferrell and Gresham, 1985) (Shaw and Clarke, 1999). A gap exists between attitude and behaviour in ethical consumption (De Pelsmacker, 2005). A Belgian study concluded that ten percent of the respondents were willing to pay the current price premium of Fairtrade coffee. Still, at the time of the study, Fairtrade coffee represented only one percent of the Belgian coffee market sales (De Pelsmacker, 2005).

There might be several reasons for the attitude-behaviour gap. In previous studies, attitudes toward ethical products have been measured without taking the price premium of the ethical product into consideration. This might have had some effect on the attitude-behaviour gap (Browne et al. 2000). The differences between attitude and behaviour in ethical consumption can also be explained by consumers' disbelief in companies' ethical standpoints as well as lack of information about and availability of ethical products (De Pelsmacker, 2005).

Individuals often give answers that are socially appropriate when participating in attitude tests or studies. Attitudes measured have a tendency to be of a more positive nature than the actual behaviour of the respondent, particularly if the respondent feels the need to make a good impression on the researcher (King and Bruner 2000). The terms under which attitude tests or studies are performed play a significant part in the final result. Attitudes are traditionally measured through questionnaires in which the respondents are asked to fill in the answers which best correspond to their opinions. In some situations, respondents are not able or willing to report their attitudes in an accurate way. Ethical consumption behaviour is for some respondents regarded a socially sensitive issue. This aspect must be taken into consideration when analysing conclusions made by attitude studies (Greenwald and Banaji 1995; Maison 2002).

2.4 Coffee production

Coffee is one of the most valuable primary products in world trade. There are more than 25 million coffee farmers around the world (Fairtrade, 2011d). Coffee is grown in the tropics around the equator; in around 80 countries spread over five continents. You can find coffee originating from Africa, Asia, Oceania and South- and Central America (Classickaffe.se 2007). Brazil is the number one producer of coffee in the world and the country alone stands for about one third of the total world production (Nationalgeographic.com 2011). Most of the coffee producing countries are developing economies where the production and exporting of

coffee represents a considerable share of the foreign exchange earnings. Swedish coffee roasting companies buy the most of their coffee from Brazil, India, Colombia, Peru, Honduras, El Salvador, Guatemala, Costa Rica, Kenya, Uganda, Rwanda, Burundi and Mexico (Classickaffe.se 2007).

2.4.1 Problems facing coffee producers

The majority of the world's 25 million coffee producers are small-scale farmers and an estimated number of 100 million people are dependent on coffee for their providing (Fairtrade, 2011d) (Gizeto.com 2011). Coffee producing is a labour intensive business that is likely to yield little financial return (Fairtrade. 2011e). In addition, the world price of coffee has a history of high volatility, which creates economic uncertainty for the farmers; the price sometimes even falls below the producing costs. The supply chain for coffee is often long and non-transparent which compromises the opportunities for farmers to influence the market and to assert their interests. Coffee producing often derives from a history of family tradition in which farmers lack economical resources and knowledge to restructure their business into something more profitable (Fairtrade, 2011f).

Swedwatch is an independent organization without profit basis that examines Swedish firms operating in low cost countries in order to reduce the social and environmental ills in the host countries. In August 2010, the organization conducted a follow up study on a previous investigation of the conditions in Brazilian coffee plantations and found that a certain amount of problems still remained. For many workers the wage level is unacceptably low and many coffee pickers still stand outside the social security system. The use of child labour as well as forced labour still exists even though it has declined since 2005, when the first study was performed. An extensive use of toxic pesticides poses a serious health risk to the workers at the coffee producing farms and plantations. The study also concluded that some of the Swedish coffee companies lack satisfactory codes of conduct (Swedwatch, 2010).

2.4.2 Environmental effects

Of all the steps included in coffee producing, packing and shipping, the growing of coffee plants is the biggest contributor to climate change (Kaffeinformation, 2010a). The coffee plant is susceptible to weeds, frost and insect attacks wherefore the use of chemical pesticides is widespread. Together with the use of chemical fertilizers and genetically engineered plants it contributes to the acidification and eutrophication of soil in producing countries (Lofbergslila, 2011). A lack of financial incentives slows a much-needed reduction of the use of fertilizers and pesticides in coffee production (Swedwatch, 2010).

2.5 Environmental and social certifications of coffee

In this section, the most common environmental and social certifications of coffee are presented, this in order to provide the reader with an overview before continuing with a further discussion on Fairtrade, the certification chosen to represent ethical certification in the study.

The Scandinavian countries have the highest coffee consumption in the world. Finland, whose residents consume an average of 3.5 cups of coffee per person per day, is number one on the list. In Sweden people drink 3.2 cups, all together 30 million cups a day. Sweden is closely followed by Denmark and Norway, whose residents consume a little over 3 cups per person and day (Kaffeinformation, 2011e). In 2009 the Swedes consumed 153 litres of coffee per capita per year. Over the past 18 years this figure has been relatively constant, with a marginal increase during the early 1990s (Kaffeinformation, 2009f).

There is a wide range of environmental and social certifications of coffee. The certification informs the consumer of the production process and guarantees that the product meets certain social- and environmental standards (Kaffeinformation, 2008b). The share of certified coffee sold in Sweden was in 2009 estimated to 14% percent. The main part is double certified, which means it is both ecologically and social-oriented certified. The share of certified coffee consumed outside of home; in coffee shops, hotels, restaurants and at work, is higher than the share of certified coffee sold in grocery stores (kaffeinformation.se 2009c).

Listed below are the most common environmental and social certifications for coffee in Sweden:

Fairtrade



The Fairtrade organisation focuses on human rights; it sets standards for working conditions and prevents discrimination and child labour. All certified farmers must comply with requirements for democracy and freedom of association. The producer is guaranteed a minimum price for coffee, independent of the world price fluctuations (Fairtrade, 2011g).

KRAV



KRAV is a Swedish eco-certification for organic food. It aims to exclude the use of chemical pesticides and fertilizers in food production and by that reduce the negative effects on the environment as well as on animals (Krav, 2010b).

Organic farming



The EU certification guarantees that a product meets the EU requirements for organic production (EU-kommissionen, 2011).

Utz Certified 'Good Inside'



UTZ shall ensure that the coffee is produced with concern for the environment and that both producers and workers are offered reasonable conditions. The organization offers, through their website, the opportunity for customers to trace their cup of coffee to the specific coffee plantation (UTZ certified, 2011).

Rain Forest Alliance



The Rain Forest Alliance-certified coffee can be used as a component of coffee blends or to 100% as a certified product. The coffee is imported to Sweden and is produced under environmentally and socially acceptable conditions (Rainforest-alliance, 2011) (Kaffeinformation, 2008b).

4C - Common Code for the Coffee Community



4C is a newly taken initiative whose purpose is to improve the social, environmental and economic conditions for people who depend on coffee production for their living. Producers, trade associations, industry and civil society work together to enhance a long-term sustainable coffee production process (4C Association, 2009) (Kaffeinformation, 2008b).

SAI Platform



SAI Platform (Sustainable Agriculture Initiative) develops guidelines for environmentally and socially sustainable production of agricultural products such as coffee. The initiative is a collaboration between a number of international companies (SAI platform, 2010).

2.6 Further discussion on the Fairtrade certification

Fairtrade² is the leading international product certification (Fairtrade, 2010l). Fairtrade International's headquarters are situated in Bonn, Germany (Fairtrade, 2011h). The organization was formed in 1997 and consists of 24 subordinate organizations that act to set fair standards and to improve working conditions for producers. The standards are based on the fundamental ILO conventions on human rights in the workplace (Fairtrade, 2011g). In

² In the thesis, *Fairtrade* is referred to as the Fairtrade organisation rather than fair trade in general. Fairtrade coffee, Fairtrade certified coffee and Fairtrade labelled coffee are used as synonyms meaning coffee produced under conditions, which reach the standards set by the Fairtrade organisation.

order to meet Fairtrade International's standards the organization cooperates with an independent international certification body to make sure that all the certifications are managed properly.

Fairtrade International's main mission is to develop fair trade strategies around the world. The organization serves as an aid for farmers and workers with the help of around thirty regional representatives around the world. The main task of these regional representatives is to offer the producers the right information, advice and training and to find new potential markets for their products (Fairtrade, 2011i). Fairtrade International's criteria set demands on wage levels and minimum guaranteed prices for the products and help to prevent discrimination and child labour. Although Fairtrade is not a pure ecological certification, the Fairtrade organisation has certain environmental regulations and encourages organic production, (Fairtrade, 2011g).

In 2010, 4.8 percent, every twenty-fifth cup, of all coffee sold in Sweden was Fairtrade certified (Fairtrade, 2011b) (Fairtrade, 2010l). According to Fairtrade, the organisation helps to improve the working and living conditions for farmers and workers in developing countries. The product label should serve as a guarantee that a product meets international Fairtrade Standards. According to De Pelsmacker (2005), the Fairtrade label is the third most important influencer in coffee buying decisions.

Fairtrade products are gaining larger market shares in Sweden. Nowadays you can find Fairtrade certified products in most Swedish stores as well as in hotels and cafés. The Swedish market offers a collection of more than 1000 Fairtrade certified products, and the label can be found in some 20 product categories such as coffee, tea, cocoa, bananas and other fresh fruit, juice, rice, quinoa, chocolate, sugar, muesli, snacks, honey and wine (Fairtrade, 2010l) (Fairtrade, 2011j). Sweden is the leading country in Fairtrade certified coffee consumption per capita (Fairtrade, 2010l). The majority of the Swedish coffee roasters offer Fairtrade certified coffee among their collection of coffee types. Arvid Nordquist Classic, Bergstrands Brygg, Clipper, Ljöfbergs Lila, Zoégas, Nescafé, and Lindvalls Kaffe are some of the roasters that currently offer Fairtrade certified coffee (Fairtrade, 2011k).

2.6.1 Previous research - Consumer awareness and attitudes towards Fairtrade

On behalf of Fairtrade Sweden, the Swedish institute for public research (SIFO) conducted a survey in January 2011. The survey was performed on the Swedish population to investigate the knowledge of and attitude towards the Fairtrade certification. The survey was based on 2166 interviews, evenly divided between male and female (Fairtrade, 2011c).

The study reached the conclusions that:

- About one third of the respondents were aware of Fairtrade through spontaneous brand recalling. The respondents were able to recall the Fairtrade label when asked to name labels from a certain category.

- 65 percent recognize Fairtrade through brand recognition. The brand name, the logotype or both the brand name and category name were presented to the respondents.
- Women were more aware of Fairtrade than men. 72% of the requested women knew about Fairtrade as opposed to 58% of the requested men.
- 78 percent in the age groups 15-34 years recognized the Fairtrade label.
- 67 percent in the age groups 35-55 years recognized the Fairtrade label.
- 49 percent in the age groups 56-79 years recognized the Fairtrade label.
- Individuals with higher education were more aware of Fairtrade than those with lower education.
- 55 percent of the respondents have a positive attitude towards Fairtrade, out of these, 25 percent have a very positive attitude

According to SIFO, the sample was nationally representative for the Swedish Internet population (Fairtrade, 2011c). SIFO does not further explain how many individuals are included in the Swedish Internet population and does not define the term “Internet population”. The survey summary provides information regarding consumer awareness and attitudes towards the Fairtrade certification and claims that individuals with higher education are more aware of Fairtrade than those with lower education. However, education is not one of the variables visible in the charts presented in the survey and nowhere in the survey can information regarding what proportion of the respondents who had a certain educational level be found. It is also worth mentioning that the survey was conducted on behalf of Fairtrade Sweden and not by any independent organization. This might have had an effect on the results of the survey.

A research project for The European business network for Corporate Social Responsibility concluded that around fifty percent of the European consumers are willing to pay a significant price premium for ethically-certified products (Mori, 2000). According to De Pelsmacker (2005), the Fairtrade label is the third most important influencer in coffee buying decisions. The study “Do consumers care about ethics? Willingness-to-pay for fair-trade coffee” was based on a survey of 808 Belgian respondents and reached the conclusions that Belgians were willing to pay on average ten percent more for Fairtrade labelled products (De Pelsmacker, 2005).

2.6.2 Fairtrade criticism

The criticism of Fairtrade questions the potential of the organization to have significant effect on world poverty. The consumer demand for Fairtrade certified coffee is still limited and there are not enough resources to include all coffee farmers in the Fairtrade cooperation. Out of 25 million coffee farmers in the developing countries, only one and a half million are involved with Fairtrade. The Fairtrade model is hard to implement on a larger scale and the majority of coffee farmers are left out, some even worse of (Helena Johansson, 2009) (Marc Sidwell, 2008). The lack of demand for Fairtrade certified products often force the farmers to sell their Fairtrade produced products as regular uncertified products. Only 20 percent of the Fairtrade

certified production is sold under the Fairtrade label. With the higher production costs of Fairtrade products, this implies an economic loss for the farmer (Marc Sidwell, 2008).

The criticism also concerns the inefficiency of the Fairtrade system to transfer resources from consumer to producer. The value chain for coffee is long and non-transparent and the money must pass from the consumer through wholesalers, buyers, roasters and cooperatives to eventually reach the grower of coffee beans (Helena Johansson, 2009). Out of the price premium the consumers pay for Fairtrade certified coffee, only ten percent actually reaches the producer (Marc Sidwell, 2008).

The biggest criticism of Fairtrade is the fact that the system stands in the way for free trade. According to free trade proponents, the most effective way to reduce world poverty is to abolish trade barriers in the developed- as well as in the developing countries. Farmers who are members of a Fairtrade cooperative are guaranteed a minimum price for their products. The minimum price is linked to the production of certain crops, which does not support diversification and structural transformation. According to free trade sympathizers, in order to achieve economic development it is vital that the coffee farmers become fewer, larger and more productive. The least productive farmers must be given the opportunity to find new sources of revenue while productive farmers must be encouraged to expand and develop their operations. Furthermore, the minimum price is not directly related to the demand for Fairtrade coffee, which can cause overproduction. Although it is not yet an issue, poor farmers who stand outside the Fairtrade system can be affected negatively if the demand for Fairtrade coffee increases and causes the demand and the price for conventional coffee to fall (Helena Johansson, 2009).

The criticism highlights the importance of Fairtrade not causing consumers to refrain from buying conventionally produced labour-intensive goods imported from developing countries. The majority of poor farmers are dependent on conventional trade for their providing and regular trade has, due to its extent, much bigger potential to reduce world poverty than Fairtrade. The term cultural imperialism refers to when one culture dominates others, either by technological or economic superiority. Cultural imperialism implies that values and cultural products of the Western countries, the United States in particular, are transferred onto non-Western countries (David Rothkopf, 1997). Cultural imperialism also includes the spreading of views on human rights and democracy. Within the western societies, these views are often considered universal.

Fairtrade requires the farmers to form cooperatives and by that act democratically; a single farmer cannot get his production certified even though it meets the standards set by the Fairtrade organization. This can help to strengthen the bargaining power of the farmers, but according to the critics, there might be other organization structures, more suitable for the farmers (Helena Johansson, 2009). The ILO Convention No 138 concerning minimum age for admission to employment states that the minimum age shall not be less than the completion of compulsory schooling and not less than 15 years. Countries with an insufficient educational system are allowed to initially specify a minimum age of 14 (Fairtrade, 2011g). Western

people tend to be inflexible when it comes to child labour. However, some claim that the issue might not be as simple as it appears at first sight. Employment of children is hard to morally justify. However, if the child has no other option and working is the child's only possible source of income, companies are faced with a moral hazard.

2.7 Problem discussion summary

There are controversies surrounding the value socially responsible marketing activities generate for companies. The opinions differ on whether or not ethical marketing activities have effect on consumer behaviour. A gap between attitude and behaviour in ethical consumption has been identified, meaning that consumer attitudes towards ethical products do not fully reflect their purchase behaviour. The uncertainty regarding the value of marketing socially responsible activities constitutes a problem for companies when making marketing decisions.

Coffee is one of the most valuable primary products in the world trade. There are more than 25 million coffee farmers around the world and approximately 100 million people are dependent on coffee for their livelihood. A majority of countries producing coffee are developing economies where the production and exporting of coffee represents a considerable share of the foreign exchange earnings. The supply chain for coffee is often long and non-transparent which compromises the opportunities for farmers to influence the market and to assert their interests.

The Scandinavian countries have the highest coffee consumption in the world. Conventional coffee, often produced under poor circumstances, still represents the majority of Swedish coffee sales. There is a wide range of environmental and social certifications of coffee. The certification informs the consumers about the production process and guarantees that the product meets certain standards regarding social and ethical concerns and environmental effects. Fairtrade is the leading international product certification; the standards of the organisation are based on the fundamental ILO conventions on human rights in the workplace.

The basic idea of ethical consumption, to be able to do good by consuming, is appealing to many people. The ethical certification bodies and the retailers of ethically-certified products do their best to communicate the positive effects of the certifications. There are many proponents of ethical certifications, but there are also critics who claim that even though the certifications have some positive effects, they can never have significant influence on world poverty. The criticism of Fairtrade claims that consumer demand for Fairtrade certified coffee still is limited and that there are simply not enough resources to include all coffee farmers in the Fairtrade cooperation. Furthermore, the critics' highlight that the Fairtrade model is hard to implement on a larger scale and that the majority of the coffee farmers are left out, some even worse off.

CHAPTER 3

THEORY

The chapter presents the theories which constitute the theoretical framework of the study. Both behavioural- and competitive strategy theories are used in the study. Initially, the authors address the decision-making process for low-engagement products and consumer attitudes. Thereafter the characteristics of ethical consumption are described followed by Porter's competitive strategy model. The chapter concludes with a short summary of the theory.

3.1 Theoretical framework

The theoretical framework of the study consists of behavioural theories and competitive strategic theories. When wishing to increase the understanding of consumers, behavioural theories provide a starting point and therefore, previous research on behaviour, is presented in the study. The marketing of socially responsible activities can be used to achieve competitive advantages and competitive strategic theories can provide further insight into why companies choose to profile themselves as socially responsible. In order to create an overall picture, it is necessary that both behavioural and competitive theories are considered.

3.2 Behavioural theories

Behavioural theory is the generic term for science disciplines concerned with scientifically studying and observing human behaviour. Behavioural theories can offer insight into consumer behaviour and provide guidelines when designing marketing strategies (Schiffman & Kanuk, 1997). The authors have chosen coffee to represent ethically-certified products. Coffee is considered a low-engagement product by most people (see 1.4), therefore theories regarding the decision-making process for low-engagement products are discussed. Attitudes play a significant role in consumer behaviour, wherefore the authors find it relevant to present research on the subject. Finally, theories on ethical consumption are addressed, this in order to highlight the characteristics of the ethically conscious consumer and the driving forces of ethical consumption.

3.2.1 The decision-making process for low-engagement products

Depending on the level of engagement the consumers share for a product, they put more time and effort into some purchases than others. Products are usually categorized as high- or low-engagement products (Mårtenson, 2009). What classifies a product as a high- or low-engagement product is subjective and based on the individual (Mullins et al 2005).

A *high engagement* product is characterized by the psychological impact the purchase has on the consumer. The product is considered important by the consumer and can be used to express social needs. A high engagement product can also be an expensive product. A *low-engagement product* is not very important to the consumer; it is often considered cheap and does not pose a great financial risk to the consumer. Buying decisions for low-engagement products are often based on impulses, brand loyalty or other circumstances such as store selection or shelf positioning (Mullins et al., 2005).

3.2.1.1 ELM - Elaboration Likelihood Model

How consumers process information or advertising depending on the level of engagement is described in the ELM - Elaboration Likelihood Model (see figure 3.1). “EML” describes two paths to persuasion. When the consumers share low engagement for a product or brand, advertising has an indirect influence on persuasion. When the target group shares high engagement, persuasion is affected by the quality of the message. High engagement consumers process the information in a methodical and analytical way. ELM describes how consumers form attitudes towards brands or individuals. The model further describes individuals’ ability to absorb information and their motivation to use information when processing commercial communication messages. According to ELM the motivation to process a message is mainly influenced by whether or not the message is perceived as personally relevant to consumers.

The source: The source of the communication message has impact on how consumers process information. Trustworthy individuals such as celebrities or professors are more likely to affect consumers than unfamiliar individuals.

The message: The nature of the message affects how the message is processed by the consumers and for how long consumers will remember the message.

Ability and motivation to process the message: Consumers use a central path to persuasion and process the information of the message in a more analytical way. Decisions are made after careful consideration (Mårtenson, 2009, p.162).

Lack of ability and motivation to process the message: Consumers use a peripheral path to persuasion. Simplified decision rules are used and consumers make fast decisions.

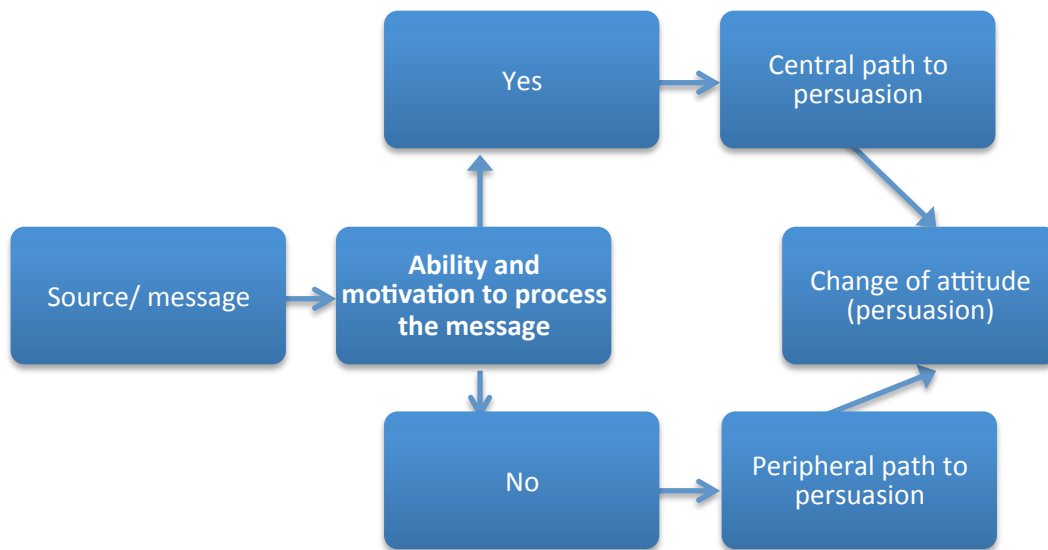


Figure 3.1 ELM- Elaboration Likelihood Model. Richard E. Petty & Duane T. Wegener (1999): The Elaboration Likelihood Model: Current status and controversies. In eds. S. Chaiken & Y. Trope, Dual process theories in social psychology. New York: Guilford Press, page 43.

3.2.2 Attitudes

There are numerous definitions of *attitude*. In summary they describe attitude as an individual's valuation, positive or negative, of a thing or a matter (Skaug, 2005). Fishbein and Ajzen define attitude as the sum of all positive and negative thoughts of an object or a happening (Fishbein & Ajzen, 1980). An individual's attitude is shaped according to underlying variables such as performance tendency, personality and learning characteristics. Attitudes contribute to the individual's frame of reference and provide guidelines when structuring the surroundings (Skaug, 2005).

- Attitudes consist of three components: the *cognitive*, the *affective* and the *behavioural* component.
- The cognitive component consists of an individual's perception of an object, what he or she considers right and wrong (Skaug, 2005). The perception is based on information and previous experiences of the object (Schiffman & Kanuk, 1997).
- The *affective* component consists of the individual's emotions and values of an object (Skaug, 2005). The likelihood of an individual purchasing a specific product is larger when the individual shares positive feeling towards the product (Schiffman & Kanuk, 1997).
- The *behavioural* component consists of the individual's intention to act according to the attitude (Skaug, 2005). In terms of buying behaviour, the behavioural component

constitutes the consumers' perception of whether their attitudes to a product will lead to a purchase of the product (Schiffman & Kanuk, 1997).

The knowledge of attitudes is fundamental to the understanding of social behaviour and can serve as an opportunity to observe behaviour and values. Knowledge of attitudes can also help to assort information, to some extent provide explanations of behaviour towards an object and to influence and support functions such as values, self-defence and evaluation of objects (Skaug, 2005). Through a better understanding of the attitude psychological functions, companies can design their marketing activities to more effectively affect consumers' motivation to buy a product (Schiffman & Kanuk, 1997).

The relationship between attitude and behaviour is under constant discussion. Some researchers claim that attitudes to some extent affect the behaviour while others assert that there is no link between attitude and behaviour. The accessibility of the attitudes as well as the characteristics of the individual, the situation, the behaviour and the attitude are factors determining how strong the relationship between attitudes and behaviour is.

- *The accessibility of attitudes:*
Attitudes, which are recently used by the individual, are easily accessed. The same applies to attitudes which are based on direct experience, they are more accessible than attitudes based on indirect experience and can help facilitate the decision-making process.
- *The characteristics of the individual:*
Depending on the extent to which they are influenced by the attitudes and behaviour of people in their surroundings, people can be divided into two groups; "high self-monitors" and "low self-monitors". High self-monitors constantly adjust their opinions according to their surroundings while low self-monitors to a greater extent let their inner opinions guide them. Therefore, the congruity between attitudes and behaviour has shown to be higher among the low self-monitors.
- *The characteristics of the situation:*
Attitudes provide guiding in the decision-making process and help to make fast decisions. Attitudes have often proved to have a bigger impact on decisions made under time pressure, norms and general ideas of how to behave and what to do in a certain situation also affects decision-making.
- *The characteristics of the behaviour:*
There is difference between finding something important and finding something crucial for the decision you are about to make. There can also be a difference between the attitude towards a certain product and the attitude towards buying the product. Therefore, it is important to measure attitudes and behaviour at the same specification level.

- *The characteristics of the attitudes:*

Attitudes based on a person’s own experiences are often known to be stronger and have more influence on behaviour than attitudes created by indirect influence such as commercials (Mårtenson, 2009, p.231-232).

Ajzen and Fishbein’s model “Theory of Reasoned Action” (see figure 3.4) was developed to provide a deeper understanding of the correlation between attitude and behaviour. The model illustrates how a specific behaviour is predicted and consists of three components; the *attitude towards a specific behaviour*, *subjective norms and social pressure* and the *behavioural intention*. The behavioural intention is a function of the attitude towards the behaviour and the subjective norms (Fishbein & Ajzen, 1980).

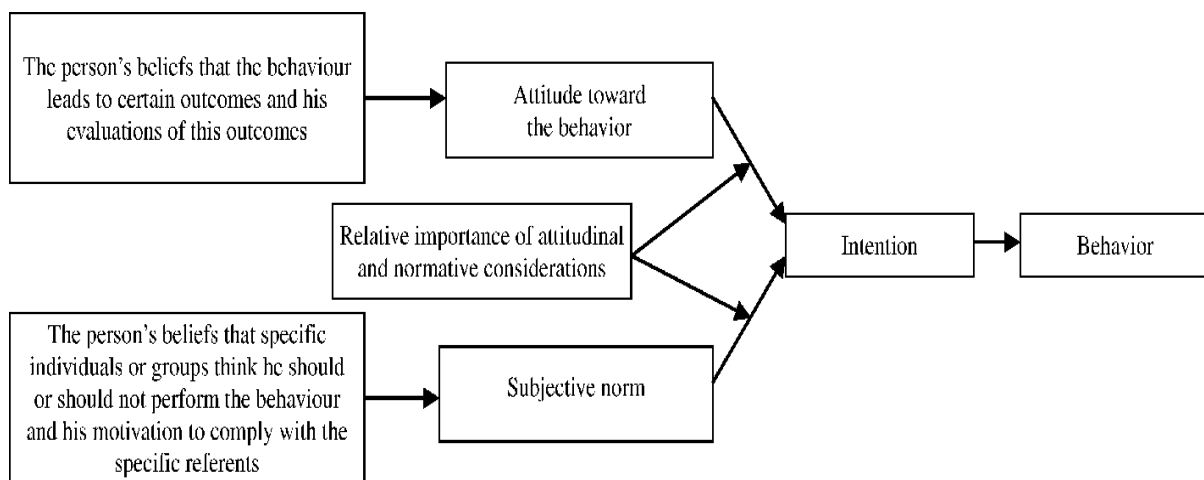


Figure 3.4 Factors determining a person’s behaviour (Ajzen & Fishbein, 1980, p.8)

3.2.3 Ethical consumption

The authors have used Miller's (2001) definition of ethical shopping with the meaning that individuals subordinate their own and the household's immediate interests in favour of caring for distant matters, such as social welfare for producers or the global environment.

3.2.3.1 Who is the ethically conscious consumer?

Pelsmacker’s study “Do consumers care about ethics? Willingness-to-pay for fair-trade coffee” concluded that the most frequent Fairtrade consumers are high-educated individuals between the ages of 31-44. The study could not prove a relationship between gender and willingness to pay extra for Fairtrade certified coffee (Pelsmacker et al 2005).

The survey conducted by SIFO on behalf of Fairtrade Sweden, found that out of the Swedish population, individuals between the ages of 15-34 are the most frequent Fairtrade consumers. In contradiction to Pelsmacker’s study, SIFO concluded that women, to a greater extent than

men, buy Fairtrade certified products. The survey confirms the positive relationship between higher education and consumption of Fairtrade certified products (Fairtrade, 2011c).

3.2.3.2 The driving forces of ethical consumption

Consumers share different opinions on what should be defined as ethical behaviour and the motivations for ethical consumption differ between individuals. The behaviour of consumers are influenced by a variety of factors such as habits, economic preconditions and advertising trends but also by deeper and more elusive elements of social and cultural character. Examples of driving forces of ethical consumption are environmental, social, political, or religious reasons. What ethical consumers have in common is that they care about how their consumption affects the outside world (Harrison et al., 2005).

Frey (1997) believes that traditional consumption theories put too much emphasis into external factors, especially price. In his book "Not just for the money. An Economic Theory about human motivation", he highlights inner factors, such as individual preferences, as important for consumer behaviour (Frey, 1997). Granström (2007) also questions the traditional economic theory, which is based on the assumption that the consumers always act rationally and with the intention of maximizing their own profits. According to him, the motives of consumers are more complicated and many individuals act altruistically by performing costly actions that benefit others (Granström, 2007). During recent years, the negative effects of the consumer society have received greater attention. Consumption has become a way of achieving political change and expressing values in for example environmental, health and global resource allocation matters (Klein 2000).

Maslow's hierarchy of needs (see figure 3.2) sought to explain why people strive to fulfil certain needs at certain times. The human needs are arranged in a hierarchy, not until the most fundamental needs are satisfied the person will move up the pyramid and try to fulfil the next most important need (Kotler et al., 2003, p. 193). Maslow's theory has had major influences on research on motivation although it has been criticized for not being empirically verified (Lennart Sjöberg, 1999).

Many of the driving forces of ethical consumption can be fitted into the upper parts of Maslow's pyramid. One reason that ethical consumption is currently given much attention is that the majority of the individuals in the wealthy countries have already fulfilled the lower needs of Maslow's hierarchy of needs and consumes ethically in order to achieve psychological and self-fulfilment needs (Harrison et al., 2005).

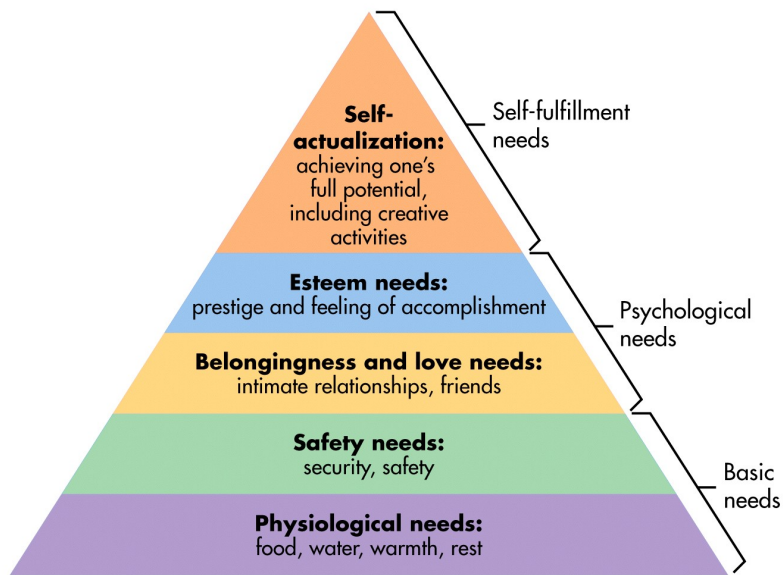


Figure 3.2 Maslows hierarchy of needs “Principles of marketing”, Kotler et al., 2003

3.2.3.3 The psychological driving forces of ethical consumption

In Sweden, a country where a majority of the residents find themselves in the upper parts of Maslow's hierarchy of needs, psychological driving forces have a considerable effect on consumer behaviour. Presented below are three psychological driving forces, which can affect ethical consumption behaviour.

- *Social approval needs:*
By purchasing certain brands and products the consumer can sometimes experience that they gain social approval. For example individuals who buy ethically-certified products can feel that people in their surroundings might start to view them in a favourable way for being ethically conscious. The positive reactions from others bring positive emotions to the consumer, which can sometimes serve as an incentive to buy ethically-certified products (Hoeffler, S., Keller, K. L., 2002).
- *Self-expression needs:*
What products and which brands we buy can indirectly affect how others perceive us. The buying decisions of a person can help signal to others what he or she stands for and finds important (Martesen A. och Grønholdt, L. 2004). The purchasing of certain products or brands can become a personal statement and in some cases, depending on how well it fits into their self-image, the brand or the product can become part of the consumers' personality (Aaker, D., 1996).
- *Self-respecting needs:*
By purchasing a certain product or brand the consumer can achieve inner satisfaction. The feeling of doing the right thing can persuade consumers to feel more at ease with themselves and feel proud of their own actions. Self-respecting needs concern the

feelings and inner thoughts of the consumer, wherefore external symbols that prove the customer's involvement with the brand or product are less important in the context (Hoeffler, S., Keller, K. L., 2002).

3.3 Competitive strategic theories

Michael E. Porter is a leading authority on competitive strategy. His theories are widespread and used by both theorists and professionals. Companies consist of numerous functions. In a well-performing, competitive business; these functions are connected and integrated. Marketing cannot be considered a separate function, like the rest of a company's activities, marketing has to be well-connected to a company's overall competitive strategy. The marketing of socially responsible activities can be used to achieve competitive advantages. By offering ethically-certified products, companies can differ themselves from other, competing businesses. Porter's competitive strategies can help to provide insight into what can be achieved by choosing a certain competitive strategy.

3.3.1 Porter's competitive strategies

According to Michael E. Porter the competitive situation within an industry depends primarily on five competitive forces; the *industry competitive rivalry*, the threat of *new entrants*, the threat of *substitute products or services*, the *bargaining power of suppliers* and the *bargaining power of customers*. The five forces together determine the intensity of the competition and the profit potential within the industry. The better a company manage to master the five competitive forces, the higher the return. There are a wide variety of strategies available which aim to make companies more successful than others although three general strategies are identified (see figure 3.3); *cost leadership*, *differentiation* and the *focus strategy* (Porter,1980,87).

- *Cost leadership strategy:*
Competing with cost leadership requires continuous effort for cost reduction, strict control of operating costs, still without neglecting the quality of the production. Companies that manage to achieve a leading market position through cost leadership hold a strong position against suppliers, buyers, new entrants and substitutes. However, large-scale production involves a certain risk of stagnation and can pose a problem for companies undergoing change. Focusing too much on cost can pose a risk of missing relevant market or technological changes. Offering the lowest price does not necessarily generate customers if the technology used and the products offered are considered out-dated.
- *Differentiation strategy:*
Companies that use a differentiation strategy compete by offering unique products. By offering products, which in some way differ, from the competitors', companies can create customer loyalty. By creating customer loyalty company may be able to achieve higher margins; brand-loyal customers are less price sensitive, while creating barriers to entry

for new entrants. Higher margins provide more power for companies when negotiating with suppliers and buyers. However, when choosing a differentiation strategy, companies are faced with a much smaller market and the extent to which the differentiation outweighs the price difference is limited.

- *Focus strategy:*

Companies that compete on a focus strategy choose to focus on a particular segment of the market, a particular target. It is assumed that companies that use a focus strategy can serve their target group better than companies that have a broader perspective, either by cutting down their costs to maintain lower prices or by better meeting consumer needs. There are two types of focus strategies, focus through cost leadership or focus by differentiation (Porter,1980,87)

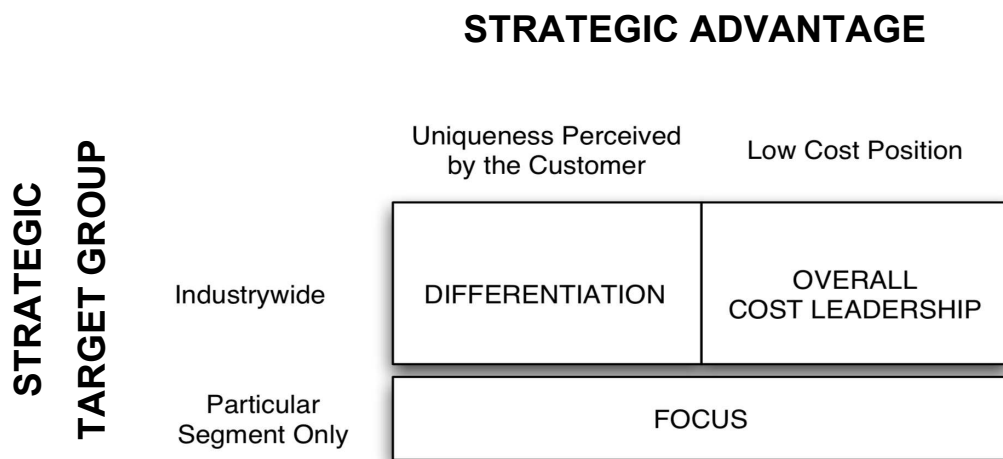


Figure 3.3 Porter, M.E. (1980,87): Competitive Strategy, Techniques for Analyzing Industries and Competitors, The Free Press, New York.

3.4 Theory summary

The theoretical framework of the study consists of behavioural theories and competitive strategic theories. Behavioural theories can provide an understanding of consumer behaviour while competitive strategic theories give an insight into why companies choose to profile themselves as socially responsible. Most people consider the study object, coffee, a low-engagement product. Buying decisions for low-engagement products are often based on impulses, brand loyalty or other circumstances such as store selection or shelf positioning. When the consumers share low engagement for a product, advertising has an indirect influence on persuasion. By being aware of consumers' ability to absorb information and their motivation to use information when processing commercial communication messages, efficient communication strategies can be developed.

The knowledge of attitudes is fundamental to the understanding of social behaviour and can serve as an opportunity to observe behaviour and values. Knowledge of attitudes can also help to assort information, to some extent provide explanations of behaviour towards an object and to influence and support functions such as values, self-defence and evaluation of objects. Through a better understanding of the attitude psychological functions, companies can design their marketing activities to more effectively affect consumers' motivation to buy a product. The relationship between attitude and behaviour is under constant discussion. Some researchers claim that attitudes to some extent affect the behaviour while others assert that there is no link between attitude and behaviour. The accessibility of the attitudes as well as the characteristics of the individual, the situation, the behaviour and the attitude are factors determining how strong the relationship between attitudes and behaviour is. The correlation between attitude and behaviour can also be explained by the attitude towards a specific behaviour, subjective norms and social pressure and the behavioural intention.

The behaviour of consumers is influenced by a variety of factors such as habits, economic preconditions and advertising trends but also by deeper and more elusive elements of social and cultural character. In Sweden, a country where a majority of the residents find themselves in the upper parts of Maslow's hierarchy of needs, psychological driving forces have considerable effect on consumer behaviour. Social approval-, self-expression- and self-respecting needs are examples of driving forces of ethical consumption. The marketing of socially responsible activities can be used to achieve competitive advantages. By offering ethically-certified products, companies can differentiate themselves from other, competing businesses. Porter's competitive strategies can help provide insight into what can be achieved by choosing a certain competitive strategy.

CHAPTER 4

METHODOLOGY

The chapter presents the scientific methods and approaches used in the study. The scientific approach is addressed, followed by the research approach and a description of qualitative and quantitative methods. Further, the information gathering and the methods used in the implementation of the study are described followed by a discussion of the validity, reliability and trustworthiness of the sources used in primary and secondary data. The chapter concludes with a short summary of the methodology.

4.1 Scientific approach

The way in which reality is perceived affects the design of research projects. Within natural science, reality is often assumed to be objective and unaffected by human preconceptions. Within social science, however, the reality is considered to be created by the observer and therefore always dependent on the beliefs of the viewer. There are two main traditional approaches to how research should be conducted, positivism and hermeneutics (Wiedersheim and Eriksson 1991).

4.1.1 Positivism

Positivism is a term describing the scientific view that emphasizes the importance of knowledge being valid and accurate. Objectivity, validity, and reliability are desirable and the researcher shall not influence the results of the study (Widerberg, 2002). In accordance with the positivistic scientific perspective, all knowledge should be created in a homogenous way. Problems are divided into pieces, which are considered separate issues (Holme & Solvang, 1997). The positivistic scientific approach has for long dominated the investigative work in universities and research institutes. A reason for this might be that the positivistic methods were the first to break through science subjects such as medicine, physics and biology (Wiedersheim and Eriksson 1991).

4.1.2 Hermeneutics

The study is written from a hermeneutic perspective. Such a perspective highlights the importance of understanding and interpretation of the problem. The research is based on understanding the problem as a whole and the interpretation of the problem is influenced by the expectations and preconceptions of the researcher (Widerberg, 2002). In contrast to a

study based on a positivistic scientific approach, designed to describe or explain a phenomena, a study based on a hermeneutic approach seeks to create a comprehensive understanding of the study object. The hermeneutic perspective highlights the importance of viewing an object or a situation from a holistic perspective, where the whole is greater than the sum of its parts. According to the hermeneutic approach one must not judge organizational efficiency by studying different parts of an organization alone, separated from each other (Wiedersheim and Eriksson 1991). Since the purpose of the study is to provide a deeper understanding of the effects of ethical product certifications on consumer behaviour the study will be based on a hermeneutic approach.

4.2 Research approach

There are four types of research approaches; explorative, descriptive, casual and predictive. The *explorative* approach is used to provide a basic understanding of a problem area, which is characterized by a lack of information. A *descriptive* study, aims to answer well-specified research questions and to understand and describe the characteristics of a phenomenon. By conducting *casual*, or explanatory, research, the researcher hopes to investigate how variables are interrelated in a problem area. A casual study often looks deeply into a few variables. The *predictive* approach aims to forecast what will happen in the future (Wiedersheim and Eriksson 1991).

Since the study aims to investigate the effects of ethical product certifications on consumer behaviour, the authors have chosen to use a descriptive approach when conducting the study. The descriptive approach is suitable when there is previous research on the subject and the information demanded to answer the research question is well-defined.

4.3 Quantitative and qualitative method

Quality is the essential characteristics of an object while quantity is the amount of the characteristics (Starrin & Svensson, 1994). *The quantitative method* aims to determine quantities; in form of numbers, while *the qualitative method* is characterized by a wish to clarify and explain the features of a phenomenon; in the form of words (Widerberg, 2002). The qualitative method is used to answer the questions *how* and *why*, the purpose is to create an understanding of the research subject. The researcher plays a significant role in the interpretation of the result and the qualitative method does not aim to present generally representative data. The use of a qualitative method might implicate difficulties when trying to compare the respondents' answers. This can problematize the drawing of conclusions from the study (Holme & Solvang, 1997).

The quantitative method is used when wishing to answer the questions *what* and *who*. In contrast to the qualitative method, the quantitative method aims to generate data, as representative as possible. The method is well-structured and all respondents are faced with the same questions and response options. This makes the results generally applicable at the same time as it poses limitations for the researcher. The questions cannot be adjusted as the

research proceeds and questions found to be irrelevant to the study, cannot be sorted out retrospectively (Holme & Solvang, 1997).

The purpose of the study is to provide a deeper understanding of the effects of ethical product certifications on consumer behaviour. Therefore, the study is to a large extent of a qualitative nature. However, the methods used for primary data gathering are both quantitative and qualitative. In order to create an indication of the general consumer attitude and behaviour towards ethical product certifications, a quantitative survey is used. After collecting the respondent's answers; a few questions, which the authors wish to examine further, will be picked out to form the basis for a handful of qualitative interviews. By conducting both a quantitative survey and qualitative interviews, the authors wish to increase the quality of the study.

4.4 Information gathering

In the study, both secondary and primary data has been collected. Secondary data can be found in newspaper articles or books as well as in scientific papers and consists of existing information collected by others. One should always have a critical approach towards information based on secondary data. The circumstances under which the secondary data is collected and what the author wishes to achieve with the study can have influence on the results. Therefore secondary data can serve mainly as a tool to achieve greater understanding of the subject investigated (Wiedersheim-Paul & Eriksson, 1991). Primary data is information collected specifically for the study. There are different methods to collect primary data although interviews and surveys are most commonly used. The characteristic of the problem, resources available and the number of observations necessary to complete the study affects the decision of which collecting method one shall use (Wiedersheim-Paul & Eriksson, 1991).

4.4.1 Secondary data

To gain a deeper understanding of the aspects of ethical product certifications the authors started by collecting information concerning ethical consumption and ethical product certifications. Initially, sources such as newspaper articles and websites were used to create an overview of the subject. As the work proceeded, the frame of reference started to take shape and relevant theories on the subject were found. With help from theories on behavioural science and competitive strategy the purpose and research questions were developed.

4.4.2 Primary data

By collecting primary data, the knowledge gained through the gathering of secondary data can be supplemented. The theoretical framework of the study constitutes the basis for the choice of the primary data collecting method. The primary data is collected through a quantitative web survey, which is complemented with a handful of qualitative unstructured interviews. The collection of primary data is further addressed in the following paragraph.

4.5 Implementation of the study

Information found in secondary data has had significant impact on the purpose and research question discussed in the study. Secondary data functioned as a tool when summarizing the empirical data. In the primary data collecting process, both quantitative and qualitative methods have been used. First a web-based survey was performed.

Collecting quantitative data via the Internet combines the benefits of both telephone- and written surveys. By conducting a web-based survey, the respondents are effectively reached and the answers are easily collected. The input of time and money required from the researcher is limited and the encoding and analysing of the results are facilitated. In a web-based survey, the questionnaire can be designed to include both animations and sound illustrations and several different question types can be used. The limited opportunity offered by an Internet survey to adjust the questions to the respondent did not constitute a problem, since the questionnaire was standardised in order to make the preconditions of the survey as similar as possible to all respondents (Lekvall, Wahlbin & Frankelius, 2001).

The web-based survey was performed on Facebook. By choosing Facebook, a social media site mainly used by young people, as a platform for the investigation, the authors wished to reach out to a younger public since they are more aware of the Fairtrade label and to a larger extent consume Fairtrade certified products (Fairtrade, 2011c). During a five-day period, the survey was performed on 100 respondents, living in Sweden. The use of a web-based survey was a strategic choice made by the authors. Such a survey facilitates the collection of data and can also be considered not as demanding by the respondents since they can choose when to complete the survey.

The questionnaire consists of 13 questions (see appendix 1), which were chosen in order to answer the research questions. Fairtrade certified coffee was chosen to represent ethically-certified products. Fairtrade is the leading international product certification and coffee is one of the most important ethically-certified products (Fairtrade, 2010l) (Fairtrade, 2011b). By choosing a specific product to represent ethically-certified products in general, the authors hope to increase the ability of the respondent to relate to the questions.

The first two questions concern the age and gender of the respondents. They are followed by a ranking question in which the respondents are asked to state what they consider most important when buying coffee. Thereafter, the respondents are asked to specify to which extent they agree with a number of statements, in order to provide an insight into consumer attitudes towards ethical product certifications, on whether consumers view ethical certifications from a critical perspective and the driving forces underlying ethical consumption. Furthermore, the questionnaire consists of one yes or no question and three open-ended questions. The respondents were all asked the same questions, in order to facilitate the analysing and comparison of the answers.

After conducting a quantitative survey, five questions; which the authors wished to examine further, were picked out. With these questions as a basis, eleven interviews were performed with randomly selected students found in the facilities of the School of Business, Economics, and Law in Gothenburg. The interviews were of an unstructured nature. The level of structure indicates the extent to which the researcher controls how the respondents perceive the questions. Unstructured interviews are suitable when the researcher wishes to gain an insight into the feelings and emotions of the respondent. By conducting unstructured interviews, the researcher is provided with an opportunity to ask supplementary questions, to adapt the questions to the respondent and to encourage discussion (Lekvall, Wahlbin & Frankelius, 2001).

4.5.1 Sample selection

Three selection methods are generally used in the process of selecting samples; simple random sampling, stratified sampling and cluster sampling. When choosing a *simple random sampling method* all population units share the same probability to be included in the selection. With assistance from a computer program, this method is commonly used to facilitate the selection process. With a *stratified sampling method*, a population is first divided into different categories such as gender or age; thereafter a simple random sampling method is used on the categories. The third method, *cluster sampling*, is used when selecting a sample based on clusters of units in a population. This method is often less expensive and easier to perform than the simple random and the stratified sampling (Andersen, 1998).

In probability theory, the law of large numbers (LLN) states that the larger the sample size, the less probability that the values found in the sample selection deviate significantly from the values found within the entire population (Lekvall, Wahlbin & Frankelius, 2001). In the primary data collection process, quantitative and qualitative methods have been used. Through an event invitation on Facebook, 350 individuals were asked to complete a web-based survey. The event invitations were sent out through Facebook. All individuals listed as friends of the authors, except those living outside Sweden, were invited to participate in the survey. All approached individuals are under the age of 45, this is in accordance with the knowledge that younger people in general are more aware of ethical certifications and that they are the most frequent Fairtrade consumers (Pelsmacker et al 2005) (Fairtrade, 2011c).

The sample used in the web-based survey is what is referred to as a *non-probability sample*. In contrast to a *probability sample*, where the risks of error are quantitatively measured, the non-probability sampling method measures the risks of errors qualitatively and intuitively. The choice of a non-probability sampling method depended on the costs of and the time by the probability sampling. A *convenience sample* was used in the web-based survey, meaning that the study focuses on a small share of a population and does not represent the population as a whole (Lekvall, Wahlbin & Frankelius, 2001).

The eleven respondents participating in the interviews were randomly selected students found in the facilities of the School of Business, Economics, and Law at Gothenburg University. The sample selection used in the study was chosen in order to create an indication of the

effects of ethical product certifications on the consumption behaviour of young people living in Sweden. The results of the study can therefore not be considered as representative for the Swedish population as a whole.

The results of a study can be distorted by respondents giving incomplete answers or choosing not to respond at all (Wiedersheim-Paul & Eriksson, 1991). In the survey, *non-response* or *incomplete response* errors were avoided. The respondents were invited to participate in the survey through an event invitation on Facebook. On the event site a link to the web-based survey was available. This means that the authors could wait until the required number of responses was collected to analyse the results of the survey.

4.6 Validity and reliability of the study

The level of validity and reliability measures the accuracy of a study. Measurement errors can arise from inadequacies in the measurement method. There are two types of inadequacies, low validity and low reliability. The *validity* concerns whether the measurement method is consistent with the purpose and research question of the study while the *reliability* indicates how resilient the measurement method is to influences of the circumstances surrounding the interview (Lekvall, Wahlbin & Frankelius, 2001).

The authors consider the measurements methods used in the study to be well consistent with the purpose and research questions. The questions used in the survey and in the interviews were developed on the basis of the problem discussion. By conducting a quantitative survey, the authors wished to create a general indication of the effects of ethical product certifications on consumer behaviour. However, given the relatively small sample selection, the general applicability of the study can be somewhat questioned.

The level of reliability implies whether the investigation can be repeated with basically the same results (Lekvall, Wahlbin & Frankelius, 2001). The survey questionnaire was designed to provide the study with a high reliability. The questionnaire was standardised to make the preconditions of the survey as similar as possible to all respondents. In order to avoid misunderstandings and misinterpretations, the survey questions were carefully chosen and formulated. To make sure that the respondents did not lose focus, the questionnaire contained only a limited number of questions and in order to minimise the impact of the researcher, the responds were collected through the Internet. During the eleven interviews, both authors were present, to minimize the risk of misinterpretations. One person led the interview while the other took notes. Since the authors are aware of the limitations of the short-term memory, the notes were compiled immediately after the interviews took place.

4.7 Source criticism

To be able to draw proper conclusions from the results generated by the study, the material used must be critically evaluated and valued. An evaluation of the validity, relevance and reliability of the sources can provide an indication of the extent to which an uncertainty of the

conclusions drawn from the study exists. The *validity* of a source specifies whether it measures what it is supposed to, the *relevance* indicates whether the source is significant to the study and the *reliability* confirms that the source is free from systematically made errors (Wiedersheim-Paul & Eriksson, 1991).

To increase the credibility of the study, material from several different sources within the study area has been used. To create accurate and current content, to the greatest extent possible, up-to-date information has been collected. The authors have a critical approach towards secondary data and have evaluated and discussed the validity, relevance and reliability of all sources used. The possible effect of the authors' background, the circumstances under which the literature has been written and the characteristics of the intended reader on the quality of secondary data has been taken into consideration.

The authors are aware of the possible deficiencies of the primary data collected for the study. A significant part of the questions asked in the survey, as well as in the complementing interviews, concerned the attitudes of the respondents. Individuals often give answers that are socially appropriate when participating in attitude tests or studies. Attitudes measured have a tendency to be of a more positive nature than the actual behaviour of the respondent, particularly if the respondent feels the need to make a good impression on the researcher (King and Bruner 2000). The terms under which attitude tests or studies are performed have an impact on the final result. Attitudes are traditionally measured through questionnaires in which the respondents are asked to fill in the answers which best correspond to their opinions. In some situations respondents are not able or willing to report their attitudes in an accurate way. In addition, ethical consumption behaviour can for some respondents be regarded a socially sensitive issue and this aspect must be taken into consideration when analysing conclusions made by attitude studies (Greenwald and Banaji 1995; Maison 2002). By using an anonymous web-based survey, the authors hope to minimise the pressure on the respondents to give socially appropriate answers. The authors are also conscious of the possibility that respondents give answers which are consistent with what they believe the survey will conclude and that the use of a short questionnaire might cause respondents not to read and evaluate the questions thoroughly.

4.8 Methodology summary

There are two main traditional approaches to how research should be conducted, positivism and hermeneutics. Since the purpose of the study is to provide a deeper understanding of the effects of ethical product certifications on consumer behaviour the study will be based on a hermeneutic approach. The authors have chosen to use a descriptive research approach when conducting the study since a *descriptive* study aims to answer well-specified research questions and to understand and describe the characteristics of a phenomenon. The study is to a large extent of a qualitative nature. However, the methods used for primary data gathering are both quantitative and qualitative.

The study consists of both secondary and primary data. The secondary data used in the study derives from sources such as newspaper articles, websites, journals and books on behavioural science and competitive strategies. The primary data was collected through a quantitative web survey, which was complemented by eleven qualitative unstructured interviews. The sample used in the web-based survey is what is referred to as a *non-probability sample*, meaning that the authors measure the risks of errors qualitatively and intuitively. The eleven respondents participating in the interviews were randomly selected students found in the facilities of the School of Business, Economics and Law in Gothenburg. The sample selection used in the study was chosen in order to create an indication of the effects of ethical product certifications on the consumption behaviour of young people living in Sweden. Therefore, the results of the study cannot be considered representative for the Swedish population as a whole.

The authors consider the measurements methods used in the study to be well consistent with the purpose and research questions. By conducting a quantitative survey, the authors wish to create a general indication of the effects of ethical product certifications on consumer behaviour. In order to avoid misunderstandings and misinterpretations, the survey questions were carefully chosen and formulated. During the eleven interviews, both authors were present, in order to minimize the risk of misinterpretations. To increase the credibility of the study, material from several different sources within the study area has been used. To create accurate and current content, to the extent possible, up to date information has been collected. The possible effects of the authors' background and the circumstances under which the survey and interviews have been performed have been taken into consideration.

CHAPTER 5

EMPIRICAL DATA

In the empirical data, the results of the primary data gathering are presented. The findings of the web-based survey are followed by the results of the interviews. The results are divided into three categories; the importance of ethical certifications, the attitudes towards ethical product certifications and the driving forces underlying ethical consumption. The chapter concludes with a short summary of the empirical data.

5.1 The empirical results of the study

In the empirical data, the results of the web-based survey, performed on 100 respondents, all under the age of 45, are presented. Thereafter follows a description of the empirical results of the interviews conducted on eleven students at Gothenburg University. The questionnaire (see appendix 1) used in the web-based survey, the compilation of the survey answers (see appendix 2) and the questions (see appendix 3), which served as a basis for the interviews, are presented in appendix.

5.2 The results of the survey

In the empirical data of the survey, the results of the web-based survey performed on Facebook members living in Sweden are presented. The findings are addressed in three sections: *the importance of ethical certifications, the attitudes towards ethical product certifications and the driving forces underlying ethical consumption*. Out of 100 respondents, 58 were female and 42 male. All the respondents were under the age of 45 years old.

5.2.1 The importance of ethical certifications

In the survey, three questions were devoted to examining whether ethical product certifications affect the buying decisions of the respondents when purchasing coffee. A majority of the respondents claimed that they do. 57 percent strongly or to some extent agreed that the ethical aspect does have an effect on the decision-making process while 24 percent stated that the ethical aspect does not. The remaining 19 percent of the respondents stated that they did not know whether the ethical aspect affected their buying decisions. To gain an indication of what consumers find most important, the respondents were asked to rank the following options according to what they put most emphasis on when buying coffee: *price,*

flavor, label, ethical product certification and other factors. Ethical product certification was ranked to be the second most important influencer on the respondents' coffee buying decisions. Thereafter followed, price, coffee label and flavor, in the given order. The respondents listed other factors than those presented among the alternatives to be most important in coffee buying decisions. These factors were investigated further in the interviews.

68 percent of the respondents claimed to at some time have bought Fairtrade certified coffee. Those who stated never to have bought Fairtrade certified coffee were asked to specify why. The reasons stipulated varied widely, but four recurred frequently. These were the unwillingness to pay the price premium often charged for certified coffee, the buying of a specific coffee brand out of old habit, the respondent being unaware of the existence of ethical product certification and the respondent simply not being a coffee drinker. A majority of the respondents stated that other factors than the alternatives presented were most important when buying coffee.

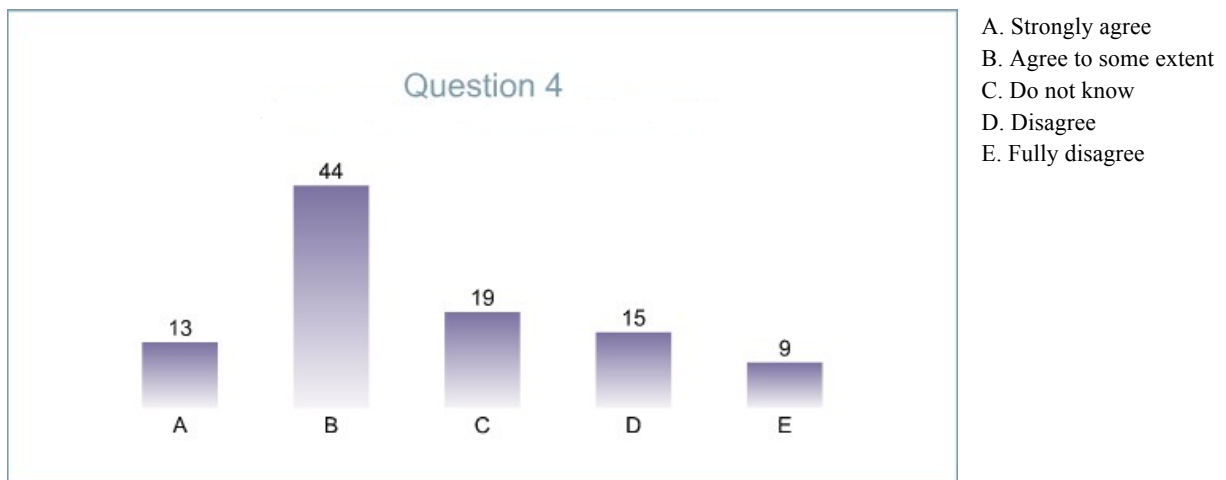


Figure 5.1 Question 4, “Ethical product certifications affect my choice of coffee”

5.2.2 The attitudes towards ethical product certifications

To provide an insight into consumer attitudes towards ethical product certifications, the respondents were asked to state to what extent they agreed that their attitude towards Fairtrade is positive. The results showed that a clear majority share a positive attitude towards Fairtrade. 56 percent of the respondents fully agreed with the statement, 24 percent agreed to some extent and 12 percent neither agreed nor disagreed. The remaining either disagreed or fully disagreed. Next, in order to examine to what extent consumers are aware of the criticism towards ethical product certifications for coffee, the respondents were if they had heard of the criticism towards ethical product certifications for coffee. In this case, the results were not as clear. 32 percent were aware or very much aware of the criticism, 26 percent stated that they did not know and 42 percent did not or not at all agree to have heard of the criticism. Since the answers did not present a clear result and the survey provided limited opportunities to

investigate the consumer attitudes thoroughly, the matter was investigated further through the eleven interviews.

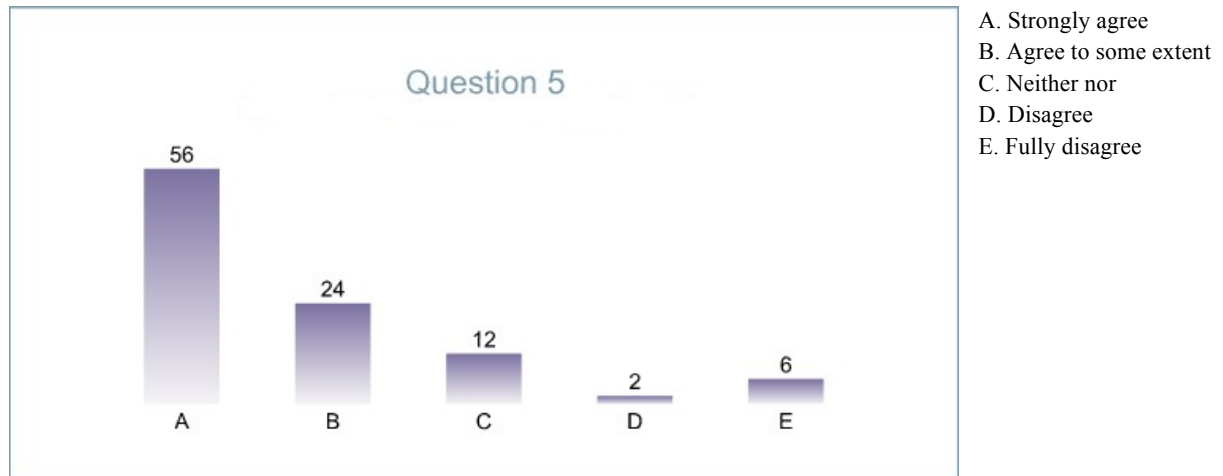
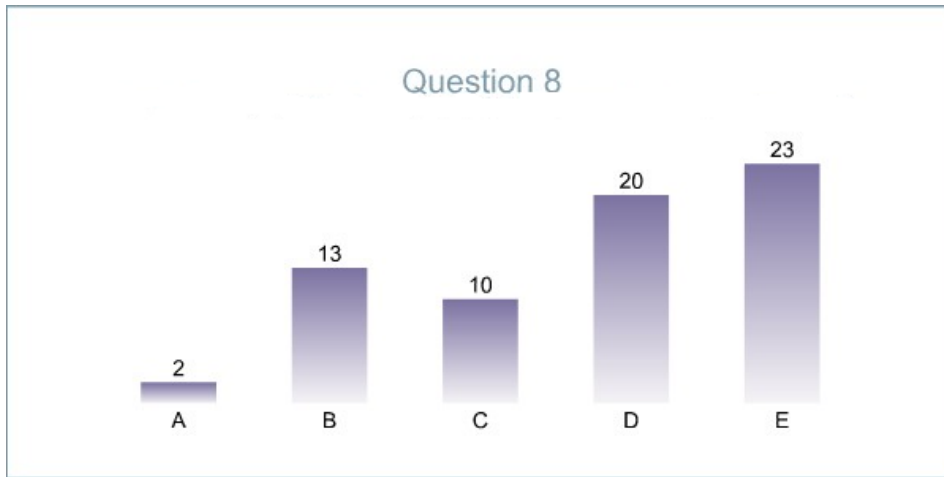


Figure 5.2 Question 5, “My attitude towards the Fairtrade certification of coffee is positive”

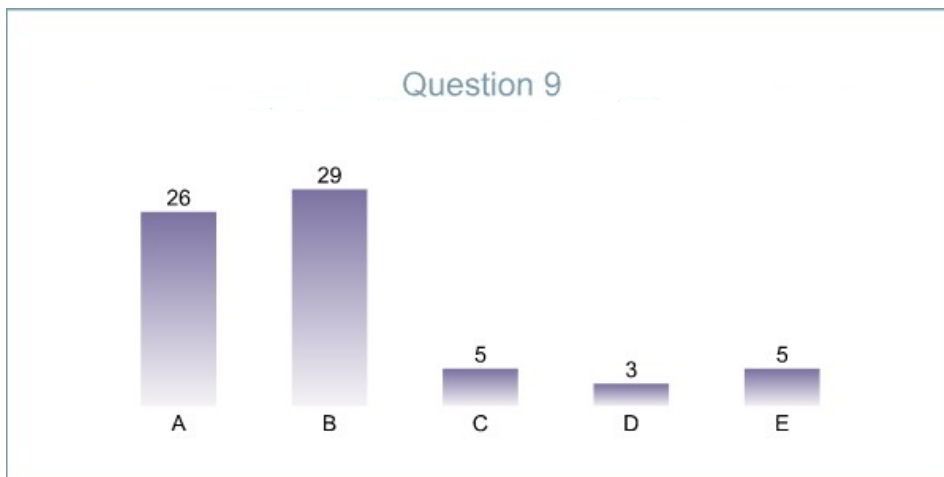
5.2.3 The driving forces underlying ethical consumption

Out of the 100 survey respondents, 68 percent stated to at some point have bought Fairtrade certified coffee. They were asked to specify what factors influenced their purchase decision. Four questions were devoted to examining the psychological driving forces of ethical consumption. Only 2.9 percent of the respondents agreed that the search for social acceptance (positive reactions from others) was a contributing factor for buying Fairtrade certified coffee. In contradiction, a majority of the respondents, 80.8 percent strongly or to some degree agreed that the search for inner satisfaction was a contributing factor for buying Fairtrade certified coffee. According to the respondents, self-expression needs, (the desire to express a personal standpoint), were also an important factor. 16.4 percent of the respondents strongly agreed and 47.8 agreed to some degree that self-expression needs were a contributing reason for buying Fairtrade certified coffee. To gain further information on the driving forces underlying ethical consumption, the respondents were asked to state other possible reasons why they buy Fairtrade certified coffee. The answers given varied; aspects such as coincidence and accessibility of Fairtrade certified products were commonly mentioned.



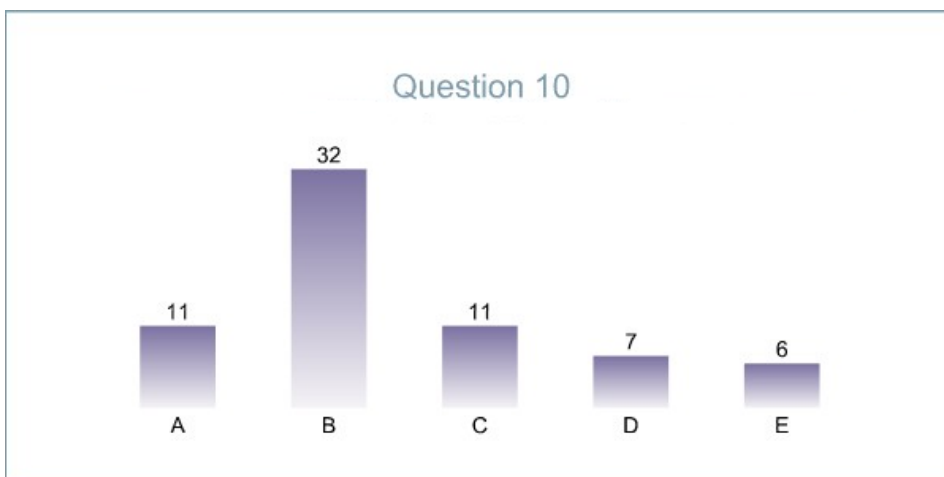
- A. Strongly agree
- B. Agree to some extent
- C. Neither nor
- D. Disagree
- E. Fully disagree

Figure 5.3 Question 8, “The search for social acceptance (positive reactions from others) was a contributing factor to me in buying Fairtrade certified coffee”



- A. Strongly agree
- B. Agree to some extent
- C. Neither nor
- D. Disagree
- E. Fully disagree

Figure 5.4 Question 9, “The search for inner satisfaction (the feeling of having performed a good act) was a contributing factor to me in buying Fairtrade certified coffee”



- A. Strongly agree
- B. Agree to some extent
- C. Neither nor
- D. Disagree
- E. Fully disagree

Figure 5.5 Question 10, “Self-expression needs, (the desire to express a personal standpoint) was a contributing factor to me in buying Fairtrade certified coffee”

5.3 The results of the interviews

Eleven interviews were conducted in order to provide a deeper insight on the consumers' attitudes and behaviour regarding ethical product certifications. Five of the 13 questions available in the web-based survey were chosen to be further analysed and developed. The interviews were performed on randomly selected students found in the facilities of Gothenburg University, the School of Business, Economics and Law. To encourage discussion and to better be able to adapt the questions according to the respondents, the interviews were of an unstructured nature.

5.3.1 The importance of ethical certifications

Eleven respondents were asked whether ethical product certifications affect their decision-making process when purchasing coffee. Further, the respondents were asked what importance they attach to coffee being ethically-certified and to what extent ethical certifications affect their buying decisions. The views of the respondents differed. Eight of the respondents claimed to put effort into their coffee buying decisions, however most of them stated that they put more emphasis on other factors, such as accessibility or price. Only one of the respondents was willing to postpone the purchase of coffee if, when in the store, there was no ethically-certified coffee available. Out of the respondents who stated that their coffee buying decisions were affected by the ethical aspect, all were willing to pay a price premium for ethically-certified coffee. However, the willingness to pay a price premium applies only to a certain point, thereafter price becomes the determining factor.

Three of the eleven respondents claimed that the ethical aspect did not affect their decision-making process when purchasing coffee. The reasons stated differed. One did not reflect over the ethical aspect of coffee drinking while two of the respondents stated that they were simply not interested in the matter.

5.3.2 The attitudes towards ethical product certifications

To provide a further insight into consumer attitudes towards ethical product certifications, the respondents were asked to express their thoughts of ethical certifications and what they associate with the Fairtrade label. Except for one, all respondents shared a positive or a very positive attitude towards ethical certifications in general. The same applied to the Fairtrade certification; the respondents associated Fairtrade with performing a good deed.

The respondents were asked if they were aware of the criticism of Fairtrade and if so, to what context they heard of it. Further, they were asked if they had ever considered whether the effects of ethical product certifications are purely positive. The majority of the respondents had never heard of the criticism towards Fairtrade. Several of them expressed a desire to be able to trust the certification bodies without having to put any effort into investigating the matter further. Some even stated to be a bit naive while others stated that they would appreciate if the certification bodies provided consumers with more easily accessed

information. One of the respondents was familiar with the criticism and expressed a very negative attitude towards Fairtrade. The respondent had been acquainted with the criticism during a research project on coffee production and strongly argued that the Fairtrade model is impossible to implement on a larger scale and the farmers in most need of help, are left out.

In order to investigate to what extent the previously mentioned attitude-behaviour gap was applicable to the respondents buying behaviour, they were asked to what extent they experienced their attitude towards ethical product certifications to be related to their buying behaviour? If they considered their buying decisions to not fully reflect their attitude towards ethical product certifications, they were asked to declare why. Although one shared a negative attitude towards Fairtrade and therefore did not buy Fairtrade coffee, most of the respondents agreed that there is a gap between attitude and behaviour in ethical consumption. Even though the majority had a positive attitude toward Fairtrade and ethical product certifications in general, the respondents did not buy as much Fairtrade certified coffee as they would like to. Price and accessibility were the explanations most mentioned by the respondents. One respondent still lives with her parents and does not manage the household purchases so her buying behaviour does not reflect her positive attitude.

5.3.3 The driving forces underlying ethical consumption

To further develop the findings of the web-based survey, the interviews included questions regarding the psychological driving forces of ethical consumption. The respondents were asked to express what, in addition to satisfying the need for coffee, they wished to achieve when buying ethically-certified coffee? All respondents who claimed to share a positive attitude towards Fairtrade agreed that the search for *inner satisfaction* was the main reason for making ethical purchase decisions. The respondents stated that by buying Fairtrade certified coffee, they achieved “a warm feeling inside” or “a feeling of doing a good deed”. About one half of the respondents agreed that the search for *social acceptance* was a contributing factor to buying ethically-certified products such as Fairtrade coffee. By asking supplementary questions, the authors learned that individuals such as family or friends played a significant role in the respondents purchase decisions. Respondents who claimed to have ethically-conscious friends, tended to care more about social acceptance. Only four of the respondents felt that self-expression needs were one of the driving forces of ethical consumption.

5.4 Empirical data summary

For the study, a web-based survey, performed on 100 respondents, and eleven interviews were conducted. The results were divided into three categories; *the importance of ethical certifications*, *the attitudes towards ethical product certifications* and *the driving forces underlying ethical consumption*. In the web-based survey, a majority of the respondents claimed that ethical product certifications affect the buying decisions of coffee purchases. Ethical product certification was ranked the second most important influencer on the respondents’ coffee buying decisions and 68 percent of the respondents claimed to at some point have bought Fairtrade certified coffee. The views of the respondents participating in the

interviewed differed. Eight of the respondents claimed to put effort into their coffee buying decisions. However, only one person was willing to postpone the purchase of coffee if, when in the store, there was no ethically-certified coffee available. Three of the eleven respondents claimed that the ethical aspect did not affect their decision-making process when purchasing coffee.

The results from the web-based survey showed that a clear majority of the respondents shared a positive attitude towards Fairtrade. 42 percent were not aware of the criticism towards ethical product certifications for coffee. In the interviews ten out of eleven respondents shared a positive or a very positive attitude towards ethical certifications in general and the majority of the respondents had never heard of the criticism towards Fairtrade. The survey as well as the interviews confirmed that a gap between attitude and behaviour in ethical consumption exists.

In the web-based survey 80.8 percent of the respondents who at some point have bought Fairtrade certified coffee, strongly or to some extent agreed that the search for inner satisfaction was a contributing factor for buying Fairtrade certified coffee. All interview respondents who claimed to share a positive attitude towards Fairtrade, agreed that the search for inner satisfaction was the main reason for making ethical purchase decisions.

	Results of the web-based survey	Results of the interviews
The importance of ethical certifications	<p>-Indicated that ethical product certifications affect the buying decisions for coffee</p> <p>- Ethical product certifications were rated second most important</p>	<p>-Strongly indicated that ethical product certifications affect the buying decisions for coffee</p> <p>-Accessibility were determining for most respondents</p>
The attitudes towards ethical product certifications	<p>-Strongly indicated that the attitude towards Fairtrade is positive</p> <p>-Confirmed the attitude-behaviour gap</p>	<p>-Strongly indicated that the attitude towards Fairtrade is positive</p> <p>-Confirmed the attitude-behaviour gap</p>
The driving forces underlying ethical consumption	<p>-Inner satisfaction proved to be the main reason for making ethical purchase decisions</p> <p>-The search for social acceptance did not prove to be a reason for making ethical purchase decisions</p>	<p>-Inner satisfaction proved to be the main reason for making ethical purchase decisions</p> <p>-Indicated that the search for social acceptance is a reason for making ethical purchase decisions</p>

Figure 5.6 Summary of the results of the web-based survey and the interviews

Chapter 6

DATA ANALYSIS

The chapter starts with an introduction of the theories used in the data analysis. The data analysis is divided into four sections: the importance of ethical certifications, the attitudes towards ethical product certifications, the driving forces underlying ethical consumption and competing with ethics. The chapter concludes with a short summary of the data analysis.

6.1 Data analysis introduction

In the data analysis, the results of the primary data gathered through the web-based survey and the interviews are analysed with help from the theories that constitute the theoretical framework of the study. The analysis is performed with the use from both behavioural theories and competitive strategic theories.

6.2 The importance of ethical certifications

In consumer behaviour theories, a distinction is often made between two types of decision-making processes. Depending on the level of engagement the consumer has for a product, they put more time and effort into some purchases than others. Products are categorized as high- or low-engagement products (Mårtenson, 2009). Coffee can be considered a low-engagement product. A *low-engagement product* is not very important to the consumer, is often considered cheap and does not pose a great financial risk to the consumer. Buying decisions for low-engagement products are often based on impulses, brand loyalty or other circumstances such as the store selection or the shelf positioning (Mullins et al., 2005). The findings of the empirical data are in accordance with the theories on buying decisions for low-engagement products. In the web-based survey, the respondents listed “other factors” to be most important in coffee buying decisions. Through the interviews, these factors were determined to include mainly accessibility.

A study performed in Belgium concluded that the Fairtrade label is the third most important influencer in coffee buying decisions (De Pelsmacker, 2005). In the web-based survey ethical product certification was ranked the *second* most important influencer on the respondents’ coffee buying decisions. One explanation for the difference might be that De Pelsmacker’s study was performed on Belgian citizens while the web-based surveys as well as the

interviews used in the study were performed in Sweden. Swedish consumers can be considered more conscious and engaged than the average European consumer, meaning that they have relatively high expectations on companies to act socially responsible and that the consumers act to influence companies to improve their actions (Fairtrade, 2010).

Low-engagement products are often characterized by small price differences between brands in the same product category (Mårtenson, 2009). A research project for The European business network for Corporate Social Responsibility concluded that around fifty percent of the European consumers are willing to pay a significant price premium for ethical products (Mori, 2000). In the survey, price was considered to be the third most important aspect when buying coffee. Although other factors were considered more important than price in the survey, during the interviews; all respondents who stated that their coffee buying decisions were affected by the ethical aspect pointed out that the willingness to pay a price premium extends only to a certain point. Thereafter price becomes the determining factor.

Even though coffee is often considered a low-engagement product, 57 percent of the respondents in the web-based survey strongly or to some extent agreed that ethical certifications have an effect on the decision-making process. An explanation for this might be that the ethical certification of a product raises the consumer's level of engagement.

When analysing the results of the survey as well as the interviews, some factors has to be taken into consideration. Ethical consumption behaviour is for some individuals regarded a socially sensitive issue, which might have effect on the answers given. Individuals often give answers that are socially appropriate when participating in attitude tests or studies. Attitudes measured have a tendency to be of a more positive nature than the actual behaviour of the respondent, particularly if the respondent feels the need to make a good impression on the researcher (King and Bruner 2000).

6.3 The attitudes towards ethical product certifications

Attitudes consist of three components: the cognitive, the affective and the behavioural component. The cognitive component consist of an individual's perception of an object, the behavioural component consists of the individual's intention to act according to the attitude while the *affective* component consists of the individual's emotions and values of an object (Skaug, 2005). The likelihood of an individual purchasing a specific product is larger when the individual has positive feelings towards the product (Schiffman & Kanuk, 1997).

The survey as well as the interviews concluded that a clear majority of the respondents shared a positive or a very positive attitude towards the Fairtrade certification. However, the relationship between attitude and behaviour is under constant discussion. Some researchers claim that attitudes to some extent affect the behaviour while others assert that there is no link between attitude and behaviour (Mårtenson, 2009). According to De Pelsmacker (2005) a gap exists between attitude and behaviour in ethical consumption wherefore attitude alone cannot be considered a trustworthy indicator of buying behaviour. This became evident also in the

survey. 80 percent of the respondents strongly or to some extent agreed to have a positive attitude towards Fairtrade certified coffee while only 68 percent stated to at some point have bought Fairtrade coffee. During the interviews, most of the respondents agreed that a gap exists between their attitude and behaviour in ethical consumption. Even though the majority expressed a positive attitude towards Fairtrade, they did not buy as much Fairtrade certified coffee as they would like to. Price and accessibility were the explanations for this most mentioned by the respondents. The importance of price might be affected by the fact that all individuals interviewed were students. Students' assets are usually limited and therefore the respondents might be more price-sensitive than the average consumer.

How consumers process information or advertising depending on the level of engagement is described in the ELM - Elaboration Likelihood Model (see figure 3.1). When the consumers share low engagement for a product or brand, advertising has an indirect influence on persuasion and decisions are quickly made and affected by the circumstances of the time of purchase. The model further describes individuals' ability to absorb information and their motivation to use information when processing commercial communication messages. Fairtrade to a large extent use descriptive images and movies, which allude to the feelings and sympathy of the recipient, in their marketing. Commercials with a high degree of emotional integration give rise to stronger engagement and create stronger reactions than commercials with a low degree of emotional integration (Mårtenson, 2009). Emotions can often simplify and fasten the consumer's decision-making process.

The share of respondents who stated to not have heard of the criticism of ethical certifications for coffee was higher than those who were aware of the criticism. However, the survey did not provide a perfectly clear indication of the extent to which consumers view ethical certifications from a critical perspective. The interviews gave a more consistent picture. The majority of the interview respondents had never heard of the criticism towards Fairtrade. Several of them expressed a desire to trust the certification bodies and some stated that, even though they felt they wished to investigate the matter further, other things got in the way. This is in accordance with the ELM Model, which argues that consumers, who share a low engagement for a product, use a peripheral path to persuasion and are not willing to put to much effort into doing preparatory research before the purchase. Even though most of the individuals interviewed lacked any deeper knowledge of the Fairtrade organisation, both the interviews and the survey concluded that a clear majority of the respondents shared a positive attitude towards Fairtrade. These results might be due to the emotionally integrated commercial messages used by Fairtrade.

6.4 The driving forces of ethical consumption

The behaviour of consumers is influenced by a variety of factors such as habits, economic preconditions and advertising trends but also by deeper and more elusive elements of social and cultural character (Harrison et al., 2005). Maslow's hierarchy of needs (see figure 3.2) sought to explain why people strive to fulfil certain needs at certain times (Kotler et al., 2003, p. 193). One reason that ethical consumption is currently given much attention is that the

majority of individuals in the wealthy countries have already fulfilled the lower needs of Maslow's hierarchy of needs and consume ethically in order to achieve psychological and self-fulfilment needs (Harrison et al., 2005).

In the study, the importance of three psychological needs in ethical consumption behaviour were investigated; *social approval*-, *self-expression*- and *self-respecting needs*. Social approval needs can be fulfilled by receiving positive reactions from people in the individuals surroundings and can sometimes serve as an incentive to buy ethically-certified goods (Hoeffler, S., Keller, K. L., 2002). The buying of certain products or brands can sometimes become a personal statement and by that serve to fulfil self-expression needs (Aaker, D., 1996). Self-respecting needs are consistent with the need for inner satisfaction which can be satisfied when buying a certain product or brand (Hoeffler, S., Keller, K. L., 2002).

Not surprisingly, in the survey, as well as during the interviews, a clear majority of the respondents agreed that the search for inner satisfaction was a contributing factor to buying Fairtrade certified coffee. Self-expression needs were also found to be important. According to the "Theory of Reasoned Action" (see figure 3.4) a specific behaviour can be predicted by three components; the attitude towards a specific behaviour, social pressure and the behavioural intention (Fishbein & Ajzen, 1980). However, only 2.9 percent of those who stated to at some point have bought Fairtrade certified coffee agreed that the search for social acceptance was a contributing factor to buying Fairtrade certified coffee. During the interviews, about one half of the respondents agreed that the search for social acceptance was a contributing factor to buying ethically-certified products such as Fairtrade coffee. The search for social acceptance might be hard to acknowledge. Therefore, the authors were surprised when the relative share of respondents who stated social acceptance to be a contributing factor in ethical consumption was smaller in the anonymous web-based survey. A possible explanation for this is that the interviews gave the authors an opportunity to further explain and exemplify the term "social acceptance".

6.5 Competing with ethics

By offering ethically-certified products, companies can differentiate themselves from other, competing businesses. There are a wide variety of strategies available which aim to make companies more successful than others although three general strategies are identified (see figure 3.3); *cost leadership*, *differentiation* and the *focus strategy* (Porter,1980,87). Porter's competitive strategies can help to provide insight into what can be achieved by choosing a certain competitive strategy.

The marketing of Fairtrade certified coffee could be considered a differentiation strategy. By offering products which in some way differ from the competitors', companies can create customer loyalty. Ethical consumption is an up to date topic and there is an increasing demand for ethically-certified products (Fairtrade, 2011a). In the web-based survey, 57 percent of the respondents strongly or to some extent agreed that the ethical aspect does have an effect on the decision-making process; only 24 percent stated that it does not. Out of the

interviewed individuals who stated that their coffee buying decisions were affected by the ethical aspect, all were willing to pay a price premium for ethically-certified coffee. According to the web-based survey, ethical product certifications are the second most important factor when buying coffee. The results indicate that the marketing of Fairtrade certified coffee should be profitable. However, the gap between attitude and behaviour has to be considered when choosing to market ethically-certified products.

6.6 Analysis summary

The primary data gathered through the web-based survey and the interviews are analysed with help from the theories that constitute the theoretical framework of the study. The findings of the empirical data are in accordance with the theories on buying decisions for low-engagement products. The respondents found accessibility to be vital in coffee buying decisions. In the web-based survey ethical product certification was ranked the *second* most important influencer on the respondents' coffee buying decisions. A potential explanation of the relatively high ranking of ethical certifications is the Swedish consumers' being more conscious and engaged than the average European consumer. Price was considered to be the third most important aspect when buying coffee. The respondents were to a large extent willing to pay a price premium for ethically-certified coffee, but only to a certain limit, thereafter price becomes the determining factor.

In the web-based survey as well as in the interviews, the gap between attitude and behaviour became evident. Out of the survey respondents, 80 percent strongly or to some extent agreed to have a positive attitude towards Fairtrade certified coffee while only 68 percent stated to at some point have bought Fairtrade coffee. Most of the interview respondents agreed that a gap exists between their attitude and behaviour in ethical consumption. Price and accessibility were the explanations for the gap most mentioned by the respondents. Many of the respondents had never heard of the criticism towards Fairtrade. Several of them expressed a desire to trust the certification bodies and some stated that, even though they wished to put effort into investigating the matter further, other things got in the way. This is in accordance with the ELM Model, which argues that consumers who share a low engagement for a product, use a peripheral path to persuasion and are not willing to put to much effort into doing preparatory research before the purchase. Even though most of the individuals interviewed lacked any deeper knowledge of the Fairtrade organisation, both the interviews and the survey showed that a clear majority of the respondents shared a positive attitude towards Fairtrade. These results might be due to the emotionally integrated commercial messages used by Fairtrade.

Not surprisingly, the search for inner satisfaction proved to be a contributing factor to buying Fairtrade certified coffee. Self expression needs were also found important while only 2.9 percent out of those who stated to at some point have bought Fairtrade certified coffee agreed that the strive for social approval contributed to their purchase decision. During the interviews, a larger share of the respondents acknowledged the wish for social acceptance, a possible explanation for this is that the interviews gave the authors an opportunity to further

explain and exemplify the term “social acceptance”. In the web-based survey, 57 percent of the respondents strongly or to some extent agreed that the ethical aspect does have an effect on the decision-making process, only 24 percent stated that it does not. The results indicate that the marketing of Fairtrade certified coffee should be profitable.

Chapter 7

RESULTS AND CONCLUSIONS

The chapter starts with a description of the overall research question, the purpose and the research questions of the study. Thereafter, the results and conclusions of the study are presented. The chapter concludes with the authors' own reflections and suggestions for further research on the subject.

7.1 Results and conclusions

To facilitate the understanding of the results and conclusions; the overall research question, the purpose and the research questions of the study are presented below:

The overall research question follows:

Could it be that, consumer attitude and behaviour are related to or affected by whether a product is ethically-certified?

The purpose of the study is:

To provide a deeper understanding of the effects of ethical product certifications on consumer behaviour.

The research questions of the study are:

- 1) What are the consumers' perceptions of ethical product certifications?
- 2) Do ethics matter in purchase behaviour?

7.1.1 Results and conclusions of the study

The general opinion is that by consuming ethically-certified coffee, one can contribute to a positive or a less negative impact on the outside world.

- The consumer attitudes towards ethical product certifications are in general positive

- Consumers in general consider ethical certification bodies to be trustworthy
- Consumers in general do not view ethical certifications of coffee from a critical perspective

Consumers are to a large extent positive towards Fairtrade and ethical product certifications in general. Few are aware of the criticism of Fairtrade and the general consumer does not reflect over the possible adverse effects of ethical certifications. The consumers share a desire to be able to trust the certification bodies and some consumers even consider themselves to be a bit naive when it comes to evaluating the work of ethical certification bodies. There is a request for more easily accessed information; in accordance with what usually applies to low-engagement products, consumers do not want to put effort and time into research and information gathering to facilitate the coffee buying decision. The pursuit of inner satisfaction is the most important driving force of ethical consumption. By consuming Fairtrade certified coffee, consumers get the feeling of doing a good deed. Self-expression needs and the wish for social acceptance are also contributing factors to consumers purchasing Fairtrade certified coffee.

There are clear indicators that ethical product certifications have effect on consumers' purchase behaviour and that ethics do matter, however, only to a certain extent.

- A majority of consumers consider ethical product certifications to have an effect on their coffee buying decisions
- Ethical product certifications are the second most important influencer on coffee buying decisions
- A large share of consumers are willing to pay a price premium for ethically-certified coffee, but this applies only to a certain limit
- A gap exists between attitude and consumption behaviour regarding Fairtrade certified coffee

For the majority of consumers, the ethical aspect has effect on their decision-making process when buying coffee. Ethical product certifications are the second most important influencer on coffee buying decisions. Accessibility is often a determining factor; the store selection is vital to the consumers' choice of coffee since consumers in general are not prepared to "walk the extra mile" to get hold of ethically-certified coffee. A great proportion of consumers are willing to pay a price premium for ethical-certified coffee. However, this applies only to a certain limit, thereafter price becomes the determining factor in coffee buying decisions. There is a gap between attitude and behaviour in ethical consumption. The attitude towards ethical certified coffee does not fully reflect the buying behaviour of consumers, the proportion of consumers positive towards Fairtrade is higher than the proportion that at some point bought Fairtrade certified coffee. The gap can to some extent be explained by factors such as price and accessibility.

7.2 Authors' reflections

While working on the study, the authors gained a deeper understanding of the characteristics and complexity of ethical consumption. Today, a great proportion of businesses as well as consumers put effort into making ethically justified decisions. The authors are convinced that ethics will have an even greater significance in the future. There is a request for more information about the work of the ethical certification bodies. As the interest in ethical matters increases, there are reasons to believe that consumers will set higher demands on certification bodies and their retailers to provide more easily accessed information. In the current situation, the general consumer is not aware of the criticism towards ethical certification bodies and does not view organisations such as Fairtrade from a critical perspective. The criticism currently available is mainly accessible through scientific reports and journals. If ethically-certified products gain larger market shares and become an integral part of the public consciousness, the criticism is likely to increase and become more easily accessed.

Most consumers share a positive attitude towards Fairtrade and ethical certifications in general. Alluding to the feelings and sympathize of the recipient is a marketing method often used by ethical certification bodies. For example, Fairtrade to a large extent uses descriptive images and movies with high emotional integration in their commercials. Since the search for inner satisfaction is the most important driving force of ethical consumption, the marketing method currently used by certification bodies seems to be a proper choice. Finally, the authors believe that ethics do matter in purchase behaviour and that the marketing of ethically-certified products can constitute a profitable competitive strategy and create value for companies.

7.3 Suggestions for further research

The ethical aspect of consumption is a current topic and more research can be dedicated to the subject, in order to increase the understanding of and provide a further insight into the characteristics of ethical consumption. Below follow suggestions for further research on ethical consumption:

- A study which will further investigate the reasons for the attitude-behaviour gap in ethical consumption and how to reduce the gap
- A study which will indicate the relative importance of information in consumer decision-making for ethically-certified products and investigate how to effectively communicate this information to consumers
- A study of consumers' willingness to pay a price premium for ethically-certified products, to what extent it applies to Swedish consumers and at what point price becomes the determining factor in ethical purchase decisions

- A study which investigates the effects of ethical product certifications on consumer behaviour, but instead of focusing on coffee, highlights other product categories such as clothing or flowers.

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Appendix 1

Do ethics matter?

En undersökning om etiska produktcertifieringars påverkan på konsumentbeteendet.

Hej! Vi är två studenter från Handelshögskolan i Göteborg. Vi skriver vår kandidatuppsats inom marknadsföring och skulle uppskatta om du ville ägna en kort stund åt att delta i vår konsumentundersökning. Undersökningen syftar till att öka förståelsen kring etisk konsumtion. Med undersökningen önskar vi skapa en indikation på hur konsumenter uppfattar och påverkas av etiska certifieringar, så som Fairtrade.

En etiskt certifierad produkt har märkts med en symbol eller text som informerar konsumenten om att produktionen uppfyller en rad standards gällande de miljömässiga och sociala effekterna av produktionsprocessen. Standarderna kan exempelvis omfatta krav på arbetsförhållanden, restriktioner för användningen av kemiska bekämpningsmedel samt bestämmelser som syftar till att förhindra barnarbete.



Fairtrade fokuserar på mänskliga rättigheter, organisationen sätter standards för arbetsvillkor och förhindrar diskriminering och barnarbete. Alla certifierade jordbrukare måste uppfylla kraven på demokrati och föreningsfrihet. Producenten är garanterad ett minimipris för kaffet, oberoende av världsmarknadsprisets fluktuationer.

1) Kön	
Kvinna	
Man	

2) Ålder	
-25	
26-35	
36-45	

3) När jag köper kaffe lägger jag störst vikt vid: (vänligen rangordna)	
Pris	
Smak	
Varumärke	
Etisk produktcertifiering	
Annat	

4) Etiska certifieringar påverkar mitt val av kaffe	
Instämmer helt	
Instämmer till viss del	
Vet ej	
Instämmer inte	
Instämmer inte alls	

5) Min attityd till Fairtrade certifieringen av kaffe är positiv	
Instämmer helt	
Instämmer till viss del	
Varken eller	
Instämmer inte	
Instämmer inte alls	

6) Jag har vid något tillfälle tagit del av kritik mot etiska produktcertifieringar av kaffe	
Instämmer helt	
Instämmer till viss del	
Vet ej	
Instämmer inte	
Instämmer inte alls	

7) Jag har vid något tillfälle köpt Fairtrade-certifierat kaffe	
JA	
NEJ- gå vidare till fråga 12	

8) Strävan efter social acceptans (positiva reaktioner från omgivningen) var en bidragande orsak till att jag köpte Fairtrade-certifierat kaffe	
Instämmer helt	
Instämmer till viss del	
Varken eller	
Instämmer inte	
Instämmer inte alls	

9) Strävan efter inre tillfredsställelse (känslan av att ha utfört en god gärning) var en bidragande orsak till att jag köpte Fairtrade-certifierat kaffe

Instämmer helt	
Instämmer till viss del	
Varken eller	
Instämmer inte	
Instämmer inte alls	

10) Självuttryckande behov (önskan att förmedla ett personligt ställningstagande) var en bidragande orsak till att jag köpte Fairtrade-certifierat kaffe

Instämmer helt	
Instämmer till viss del	
Varken eller	
Instämmer inte	
Instämmer inte alls	

11) Övriga orsaker till att jag köpte Fairtrade certifierat kaffe

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12) Om NEJ på fråga 7, utveckla gärna varför

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13) Övriga kommentarer

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Appendix 2

Resultat enkätundersökning; Do ethics matter?






1) Kön

		Percent age	Respon ses
Kvin na		58.0	58
Man		42.0	42
		Total responses:	100






2) Ålder

		Percenta ge	Respon ses
- 25		54.0	54
26 - 35		46.0	46
36 - 45		0.0	0
		Total responses:	100






3) När jag köper kaffe lägger jag störst vikt vid: (vänligen rangordna)

		Aver age Scor e	Respo nes
Pris		2.97 / 5	100
Smak		2.80 / 5	100
Varumärke		2.95 / 5	100
Etisk produktcert ifiering		3.08 / 5	100
Annat		3.20 / 5	100






4) Etiska certifieringar påverkar mitt val av kaffe

		Percentage	Responses
Instämmer helt		13.0	13
Instämmer till viss del		44.0	44
Vet ej		19.0	19
Instämmer inte		15.0	15
Instämmer inte alls		9.0	9
Total responses:			100



5) Min attityd till Fairtrade certifieringen av kaffe är positiv

		Percentage	Responses
Instämmer helt		56.0	56
Instämmer till viss del		24.0	24
Varken eller		12.0	12
Instämmer inte		2.0	2
Instämmer inte alls		6.0	6
Total responses:			100






6) Jag har vid något tillfälle tagit del av kritik mot etiska produktcertifieringar av kaffe

		Percentage	Responses
Instämmer helt		9.0	9
Instämmer till viss del		23.0	23
Vet ej		26.0	26
Instämmer inte		20.0	20
Instämmer inte alls		22.0	22
Total responses:			100






7) Jag har vid något tillfälle köpt Fairtrade-certifierat kaffe

		Percentage	Responses
JA		68.0	68
NEJ - gå vid are till fråg a 12		32.0	32
		Total responses:	100

- 8) Strävan efter social acceptans (positiva reaktioner från omgivningen) var en bidragande orsak till att jag köpte Fairtrade-certifierat kaffe

		Percentage	Responses
Instämmer helt		2.9	2
Instämmer till viss del		19.1	13
Varken eller		14.7	10
Instämmer inte		29.4	20
Instämmer inte alls		33.8	23
		Total responses:	68

- 9) Strävan efter inre tillfredsställelse (känslan av att ha utfört en god gärning) var en bidragande orsak till att jag köpte Fairtrade-certifierat kaffe

		Percentage	Responses
Instämmer helt		38.2	26
Instämmer till viss del		42.6	29
Varken eller		7.4	5
Instämmer inte		4.4	3
Instämmer inte alls		7.4	5
		Total responses:	68

10) Självuttryckande behov (önskan att förmedla ett personligt ställningstagande) var en bidragande orsak till att jag köpte Fairtrade-certifierat kaffe

	Percentage	Responses
Instämmer helt	16.4	11
Instämmer till viss del	47.8	32
Varken eller	16.4	11
Instämmer inte	10.4	7
Instämmer inte alls	9.0	6
Total responses:		67

11) Övriga orsaker till att jag köpte Fairtrade certifierat kaffe

(all results shown)

- För att det är göttigast!
- cafet jag var på serverade endast fairtrade kaffe, jag gör aldrig själv några aktiva val och går till ett cafe som serverar fairtrade kaffe.
- Mer moraliskt val, då det varit bättre arbetsvillkor för arbetarna vid Fairtrade-certifiering. Åtminstone vill jag tro det.
- Slump, faktiskt.
- För att det mesta av de omallda bönor de har i vår butik är Fairtrade
- Mest för att dom som producerar kaffet ska få ett skäligt liv.
- Provade
- Altruism?
- Altruism?
- -
- För att bidra till en god miljö och goda sociala villkor för arbetare.
- Jag råkade vara inne i en Fairtrade kaffebutik.
- Det är väldigt gott.
 - Finns det Fairtrade köper jag gärna det. Smaken är dock det som styr mitt val.
- jag resonerar så här; om det finns tillgängligt, varför inte välja fairtrade? dock är smaken det avgörande faktorn!
- För att indirekt kunna påverka andra kaffeproducenter att gå i samma riktning.

12) Om NEJ på fråga 7, utveckla gärna varför

(all

results

shown)

- Känner inte till certifikatet
 - köper ej så mycket kaffe och har ej tänkt på det.
 - har inte uppmärksammats mer i affären än det kaffe som jag vanligtvis köper, har inte lagt märke till det
 - Detta är ytterligare en grej som har skapats för att hitta nya marknadssegment. Det är skit.
 - Jag dricker inte kaffe.
 - Jag dricker inte kaffe.
 - Köper oftast samma kaffesort
 - Om jag skall vara ärligt har jag inte tänkt på detta när man handlar. Jag kör på det jag brukar handla helt enkelt.
 - dricker inte kaffe
 - inte lagt märke till det
 - Köper oftast det jag brukar av vana så det har inte blivit av bara.
 - Har ingen aning om vad som är "Fairtrade" och inte.
 - -
 - Den tanken har aldrig slagit mig bara. Har en favorit som jag alltid kör på och just det kaffet råkar vara icke Fairtrade certifierat (tyvärr kanske man får säga..)
 - Skulle gärna säga att det beror på att böndernas höga kostnad för att skaffa sig fairtrade-ackreditering implicit innebär att man i själva verket bojkottar de fattigaste producenterna. Men sanningen är nog att jag inte köper några ekologiska produkter eller rättvisemärkta varor av den enkla anledningen att jag inte vill betala ett premium på det premium jag redan betalar för kvalitet.
 - Dricker väldigt sällan kaffe.
 - Aldrig hört talas om det.
 - vet inte
 - Köper inte kaffe så ofta, har aldrig hamnat i en sådan beslutssituation
 - Helt enkelt inte en av de saker jag lägger vikt vid när jag köper kaffe. Antagligen handlar det om misstro mot certifieringar i allmänhet, det finns en uppsjö samtidigt som man tyvärr vet alldeles för lite om dem.
 - Har varit för bökigt jämförelsevis gentemot vanligt kaffe. Speciellt pris och smak
 - Det intresserar mig inte
 - Tja... Kaffe är inte min grej alls. Jag köper inget kaffe, jag dricker inget kaffe..
 - Finns egentligen ingen direkt anledning till detta. Går inte omkring och tänker på huruvida kaffet är märkt, vilket gjort att det bara inte blivit av!
 - För dyrt :(
 - Jag dricker inte kaffe
 - Är student och har absolut inte råd med det, kaffe är dyrt som det är redan!
-

13) Övriga kommentarer

(all results shown)

- Hej
- har nespresso maskin nu, de har inte fairtraid.
- Handlar undersökningen om etiska produktcertifieringars påverkan på konsumentbeteendet just när det gäller kaffe eller i största allmänhet? Jag som inte dricker kaffe alls har svårt att ge några bra svar på frågorna.
- Hoppas det blir till hjälp för er!
- -
- Hoppas det går fint för er tjejer!
- Jag köper det mest tillgängliga! Bekvämt som hell....

Appendix 3

Interview guide; Do ethics matter?

1. Do ethical product certifications affect your decision-making process when purchasing coffee? In that case, in what sense? Are you willing to pay a price premium for ethically-certified coffee? What importance do you attach to coffee being ethically-certified?
2. What are your thoughts of ethical certifications in general and what do you associate with the Fairtrade label? To what extent is your attitude towards Fairtrade, and ethical certifications in general, positive?
3. To what extent do you experience your attitude towards ethical product certifications being related to your buying behaviour? Do you consider your buying decisions to fully reflect your attitude towards ethical product certifications? If not, why?
4. Are you familiar with the criticism of Fairtrade? If so, in what context did you hear of it? Have you ever considered whether the effects of ethical product certifications are purely positive?
5. If buying ethically-certified products, such as Fairtrade coffee, what are the driving forces underlying your buying decision? In addition to satisfying your need for coffee, what do you wish to achieve by buying ethically-certified coffee?