The effect of altruism on Fair Trade consumption

Buying Fair Trade out of selflessness or self-benefit?

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Abstract

This research attempts to investigate the consumer characteristics of the Dutch Fair Trade consumer. The main relationship investigated is the effect altruism has on purchase intention and buying behaviour of Fair Trade tea. It was expected that altruism influenced both purchase intention and buying behaviour and that no self-interest was involved. It was also hypothesised that this relationship was stronger for women, millennials and households with a lower net income. An online survey was conducted with 175 participants among Dutch consumers to test hypotheses. The results indicated that altruism did impact purchase intention and buying behaviour of Fair Trade tea. However, a self-interest seems to be involved, indicating that impure altruism is the main driver for this behaviour. Additionally, only income seems to significantly impact whether people buy Fair Trade tea or not. Possible mediation effects are found for prosocial consumption and attitude toward Fair Trade, indicating that more variables are explaining this model. This study shows that altruism significantly influences consumer behaviour regarding Fair Trade, provides insights into the Dutch Fair Trade consumer and provides useful insights for Fair Trade organisations.

Keywords: Fair Trade, ethical consumption, consumer behaviour, altruism, impure altruism

Contents

1. Introduction

Farmers in Asia, Africa and South-America struggle with uncertainty about their livelihood. Due to low incomes, fluctuating prices and low yields, being a farmer in these areas is hard (Max Havelaar, n.d.). Working on plantations involves bad working conditions and low incomes. Poverty is a widespread problem.

Fair Trade is an eco-label that aims to improve these conditions by providing trading conditions based on sustainable production, respect for labour rights and a transparent way of working within farming collaborations (Max Havelaar, n.d.). Eco-labels provide consumers with information about the effects on the environment of both production and consumption (Galarraga Gallastegui, 2002). Buying Fair Trade products as a consumer is thus a way of being able to improve farming conditions in developing countries.

Additionally, Fair Trade is a form of ethical consumption. Ethical buying behaviour can be described as purchasing behaviour resulting from individual choice and is in line with a particular issue such as animal welfare, human rights or the environment (Doane, 2001). The Fair Trade label ensures that producers get a fair price for their products according to norms for fair trading while also taking environmental aspects into account (Max Havelaar, n.d.).

The consumption of Fair Trade products in the Netherlands is still relatively low and more research in this area seems to be needed. In 2017, more than 6 million households bought Fair Trade in The Netherlands (Duurzaam-ondernemen, 2018). In 2018, 83% of all households in The Netherlands had bought a Fair Trade certified product, a growth of 6% compared to 2017 (Max Havelaar, n.d.). In order to gain more insight in the characteristics of Fair Trade consumers, this thesis will focus on altruism and several socio-economic characteristics of consumers in relation to Fair Trade product consumption.

Buying Fair Trade certified products is a form of ethical consumption. Whether consumers consume ethically depends on their level of altruism, among other things (D'Souza, Taghian & Lamb, 2006). Altruism can be described as a motivation to increase the welfare of others and is the opposite of egoism (Learning, 2003).

In previous research it was found that an intrinsic motivation such as altruism influences consumption of green products, which is a form of ethical behaviour (Brécard, Hlaimi, Lucas, Perraudeau & Salladarré, 2009). This behaviour of buying green products means that consumers actively buy products that are environmentally friendly (Mainieri, Barnett, Valdero, Unipan & Oskamp,1997). Altruism impacts ethically-conscious consumer behaviour and can therefore also influence Fair Trade consumption (Straughan & Roberts, 1999).

It is scientifically relevant to investigate altruism related to Fair Trade. More research on Fair Trade labels and consumer behaviour within the Dutch market seems needed since not many studies have focused on this market (Beldad & Hegner, 2018; Ingenbleek & Reinders, 2013). Socio-economic factors describing the Fair Trade consumer in other countries might not necessarily mean that the Dutch Fair Trade consumer is the same. It will therefore deepen the knowledge on Fair Trade consumers. Combining Fair Trade with altruism will deliver interesting insights in the intrinsic motivation of Dutch consumers to buy Fair Trade. Altruism has mostly been investigated in charity giving, donations and family relations (Gonzalez, Lazkano & Smulders, 2018; Butera & Houser, 2018; Klimaviciute, Perelman, Pestieau & Schoenmaeckers, 2017). Related to consumption, altruism has been researched in the context of green buying behaviour but not yet in Fair Trade consumption. This research will elaborate on current research in altruism and Fair Trade consumption and attempt to link these two variables in order to describe the Dutch Fair Trade consumer.

Next to altruism, socio-economic factors such as gender, age and income are involved in determining the influence of altruism on Fair Trade. For example, women are generally perceived as more ethical than men (Dietz, Kalof & Stern, 2002). In addition to this, ethical buying behaviour such as buying Fair Trade products is more associated with femininity than with masculinity (Brough, Wilkie, Ma, Isaac & Gal, 2016). Depending on the level of altruism a consumer has, purchase intention and buying behaviour of Fair Trade products may differ for men and women.

The target group of Fair Trade is between the ages of 31 and 44 years, sometimes described as Fair Trade lovers (De Pelsmacker et al., 2005). However, millennials, also called generation Y, are social-cause oriented and see organisations as instruments of change (Williams, Page, Petrosky & Hernandez, 2010). Their level of altruism may be higher than other generations and this may influence their choice for Fair Trade products.

Income can also impact whether people participate in buying Fair Trade or not. A premium price is often asked for Fair Trade products, and even though some consumers are willing to pay this premium, it may be a constraint for others (De Pelsmacker et al., 2005). Fair Trade products in the Netherlands have a minimum price and a social premium, which is used to invest in communities for the future (Fair Trade Foundation, 2006). It was found that some consumers care more about the financial aspect than the ethical aspect and experience post-purchase dissonance when they find out that their Fair Trade purchase has a higher price (Bray, Johns & Kilburn, 2011).

By taking socio-economic factors into account, combined with types of altruism, an overview of the Fair Trade consumer can be given. This should provide additional insights in the type of consumer interested in Fair Trade products on the Dutch market. It will help Fair Trade organisations to get a clear view of consumers and gain insight in their target group. Therefore, this research will be socially relevant.

To narrow down the research and to generate more specific results, this research will focus on the product category of tea. Tea farmers struggle with low yields and a lack of processing facilities, while tea plantation workers receive a very low wage (Fair Trade International, 2016). Sales of conventional tea have declined over the last few years in markets such as the UK (Beveragedaily, 2017). It is therefore interesting to look at the Fair Trade consumer characteristics within this market to be able to improve targeting.

The purpose of this study is to research if altruism impacts the purchase intention and buying behaviour of Fair Trade tea and how the three socio-economic factors gender, age and income, influence this relationship. This results in the following main research question: *Does the level of altruism a consumer has impact their intention to purchase Fair Trade, and actual buying behaviour of Fair Trade tea products?*

This research will start with a literature overview of the key concepts in this paper, including Fair Trade, purchase intention, buying behaviour, altruism and socio-economic factors. Next, methodological choices will be explained. After this, results will be described and eventually a conclusion and discussion are formulated.

2. Theoretical framework

This chapter starts by explaining the Fair Trade market including Fair Trade tea to provide a clear overview of the context in which this research is conducted. After this the consumer's purchase intention and actual buying behaviour of Fair Trade tea is explained, before explaining altruism and socio-demographic factors such as gender, age and income. This chapter will conclude with hypotheses and a conceptual model that shows the main relationships investigated in this research.

2.1 Fair Trade

Fair Trade is defined as a label that helps producers to get a fair price for their production, while also taking environmental issues into account (www.maxhavelaar.nl/). Fair Trade is a movement that responds to problems of contemporary globalisation and has started in the 1940s (Raynolds, Murray & Wilkinson, 2007). The first Fair Trade shop opened in 1958 in America and sold needlework from Puerto Rico (www.wfto.com). In 1950 Oxfam UK started selling crafts made by Chinese refugees in Europe. In this period, the Dutch started to sell cane sugar with the slogan *"by buying cane sugar you give people in poor countries a place in the sun of prosperity"* (World Fair Trade Organization [WFTO], 2019, History of Fair Trade section). The mission of Fair Trade is to improve livelihoods and communities of producers and to make their voices heard (WFTO, 2017). In the 1960s and 1970s Non-Governmental Organisations (NGOs) also perceived the need for fair trading. This resulted from the poverty and disaster in third world countries and focused on the marketing of craft products (World Fair Trade Organisation, n.d.). Now, the World Fair Trade Organization [WFTO] has around 4000 member-organisations from more than 70 countries (WFTO, 2017). The Dutch Fair Trade label, Max Havelaar, was established in 1988. This seemed to be a success, because within a year coffee with this label had a market share of three percent. Fair Trade has now spread into a well-known movement.

The market for products that have quality marks, including the Fair Trade label, is still growing. In The Netherlands, sales of these products have grown by 30% in 2016 to 2017, where fastest growth came from product categories such as meat (+34%) and fish (+17%) (IRI, 2018). One out of seven euros spent on food is spent on products with quality marks (IRI, 2018). The first half year of 2018 resulted in more sales of food products with quality marks, with an increase of sales of 300 million euro compared to the same period the year before (Distrifood,

2018). In some categories, products with a quality mark have a market share of almost 30%, especially for categories such as meat, fish and coffee and tea (IRI, 2018). Compared to the overall growth rate of the food market, which was an increase in sales with 4%, quality marks performed better with a growth of 16% in sales in 2018 (IRI, 2019). The expectancy is that quality marks keep growing in 2019. Global Fair Trade sales have reached 8,49 billion euros in 2017, a growth of 8% compared to the year before (Fair Trade International, 2018). Retail sales of Fair Trade in The Netherlands reached 290 million euros in 2017 with a growth of 8% compared to the year before. In 2017 a total volume of 10,724 metric tonnes of tea was sold, however, this was 12% less than was sold the year before (Fair Trade International, 2018). In 2018, 83% of Dutch households had bought a Fair Trade certified product (Max Havelaar, n.d.).

When specifically looking at the tea market in The Netherlands, it can be found that most tea brands are part of the Ethical Tea Partnership (ETP). This is an organisation that works with farmers and tea producers in the supply chain of their members (Ethical Tea Partnership, n.d.). ETP has been established in 1997, has 40 members and works together with almost 700,000 farmers (Ethical Tea Partnership, 2015). It is not a quality mark, but a partnership of tea brands. Members include Jacobs Douwe Egberts, Unilever, Starbucks and many more (Ethical Tea Partnership, n.d.). Brands on the Dutch market are almost all part of the ETP, have a quality mark or have a quality mark and are part of the ETP at the same time. Brands such as Lipton show the Rainforest Alliance label, while Pickwick shows the UTZ label. A brand as Twinings has no identification of a quality mark or ETP on its packaging but is involved with ETP. A brand as Clipper Tea shows the Fair Trade label. Other small brands such as La Place and Private Labels of members of Superunie, such as Deen, are also labelled as Fair Trade. The consumer can therefore make many choices based on quality marks when choosing their tea and has multiple options for choosing Fair Trade.

In the Fair Trade literature often willingness to pay a price premium is researched, because of the price premium asked for Fair Trade products (De Pelsmacker et al., 2005; Andorfer & Liebe, 2012). Next to this economic approach, approaches from social psychology have been used to research Fair Trade (Andorfer & Liebe, 2012). Within this social-psychological approach the behaviour of interest is assumed to be determined by an intention to perform the behaviour. Purchase intention is often used as a predictor of subsequent purchase (Grewal, Krishnan, Baker & Borin, 1998). It can be defined as: *"Purchase intentions are an individual's conscious plan to make an effort to purchase a brand"* (Spears & Singh, 2004, p. 56). This research will therefore look at the purchase intention for Fair Trade tea.

However, it is also important to consider actual buying behaviour of consumers in this

context. According to the attitude-behaviour gap, consumers' actual behaviour can differ from what they intend to do (Prothero, Dobscha, Freund, Kilbourne, Luchs, Ozanne & Thogersen, 2011). Even though consumers have social-responsible attitudes, social responsibility is often not the main criterion in making a purchase decision (Carrigan & Attalla, 2001). Gaining insight in the attitude-behaviour gap is important to understand the ethically-oriented consumer (Carrington, Neville & Whitwell, 2010). By taking both purchase intention and buying behaviour into account, it can be seen whether there are inconsistencies between what consumers intend to do and actually do regarding Fair Trade tea.

2.2 Altruism

People participate in altruistic behaviour all the time, which is closely related to prosocial behaviour and morality. Prosocial behaviour includes behaviour that benefits others and morality is about the distinction between right and wrong (De Groot & Steg, 2009). Examples of altruism include people donating blood, giving to charity, volunteering and sometimes even saving the life of a stranger (Bénabou & Tirole, 2006). In economics, altruism is defined as decreasing someone's own wealth in order to increase the wealth of others (Schwarze & Winkelmann, 2005). To be more precise, altruism is described as: *"Altruism involves actions taken by an individual that voluntarily benefit another person without the expectation of reward from external sources"* (Powers & Hopkins, 2006, p. 108). Altruism is a part of human nature (Piliavin & Charng, 1990).

Several types of altruism exist and have been researched over the years. Evolutionary models of altruism have appeared: the kin selection theory and reciprocal altruism theory (Hardy & Van Vugt, 2006). Haldane (as cited in Wilson, 2005), a founder of modern genetic theory of evolution discovered that selflessness could evolve even when people where not organised into societies. Kin selection theory can be defined as: *"Theory that models social traits with a focus on the individual (group effects are often implicit) and uses relatedness coefficients to capture effects of genetic correlations among individuals"* (Foster, Wenseleers & Ratnieks, 2006, p. 1). Another model is that of reciprocal altruism theory. This happens when the recipient is so distantly related to the person performing an act that kin selection cannot happen (Trivers, 1971). In biological literature it is stated that with reciprocal altruism punishment and reward happens only when this is beneficial to the self in the long-term (Fehr & Fischbacher, 2003). These are types of evolutionary altruism, which is how biologists also discuss altruism among other organisms (Sober, 1988). In addition to this, Sober (1988) argues

that there is vernacular altruism and describes this in three dimensions. First, for vernacular altruism an actor needs to have a mind, which means that there needs to be a motive to do good to others. Second, benefits do not have to be reproductive benefits, which means that for example, gifts, do not have to enhance evolutionary fitness and reproduction but are still seen as an act of goodness. Third, and last, vernacular altruism is an absolute concept, which means that if someone gives more gifts than you, this does not necessarily imply more altruism (Sober, 1988).

Next to the evolutionary basis of altruism, research has also focused on linking altruism to personality types. But as Piliavin and Charng (1990) mention, it is hard to describe an altruistic personality since there are different forms of altruistic behaviour. Altruistic behaviour is influenced by the norms an individual has (Schwartz, 1970). There are factors that influence the moral development that leads to altruistic and prosocial behaviour. Prosocial behaviour can be seen as a form of altruism and is defined as: *"Voluntary behaviour that is carried out to benefit another without anticipation of external rewards"* (Powers & Hopkins, 2006, p. 111). Prosocial behaviour is in turn influenced by personality traits, psychological states, social roles, demographics and social norms (Powers & Hopkins, 2006).

Not only do personal norms influence altruistic behaviour, situations can also influence altruistic behaviour. One of these situational factors is the bystander effect. The bystander effect means that people are less likely to offer help to a victim when others are present (Latane & Darley, 1968). This results in people being less likely to help when there are others who can help too (Piliavin & Charng, 1990). In situations in which someone has to help someone else, the helper has to realise that certain actions have consequences for the other and that the helper has a personal responsibility (Berkowitz, 1972). For others the behaviour of the helper shows what they should do in such a situation and it shows them how to behave properly (Berkowitz, 1972).

Further research into altruism is focused on pure and impure altruism. These types of altruism are more focused on the motives for behaving altruistic. Motives for altruism are sometimes unclear. There could be a preference for increasing the total welfare, including the self or a preference for status and reputation (Antonides, 2015). Several studies have found a link between reputation and prosocial behaviour, showing the social benefits that might come from altruism such as increased respect and trust (Simpson & Willer, 2008; Barclay, 2004; Smith & Bird, 2000). This can be summarised with the term impure altruism. Impure altruism is *"the act that is partially motivated by the warm glow, and not purely motivated by the concern of the beneficiary's welfare"* (Khalil, 2004, p. 107). This warm glow is a form of impure

altruism. Donating or volunteering might result in a positive emotional gain for the giver, also described as warm-glow giving (Ferguson, Atsma, De Kort & Veldhuizen, 2012). Warm-glow giving exists and positively impacts the amount people are donating (Crumpler & Grossman, 2008).

The social benefits resulting from generosity can result in a phenomenon called "competitive altruism". With competitive altruism individuals compete on who is the most generous (Hardy & Van Vugt, 2006). When participating in competitive altruism an individual has costs in the short term but receives benefits in the long-term. Hardy & Van Vugt (2006) also found that people behave more generously in public settings. People benefit from being the most altruistic person in a group (Barclay, 2004).

The opposite of impure altruism is pure altruism. Pure altruism implies that the real reason why people participate in good behaviour is the utility that is derived from the output (Ottoni-Wilhelm, Vesterlund & Xie, 2017). An act out of pure altruism is *"driven by an ultimate desire to help others, at a personal cost, without any personal benefit"* (Ferguson et al., 2012). To complement this, it might be noted that pure altruism is more sincere than impure altruism, while impure altruism is more strategic because there is a self-interest involved (Willer, Feinberg, Flynn & Simpson, 2011).

Another important finding regarding altruism was found in a study by Charness and Rabin (2002). They found that social welfare is an important indicator of behaviour. When a person has social welfare preferences it means that this person wants to help the person that is the worst off compared to others (Charness & Rabin, 2002). In a social preference treatment, it was found that participants were less inequality averse (Traub, Seidl & Schmidt, 2009). This study confirmed the previous findings about social welfare by Charness & Rabin (2002). This may influence people's behaviour in buying Fair Trade, since farmers in third world countries are worse off than farmers in western countries. In Table 1 the different types of altruism and their definitions are summarised.

Table 1. *Overview of altruism*

Types of altruism	Definition
Altruism	Acts performed by an individual who provides benefits to others without the expectation of getting a reward.
Kin selection theory	A theory that models social traits and uses the relatedness to capture effects among individuals.
Reciprocal altruism theory	Altruism that happens when the recipient is distantly related to the person performing the act.
Vernacular altruism	A form of altruism in which (1) people have a mind, (2) benefits do not have to be reproductive and, (3) it is an absolute concept.
Pure altruism	Participating in altruistic behaviour with the purpose of helping others at personal costs without getting a personal benefit.
Impure altruism	Participating in altruistic behaviour with the purpose of helping others by also receiving personal benefits, such as warm-glow giving.
Competitive altruism	Competition on who is the most generous.
Social welfare preference	Wanting to help others, especially those who have it the worst.

Often altruism is measured by playing the dictator game. This is an experiment in which a participant can share money with others. This is done by having participants share a surplus to see whether they selfishly maximize their own money or show signs of altruism by giving to others (Andreoni & Miller, 2002). In a study where participants could share this surplus with a charity, it was found that altruism motivates human behaviour and depends on the level of deservingness of the receiver (Eckel & Grossman, 1996). This means that when people perceive a recipient as deserving, donations will be higher (Eckel & Grossman, 1996). However, in such

settings results may be based on the experimental context (Bardsley, 2008). One main finding is that altruism is a rational choice (Andreoni & Miller, 2002).

Besides measuring altruism in a monetary way, experiments have been conducted in which people fell to the ground pretending to have a knee injury to see how others would react (Berkowitz, 1972). This resulted in the finding that people often help someone who seems ill (Berkowitz, 1972). Other research measured altruism in terms of willingness to spent time and/or money and found that when people perceive themselves as moral, they see the act of spending time instead of money as moral behaviour (Reed, Aquino & Levy, 2007). Another way to measure altruism is by using the Self-Report Altruism Scale (SRAS), developed by Rushton, Chrisjohn and Fekken (1981), in which respondents are asked to rate their own frequency of participating in altruistic acts such as donating and helping others. The SRAS will also be used in this research.

2.3 Altruism and Fair Trade

How can altruism be linked to Fair Trade? Fair Trade consumption helps disadvantaged farmers and workers. Considering this, buying Fair Trade might be an altruistic act. The level of altruism a consumer has might influence whether they buy, or intend to buy, Fair Trade tea. Consumers might buy Fair Trade because of pure altruism, buying the quality mark with the sole purpose of helping farmers in other countries. Consumers might also participate in this behaviour because of a possible self-interest, such as warm-glow giving or gaining a better reputation because of buying Fair Trade. However, in this specific situation pure altruism might play a more important role than impure altruism. Impure altruism is often associated with donations, in which especially warm-glow giving motivates behaviour. However, with food, choices are much more banal, meaning that they happen on an everyday basis. This results in the finding that food choices are unrelated to self-image (Teyssier, Etilé & Combris, 2014). This could mean that impure altruism does not motivate buying behaviour of Fair Trade tea. It was also found that the European population believes they can make a difference, or impact, by buying Fair Trade products (Pelsmacker, Janssens, Sterckx & Mielants, 2006). It is therefore hypothesised that buying Fair Trade tea is more an act of pure altruism than impure altruism.

General purchase behaviour is based on benefits and costs associated with making a purchase, whereas pro-environmental behaviour is focused on a future-oriented outcome and does not result in instant satisfaction (Kaufmann, Panni & Orphanidou, 2012). This means that ethically-oriented purchase behaviour differs from general purchase behaviour. Doane (2001)

defines an ethical purchase as:

> a product that (a) is aligned to a particular issue – human rights, animal welfare, or the environment; (b) gives consumers a choice between one product and an ethical alternative, (c) reflects, to the extent possible, personal or individual choice, rather than a corporate decision. (p. 6)

Effects found for ethical purchasing such as green purchasing might therefore also have an impact on other types of ethical purchasing such as buying Fair Trade. Different studies have found effects of altruism on green purchasing. Social altruism, which is focused on the welfare of others, positively affects green behaviour (Stern, Dietz & Kalof, 1993). Mostafa (2009) also found a positive relation between altruism and green purchase intention. This implies the effect of altruism on ethical consumption, which might as a result also hold for Fair Trade consumption.

Altruism has also been positively associated with organic consumption (Hughner, McDonagh, Prothero, Shultz & Stanton, 2007). However, other research found that altruism did not impact organic purchases (Van Doorn & Verhoef, 2015). In addition, altruism has been researched related to food purchases that were social conscious, such as in dolphin-safe tuna and pesticide-free food (Umberger, Thilmany McFadden & Smith, 2009). Umberger et al. (2009) found that altruistic factors play a role in consumption of national produced beef. Moreover, it was found that anticipated guilt positively influenced the purchase intention of organic food, which may be based on personal norms and standards that could involve altruism (Onwezen, Bartels & Antonides, 2014). It is argued that altruistic motivations influence organic consumption because of the concern about environmental and animal welfare (Bravo, Cordts, Schulze & Spiller, 2013). Since this might be the case for both organic consumption as well as green consumption, altruism might motivate Fair Trade consumption.

The first aim of this research is to find out whether the level of altruism a consumer has positively influences the purchase intention and actual buying behaviour of Fair Trade tea. The second aim is to explore whether pure altruism motivates this behaviour.

H1 Altruism is positively related to purchase intention and actual buying behaviour of Fair Trade tea; (a) Meaning that the higher the level of altruism, the higher the purchase intention of Fair Trade tea and (b) the higher the level of altruism, the frequenter the buying behaviour of Fair Trade tea.

H2 Pure altruism has a stronger impact than impure altruism on (a) purchase intention and (b) buying behaviour of Fair Trade tea.

2.4 Socio-economics

The direct relationship of altruism with purchase intention and buying behaviour of Fair Trade tea is hypothesised to be influenced by socio-economics, such as gender, age and income.

The first socio-economic factor is gender. Different results have been found for gender. Some studies have confirmed that gender does not make a difference in buying ethical (De Pelsmacker, Driesen & Rayp, 2005; Sikula & Costa, 1994). However, women tend to be more ethical than men (Singhapakdi, Vitell & Franke, 1999). Women are more focused on others and have stronger levels of social responsibility (Zelezny, Chua & Aldrich, 2000). Moreover, women are more willing to help the environment, while other research has found men to be more involved in green purchasing (Cottrell, 2003; Dietz et al., 2002; Mostafa, 2007). Women tend to be more altruistic when a product is expensive while men tend to be more altruistic when a product is cheap (Andreoni & Vesterlund, 2001). Women also see altruism as more important than men (Dietz et al., 2002).

A gender-gap exists in sustainable behaviour. One explanation for why men participate less in sustainable behaviour is because sustainable behaviour is associated with femininity and threatens the gender identity of men (Brough et al., 2016). This is based on the perceptions of men and women, of masculinity and femininity.

The differences between men and women might be due to social role theory. Gender role beliefs exist because people observe male and female behaviour and these influence people's view of social roles of men and women (Eagly & Wood, 2011). This also happens through a process of socialisation. Socialisation includes the processes by which people learn what it means to be an adult within society (Holmes, 2007). Gender roles emerge from activities that people perform, within their family roles and society (Eagly & Wood, 2011). Based on stereotypes, women are often seen as more selfless and being concerned with others than men (Eagly & Steffen, 1984). In western cultures men are often portrayed as aggressive and competitive while women are more passive and cooperative (Stets & Burke, 2000).

These stereotypes may come from different social roles in which women hold positions of less authority and power, stay more often at home and less often work (Eagly & Steffen, 1984). Social roles were even emphasized at schools, where girls used to have less education than men in the twentieth century and are now still less likely to study sciences such as physics and engineering (Holmes, 2007).

Differences still exist between men and women and social roles are hypothesised to impact expressions of altruistic behaviour, such as buying Fair Trade products. Based on stereotypes and social roles, women are traditionally seen as thinking more about others and

having stronger levels of social responsibility (Zelezny et al., 2002). Women have a higher purchase intention for Fair Trade products than men, and also buy more Fair Trade products than men (Morrell & Jayawardhena, 2010; Arnot, Boxall & Cash, 2006). This could mean that women are more likely to express altruism by buying more Fair Trade products compared to men. Thus, even though men and women might have the same level of altruism, women are more likely to express this by buying Fair Trade products due to gender roles. This results in the following hypothesis:

H3 The relationship between altruism and (a) purchase intention of Fair Trade tea will be stronger for women than for men and (b) this will also be found for buying behaviour of Fair Trade tea.

The second socio-economic factor that is taken into account is age. Different generations have different perceptions. When the macro-environment changes, consumer behaviour also changes (Bakewell & Mitchell, 2003). The population can be separated into generations (Generation Journey, n.d.). An overview of generations in The Netherlands is shown in Table 2.

Table 2. *Generations in The Netherlands (Generation Journey, n.d.)*

Generation	**Born between**	**Age (2018)**	**Population in The Netherlands (2018)**
Baby-boomers	1940-1955	63-78	2,700,410
Generation X	1955-1970	48-63	3,933,673
Pragmatic generation	1970-1985	33-48	3,210,359
Generation Y (millennials)	1985-2000	18-33	3,199,170
Generation Z	2000-2015	3-17	2,868,678

Fair Trade organisations define their target group between the ages of 31-44. This group is described as Fair Trade lovers (De Pelsmacker et al., 2005). This can be linked to the generations, which would mean that Fair Trade is aimed at the pragmatic generation. For this research it would be interesting to see whether generations differ on their level of altruism and their intention and actual behaviour of buying Fair Trade tea. Studies revealed that attitudes and social norms influence purchase intention of green and ethical products (Jin Ma, Littrell & Niehm, 2012; Vermeir & Verbeke, 2008). Hence, the different norms and attitudes that

characterise the variety of generations influence their intention to buy, or actual buying behaviour of Fair Trade tea.

Research on Fair Trade clothing discovered that baby-boomers find quality, value and ethnic origin more important, while generation X places more value on how fashionable clothes are (Littrell, Jin Ma & Halapete, 2005). Positive results were also found for age and ethical behaviour in which older generations tend to be more ethical than younger generations (De Pelsmacker et al, 2005; Doran, 2009). Additionally, research about clothing found that generation Y lacks knowledge about organic products, Fair Trade and recycling (Hwang, Lee & Diddi, 2015). The more individualistic society becomes, the less altruistic people might behave (Kanfer, 1979). However, growing up in times where environmental concerns are important issues in society leads to more sensitivity to these issues (Straughan & Roberts, 1999). Younger individuals were found to be more sensitive to environmental issues (Straughan & Roberts, 1999).

Millennials, the generation born between 1985 and 2000, are described as wanting to correct problems that exist in the world. This includes a belief in civic-duty (Williams et al., 2010). On top of this, millennials are also social-cause oriented and already respond well to green living (Williams et al., 2010). This might be an indication that their level of altruism differs from other generations and that this generation expresses themselves by buying more ethically oriented products, such as Fair Trade.

Older generations, for example baby-boomers who were born between 1940 and 1955, are also described as being environmentally conscious and supportive of green behaviour (Williams et al., 2010). Due to their higher incomes, they are also able to pay the price premiums that are often asked for Fair Trade products.

Literature disagrees on whether younger people or older people behave more ethically regarding Fair Trade consumption. On the one hand it was found that there is a positive relationship between older age and ethical behaviour, while there are also arguments for why younger people might nowadays participate in this kind of behaviour. The aim of this research is therefore to investigate whether there are any differences between various generations and if the effect between altruism, purchase intention and buying behaviour of Fair Trade is stronger for younger people.

H4 The relationship between altruism and purchase intention of Fair Trade tea (a) differs across age-groups and (b) is strongest for millennials.

H5 The relationship between altruism and buying behaviour of Fair Trade tea (a) differs across age-groups and (b) is strongest for millennials.

The third, and last, socio-demographic factor is income. Fair Trade products often involve price regulation and a price premium. A regulation for the Fair Trade price is a price floor and when prices for specific products drop below this floor, Fair Trade prices will not go any lower (Dragusanu, Giovannucci & Nunn, 2014). By providing a price floor, local farmers can be protected against risks. The premium asked for Fair Trade products goes to a communal fund for local farmers and workers to improve economic and environmental conditions (Fair Trade Foundation, n.d.). This communal fund is used for building schools, health clinics, education, water systems and more (Dragusanu et al., 2014).

Research has shown that consumers are willing to pay a price premium for ethical products and are willing to spend more when it is for a good cause (De Pelsmacker et al., 2005; Park, 2018). However, how much people are willing to pay depends on age and gender but also on how ethically aware they are (Rotaris & Danielies, 2011; De Pelsmacker et al., 2005). To summarise this, some consumers are willing to pay a price premium but this depends on other factors as well (Krystallis & Chryssohoidis, 2005; Loureiro & Lotade, 2005). For example, responsible consumers are often older, well-educated and wealthy (Park, 2018). Another study found that younger, female and highly-educated consumers are more likely to pay for Fair Trade (Taylor & Boasson, 2014). Regardless of income, research showed that some people are not willing to pay the price for Fair Trade products and believe that the price premium benefits the organisations behind it more than the farmers and workers who are supposed to receive the premium (Bray et al., 2011). However, when people know why Fair Trade has higher prices and what they do for farmers in developing countries, willingness-to-pay is higher (Park, 2018).

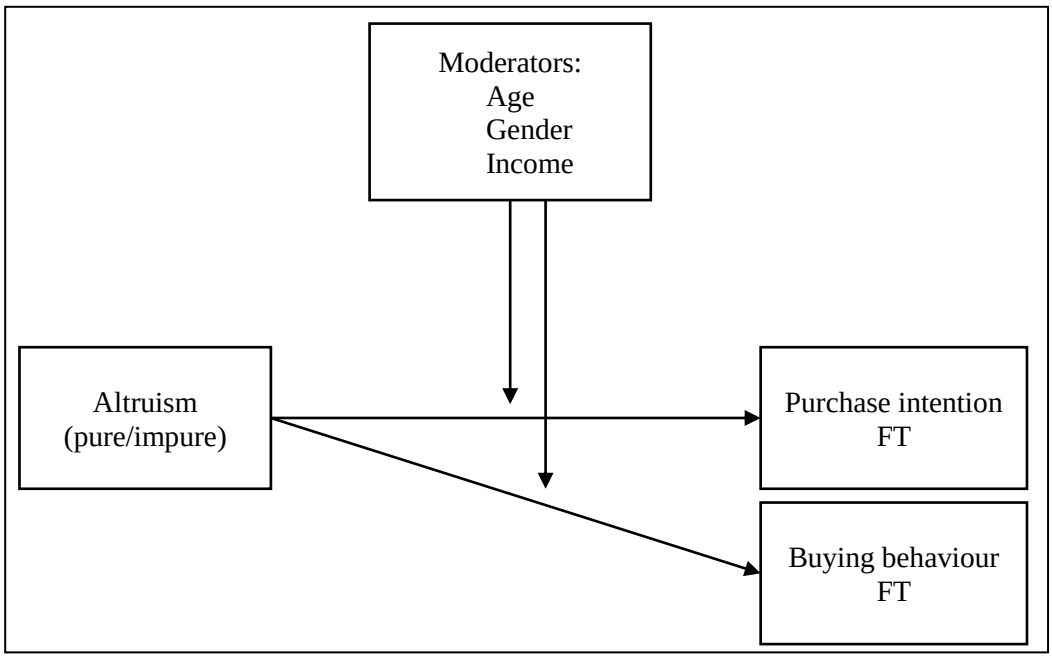
Furthermore, disposal income of consumers keeps growing, which leads them to have other aspirations and spend money on products and services that make them feel good (Yeoman & McMahon-Beattie, 2006). Disposal income is the money households have available for spending. Having the money available might influence whether people choose to spend money in a more altruistic manner and have the intention to buy Fair Trade products. The amount of income people have, and the amount of disposal income, can therefore influence the relationship between altruism and purchase intention of Fair Trade. It was found that when consumers have a lower income, the expense of buying ethical products weights heavier than the moral goodness of buying ethical (Olson, McFerran, Morales & Dahl, 2016). A distinction will be made between income classes. This results in one final hypothesis:

H6 For consumers with higher incomes (a) the relationship between altruism and purchase intention of Fair Trade tea is stronger and (b) the relationship between altruism and buying behaviour of Fair Trade tea is stronger compared to those with lower incomes.

2.5 Conceptual model

The hypotheses can be summarised in the conceptual model (Figure 1), explaining the main theoretical relationships investigated in this research. First, the direct relationships between altruism and purchase intention, and between altruism and buying behaviour are investigated (H1). Additionally, it will be tested whether pure altruism has a stronger impact than impure altruism (H2). Next, it is hypothesised that socio-economic factors influence the relationship between altruism and Fair Trade. This results in the hypothesis that this effect is stronger for women, since gender roles influence behaviour (H3) and that there are differences between generations in this behaviour (H4). Additionally, it is argued that the effect is strongest for millennials compared to other generations (H5). Lastly, it is hypothesised that the relationship between altruism and purchase intention and buying behaviour of Fair Trade products is affected by the income level of households (H6).

Figure 1. *Conceptual model*



3. Methodology

In this chapter methodological choices are explained, including the research strategy, sampling, procedure, measurement instruments, validity and reliability and ethical considerations.

3.1 Research strategy

In the research strategy the objective and object of investigation are described, the research strategy that was pursued and the method for data collection.

First, Dutch consumers who buy tea were identified as the objects of investigation. This way, the research could focus on the level of altruism of tea consumers and whether this trait influenced their choice of a particular tea product. The research took place in the context of Fast Moving Consumer Goods (FMCG) where the specific retail outlets in which the consumers bought their tea were also taken into account.

Second, the research strategy employed was a survey. With a survey information could be collected from individuals about their behaviour or social units that they belong to (Forza, 2002). This research strategy fit the research question and did not involve behavioural control of events (Yin, 2013). A quantitative and cross-sectional survey was conducted in order to test the formulated hypotheses.

To collect data, an online questionnaire was developed. Respondents could answer questions related to their level of altruism in terms of frequency of their own altruistic acts, intention to buy Fair Trade tea and actual buying behaviour of Fair Trade tea.

The objective of this research was to find out whether the level of altruism a consumer had impacted both their purchase intention and actual behaviour of Fair Trade tea and whether this behaviour differed by gender, age and income in the Dutch market. By pursuing this research strategy, the research objective could be achieved.

3.2 Sampling

A sample of the total population was taken in order to conduct the research. The research was conducted among Dutch consumers who bought tea. By using a simple and easy to understand questionnaire, consumers were asked about their altruism, buying behaviour and purchase intention of Fair Trade tea.

A non-random sampling procedure was used. The questionnaire was spread among the network of the researcher, which led to a non-random procedure. Not everyone had the same

chance to be a part of this research. Snowball sampling was also used, by asking participants to share the questionnaire with two or three people in their own network to create a bigger sample. Participants were asked to share the questionnaire with someone who consumes Fair Trade, but this was not obligatory. The goal was to include Fair Trade consumers in the sample, but also non-Fair Trade consumers. This was intended so a variety of behaviours could be included in the sample. The starting point of the questionnaire was online, based on the network of the researcher and the network of the people in the network. Starting points were chosen strategically. This meant that for example Facebook was used to reach younger people, while LinkedIn was used to reach people in their middle ages. On top of this, some people were asked to spread the questionnaire among their colleagues, for example, to be able to have other ages in the sample as well in order to create a sample with enough variety. A link to the questionnaire was provided in recruitment messages that could be easily shared with others. Convenience sampling was kept as an option in case the online questionnaire did not receive enough responses. The option was kept to spread an offline version of the questionnaire among students of Radboud University on Campus. This was not necessary. In sum, the aim was not a representative sample of the Dutch population, but to generate sample heterogeneity.

By using the network of the researcher and the network of the network, tea drinkers that bought Fair Trade and tea drinkers that did not buy Fair Trade were investigated. This was done in order to test both purchase intention and purchase behaviour. This enabled the researcher to reach Fair Trade tea prospects.

The bigger the sample, the bigger the chance of finding results. In order to conduct a multiple regression analysis a minimum requirement is a sample size of 50, but preferably a sample size of 100 (Hair, Black, Babin & Anderson, 2014). Keeping the statistical power in mind, the aim was to have a sample size of 150 respondents. Some time was invested to reach this sample size.

In total 197 people clicked on the questionnaire. After cleaning the data and coding missing values 179 valid answers were used in the analysis. Of the 179 respondents, 4 people did not drink tea and were redirected to the end of the questionnaire. Hence, a total sample of N=175 was researched. From the 175 respondents that drank tea, 23% never bought Fair Trade tea. This meant that the remaining 77% had bought Fair Trade tea. 31% respondents bought Fair Trade less than once per month, meaning that 46% of respondents bought Fair Trade once per month or more. Respondents were mostly millennials, 83% responded to be between the ages of 18 and 33 year. Additionally, 7% was between 33 and 38 year and 10% between 48 and 63 year. Only a small group of Generation X and the pragmatic generation was thus included

in the final sample. Gender was not evenly distributed, of the respondents 36% was male and 64% was female. One person chose not to answer this question.

When looking at income, most respondents had a net income of less than €2,000 per month and 27% had an income between €2,000 and €4,000 per month. More than 50% of the sample studied or had studied at a university.

3.3 Procedure

Before data collection started, the questionnaire was pre-tested among 10 respondents. Seven of these respondents were millennials, while the three other respondents were part of generation X. Four men participated in the pre-test, five women and one person chose not to answer the gender. The pre-test was conducted in order to check whether questions would be interpreted correctly and if the questionnaire was understandable. By asking what respondents thought about items and the length of the questionnaire, feedback was collected. This feedback was used to improve the final questionnaire.

What was added after analysing feedback on the pre-test was a first question whether respondents actually bought tea. In the final questionnaire, respondents that did not buy tea were directed to the end of the questionnaire. This also had implications for the order of the variables measured in the questionnaire. Instead of beginning with altruism, the questionnaire now started with Fair Trade buying behaviour and purchase intention. Respondents in the pre-test were fine with the duration of the questionnaire and items were understandable. Therefore, no further changes in the final questionnaire were made.

After finalising the questionnaire, recruiting respondents took place on social media platforms such as Facebook and LinkedIn by posting messages linking to the questionnaire. A general recruitment text was written (Appendix C). Data collection took place online. Before starting the questionnaire, respondents read a short instruction about the goal and main subject of the questionnaire. This instruction also included a message saying that the questionnaire was anonymous and that results would be handled with confidentiality. This also stated that when respondents would continue with the questionnaire, they gave permission for using their data for this research. A first request for sharing the questionnaire with the network of the respondent was made, by providing a link that could easily be shared on social media.

The first item in the questionnaire was asked in order to check whether respondents actually bought tea. If not, respondents were directed to the end of the questionnaire. The following question was whether respondents bought Fair Trade products. After this, Fair Trade

was introduced to the respondents and attitude, purchase intention and buying behaviour were measured. Then some general questions about prosocial purchase behaviour were asked. After the Fair Trade part of the questionnaire, respondents could answer questions about altruism, in which they could score themselves in terms of frequency of performing altruistic acts. The following section included impure altruism before final questions about age, gender, income, education and their most visited retail outlet for grocery shopping were asked.

After finishing the questionnaire, respondents were shown a short debriefing about the questionnaire. This also included a reminder of the confidentiality of the answers and showed an e-mail address where the respondent could send additional questions about the research. This debriefing also included a link to enable respondents to share the questionnaire with their own network. The questionnaire was translated into Dutch. The Dutch version of the questionnaire can be found in Appendix B, the English version in Appendix C. On average the questionnaire took seven minutes to complete.

3.4 Measurement instruments

In this research, six variables were measured: altruism, purchase intention of Fair Trade tea, buying behaviour of Fair Trade tea, gender, age and income. A definition of the variables was repeated before items in the questionnaire were described (Appendix A). All items were translated into Dutch in order to collect data in the native language of the population.

Dependent variables: Purchase intention and buying behaviour. Dependent variables included purchase intention of Fair Trade tea and actual buying behaviour of Fair Trade tea. These items were specific to the product category tea to generate more specific results. Purchase intention was defined as: *"Purchase intentions are an individual's conscious plan to make an effort to purchase a brand"* (Spears & Singh, 2004, p. 56). It was measured by three items developed by Spears & Singh (2004). These items included questions about whether people intended to buy the product, had a high or low purchase interest and if they would probably buy it or not (Appendix 1, items 1-3). These items were measured on a 7-point Likert-type scale. For this research, a 5-point scale was used consistently throughout the questionnaire. After translating the items into Dutch, answer scales were ranging from (1) completely disagree, to (5) completely agree. An additional item was developed in which respondents could answer whether they intended to buy Fair Trade tea in the upcoming three months or not.

Different scales exist to assess the actual buying behaviour of consumers. Buying behaviour of consumers involved the actual tea purchases someone made. Most important was

to ask what kind of tea products were bought and if these were Fair Trade certified or not. To do this, the Green Buying Behaviour (GBB) scale developed by Lee (2008) was adapted and kept as a guideline to question Fair Trade buying behaviour. This scale consisted of three items that could be related to personal choice and Fair Trade tea buying behaviour (Appendix A, items 5-7). Answer scales were on a 5-point Likert-type scale ranging from (1) completely disagree, to (5) completely agree. An additional question was asked about whether people had bought Fair Trade tea in the last three months.

Independent variable: Altruism. Altruism is the motivation someone has to increase the welfare of others. It was defined as follows: *"Altruism involves actions taken by an individual that voluntarily benefit another person without the expectation of reward from external sources"* (Powers & Hopkins, 2006, p. 108). In this research a distinction was made between pure and impure altruism. Pure altruism was described as altruistic behaviour that has the sole purpose of benefiting others, while impure altruism involved a self-benefit. To be able to measure the distinction between these types of altruism, separate scales were used.

The Self-Report Altruism Scale (SRAS) developed by Rushton et al. (1981) consists of twenty items that enabled respondents to answer with their own frequency of participating in altruistic acts. There were five answer possibilities that included never, once, more than once, often and very often. This scale was assessed in terms of reliability and validity. However, a critique on this scale (Rushton et al., 1981) was that it was too specific and that a more general format could be used. Furthermore, the Self-Report Altruism Scale was shortened for this research since some items such as 'I have helped push a stranger's car out of the snow' did not seem as a realistic scenario for The Netherlands. The scale was therefore shortened from twenty items to twelve items (Appendix A, items 9-20). This scale helped assess the level of pure altruism a consumer had. Answers scales ranged from (1) never, to (5) very often, to measure the frequency of such altruistic acts.

Additional questions about impure altruism were asked. Impure altruism corresponds with warm-glow giving. The scale of warm-glow giving was defined by using a factor analysis and was tested for validity and reliability. The scale was developed by Nunes and Schokkaert (2003) and included five items answered on a 5-point Likert-type scale with answers ranging from (1) I disagree completely, to (5) I agree completely. For the scales a 5-point scale was used, which included the possibility to give a neutral answer. Answers were used to assess the level of altruism consumers had and if they engaged in impure altruism (Appendix A, items 21-25).

Three items were also developed to not just measure warm-glow giving, but impure

altruism in general. Items were about the good feeling respondents could have after donating and if they were proud to drink Fair Trade tea (Appendix A, items 26-28).

Moderators: Moderators in this research included gender, age and income. Since these are not variables that include extensive scales, a few questions were asked about these variables at the end of the questionnaire. Respondents were asked to answer the question how old they were. Answer opportunities corresponded to the different generations, meaning that ages were shown in brackets. For gender, respondents were asked to fill in whether they were male or female. The question about income included answer scales with several classes of incomes. Education was also measured, because education might give an indication of the income someone receives (Appendix A, items 37-40).

Control variables: As control variables prosocial consumption and attitude towards Fair Trade were taken into account. For example, someone might have chosen not to buy Fair Trade but instead bought a product with another label. To control for this effect, prosocial consumption was measured. Prosocial consumption could be defined as *"consumption behaviours over some period of time that are believed to benefit people in another country"* (Bruner, 2017, p. 412). The scale developed by Cavanaugh, Bettman and Luce (2015) consisted of four items that were originally measured on a 7-point scale (Appendix A, items 29-33). However, for this research these items were measured on a 5-point scale to have a consistent format for the questionnaire. Additionally, questions were asked about what tea brands consumers bought. By assessing this it could be deduced whether people bought products that had other labels than the Fair Trade label. The brands could then be linked to the labels the brand has to see whether consumers participated in buying Fair Trade. By asking this question, it could also be seen when people did not buy Fair Trade if they chose a tea brand that had a similar label such as Rainforest Alliance or UTZ. By asking this it could also be seen when people chose a tea brand without any label.

The second control variable, attitude towards Fair Trade was measured because people might choose to not buy Fair Trade because they had an unfavourable attitude towards the label. In order to control for this, the attitude towards Fair Trade was measured. This was measured with three items that originally had a 7-point scale and were developed by Kwon and Nayakankuppam (2015). This answer scale was also changed in order to create a consistent questionnaire with a 5-point scale. Items included favourable/unfavourable, likable/unlikable and negative/positive (Appendix A, items 34-36). These control variables were added for exploratory reasons.

3.5 Data analysis

The method for data analysis was chosen based on the characteristics of the data. The measurement level for the dependent variables, purchase intention of Fair Trade tea and buying behaviour of Fair Trade tea, was metric. The independent variable altruism also had a metric measurement level. Based on these characteristics, a multiple regression was conducted in which interaction effects were included to measure the effect of the socio-economic moderators gender, age and income. In order to take these moderators into account, dummy variables were created.

Dummy variables were codes as follows. For gender, the default setting were women. For income the split was made between low incomes and higher incomes. Low incomes (<€2,000) were the default setting and given a score of 0. For generations, the difference was made between millennials and other generations. This meant that millennials were the default setting and other generation dummy variables were given a score of 1.

Before the actual multiple regression was done, descriptive statistics of the sample were analysed. Then a factor analysis was conducted. By conducting a factor analysis, it could be seen whether items were actually measuring the right construct and if items represented the correct variable before taking further steps in the analysis. This was done to assess construct validity. Variables were calculated by taking the average of the items that made up the scale. Before this could be done, one item of buying behaviour was recoded since this was a closed question measured on a 5-point scale. This meant that this question could have easily been answered with a simple 'yes' or 'no' but was measured on the 'Completely disagree' to 'Completely agree' scale. To make interpretation of this variable easier, completely disagree and disagree were both coded with a score of 1, neutral with a code of 3 and agree and completely agree with a code of 5. This made it easier to compare this item with the other items that made up buying behaviour and calculate the final scale for this variable.

A univariate analysis was conducted to check for skewness and kurtosis. A bivariate analysis was conducted to check for multicollinearity. These assumptions were checked for each variable. When this check was done, the first relationship in the multiple regression was analysed. The first relationship measured was the main relationship between altruism and the dependent variable purchase intention. After this, interaction effects were calculated to find out whether socio-economics influenced the relationship between altruism and purchase intention of Fair Trade tea. This procedure was then also done for the effect of altruism and buying behaviour of Fair Trade tea in order to test all hypotheses. On top of this the variable altruism was divided into two dimensions: pure altruism and impure altruism. To test the hypothesis

whether pure altruism impacted Fair Trade tea purchase intention and buying behaviour more than impure altruism, the effect of the dimension impure altruism was also analysed.

After this, an additional regression analysis was conducted to test whether the control variables attitude towards Fair Trade and prosocial consumption could significantly explain buying behaviour and purchase intention of Fair Trade tea.

Based on this research design, sample size should have been around 150 in order to have enough statistical power. Power is the probability of detecting significant effects (Hair et al., 2014). The purpose of multiple regression was to find out to what extent the independent variables predicted the dependent variable. The research question investigated was descriptive and aimed to describe what the effect of altruism was on purchase intention and buying behaviour of Fair Trade tea.

3.6 Research ethics and limitations

In order to conduct this research in an ethical manner, several factors were taken into account.

First, no harm was done to people that participated in this research. By providing the objective to respondents the main idea behind the research was made clear. It was ensured that answers were anonymous and that answers were handled with confidentiality. It was also stated that when respondents would fill in the questionnaire, they agreed to their data being used for this research only. They were free to drop out of the questionnaire at any moment. If respondents had any further questions, they could e-mail them to the researcher. This way respondents could ask further questions, or let the researcher know if they did not like anything about the questionnaire. The ending of the questionnaire involved a short debriefing, informing respondents again about their data and the objective of the research. Their data was only used for this research. This was done in order to ensure confidentiality and to get permission to use data of respondents for this research only.

Second, the aim of this paper was to be as honest, accurate and truthful as possible. This meant that the researcher did not engage in stealing, cheating, plagiarism or any other fraud. Data was not manipulated in this research. Measures were taken so that the final sample was an adequate representation of what respondents answered. Non-completed questionnaires were not taken into account and missing values were dealt with. To ensure that data was not misrepresented a factor analysis was conducted to check if items really measured what they were intended to measure. The researcher took actions to make sure data was valid and reliable.

4. Results

In this chapter, results of the analysis are presented. This includes descriptive statistics about the dataset and hypothesis testing by using multiple regression in SPSS, version 23. Hypotheses were tested with a significance level of $\alpha = 0.05$.

4.1 Validity & reliability

Validity and reliability of the measurements were assessed. Internal validity was preserved by using scales and measurements that were used before. These validated scales were a way to measure what was intended by the researcher.

Next to internal validity, reliability was assessed. For assessing reliability, the items that made up a construct were analysed in order to find the value of Cronbach's Alpha. It can be assumed that a scale is reliable when Cronbach's Alpha is above .7.

Table 3. *Internal consistency and reliability*

Construct	**Original # items**	**Cronbach's alpha**	**Percentage explained variance**
Purchase intention	4	.80	63.6%
Buying behaviour	4	.73	52.4%
Altruism	12	.75	36.3%
Impure altruism	8	.78	41.9%
Prosocial consumption	4	.56	43.9%
Attitude towards Fair Trade	3	.72	64.2%

Purchase intention ($\alpha = .80$), buying behaviour ($\alpha = .73$), altruism ($\alpha = 0.75$) and impure altruism ($\alpha = 0.78$) all had a sufficient reliability (Table 3). The control variable attitude towards Fair Trade also had sufficient reliability, with $\alpha = .72$, but the scale for the control variable prosocial consumption was not very reliable, with $\alpha = .56$. This scale was kept despite its low reliability, since this scale was not a core aspect of the analysis. No items were deleted, since deleting items would decrease the reliability of the scales used. By keeping all items, more aspects of variables could be measured.

In addition, factor analysis was used to assess convergent and discriminant validity. Convergent validity is a measurement of the unidimensionality of a construct. This was assessed by putting the items of one construct in a factor analysis to see how many factors were extracted and how much variance they explained. These results can be found in Table 3. The factor analyses can be found in Appendix D. The construct purchase intention explained 63.6% of the variance of its 4 indicators, which was sufficient. This is above 60% and therefore was considered a valid construct (Field, 2013). The second construct that was assessed was buying behaviour. The construct buying behaviour was measured by four items. With an explained variance of 52.4% convergent validity was considered sufficient. To assess altruism, the original 12 items that belonged to the SRAS were factor analysed. Four factors were extracted based on the eigenvalues. However, when taking a closer look at the scree plot it was argued that one factor underlied these items, explaining 36.3% of variance. One of the main critiques on the scale was that it was too specific. This could also be the case in this research, which resulted in four communalities greater than one. Especially since many types of altruism exist, these items may have been too specific to measure altruism in general.

Impure altruism was measured with eight items of which five items originated from a warm-glow giving scale, while three items were added by the researcher. Based on communalities, two factors were extracted. However, since Cronbach's Alpha was sufficient and the scree plot showed that there was only one underlying item, this scale was also considered as unidimensional. In total 41.9% of variance was explained.

The control variables prosocial consumption and attitude towards Fair Trade were also assessed on unidimensionality. The explained variance of prosocial consumption of 43.9% was quite low which indicated that this scale was not very valid. Additionally, the Cronbach's Alpha ($\alpha = .56$) of this scale was also below sufficient and indicated that this scale might not be a very reliable and valid way of measuring prosocial consumption. Attitude towards Fair Trade had an explained variance of 64.2%, which indicated convergent validity of this construct and confirmed unidimensionality.

Discriminant validity was assessed by running Principal Axis Factoring on all items that were used in this research. The KMO had a value of 0.79 which was above the minimum criterion of 0.5. This meant that the item coherence was adequate for factor analysis. Bartlett's measure was significant, rejecting the hypothesis that the original correlation matrix was an identity matrix (Field, 2013). Six factors were extracted that together explained 41.5% of variance. When sample size is above 150, sufficient factor loadings should be 0.45 or higher (Hair et al., 2014). When looking at the rotated factor matrix (Appendix D), it could be observed

that some items loaded on more than one factor and that there was no clear distinction between the items belonging to a certain construct. For example, the items that made up the constructs buying behaviour and purchase intention both had significant loadings on factor 1. Attitude towards Fair Trade had sufficient factor loadings on factor 4. For prosocial consumption there were only two significant factor loadings. However, these items also loaded on factors 3 and 6. Items of the SRAS loaded on factors 2, 3, 5 and 6. Two SRAS items had insufficient loadings. When looking at impure altruism and warm-glow giving, it was found that these items scored on factors 3 and 5.

To conclude, reliability of the scales used in this research was high. However, some limitations existed related to the validity of this research. Even though convergent validity seemed sufficient for most variables, discriminant validity was not very clear and not sufficient. However, in the next section we study the correlations between the constructs, also indicating discriminant validity.

4.2 Descriptive statistics

Descriptive statistics and correlations of all measured constructs were assessed. All items were measured on a 5-point Likert scale. To measure the constructs, the corresponding items were averaged. The highest value of a variable was therefore 5, with a score of 1 being the lowest. The midpoint of the scale was therefore 3.

For buying behaviour the mean was 2.41, which indicated a result below the midpoint. This meant that respondents did not particularly participate in buying Fair Trade tea. Purchase intention showed a higher score with a mean of 3.77. This could indicate that people did have a purchase intention for Fair Trade tea. A score of 2.85 was found for altruism, which was slightly below the midpoint. Both impure altruism and prosocial consumption had means scores of 3.00, exactly at the midpoint of the scale. The final variable, attitude towards Fair Trade, had a mean score of 3.91. This indicated that people had a favourable attitude towards this label. The descriptive statistics are summarised in Table 4.

The correlation matrix (Table 4) showed that most relationships between variables were significant. The only correlation that was not significant was the correlation between attitude towards Fair Trade and altruism. Positive correlations indicated that the relationships between the variables were also positive. An example was the significant correlation between altruism and purchase intention. This could mean that altruism had a positive effect on purchase intention, which would already provide some support for hypothesis H1a. The same would be

true for hypothesis H1b, since altruism and buying behaviour were also positively and significantly correlated. Although the correlations in some cases were substantial, most were of moderate size, indicating discriminant validity of the constructs.

Table 4. *Correlation matrix and descriptive statistics*

	1	2	3	4	5	6
1. Buying Behaviour						
2. Purchase intention	0.65**					
3. Altruism	0.25**	0.25**				
4. Impure altruism	0.36**	0.41**	0.19**			
5. Prosocial consumption	0.45**	0.42**	0.19*	0.41**		
6. Attitude towards Fair Trade	0.36**	0.53**	0.15	0.38**	0.26**	
# Items	4	4	12	8	4	3
Mean	2.41	3.77	2.85	3.00	2.82	3.91
Standard deviation	0.85	0.71	0.53	0.57	0.66	0.56

*n =174; **p<.01; *p<0.05*

4.3 Regression analysis

Regression analysis was used to test the hypotheses. One multiple regression was conducted to analyse the main effects of impure and pure altruism on purchase intention of Fair Trade tea. A second model was then developed that included the interaction effects with pure altruism. This was also done for the effect of impure and pure altruism on buying Fair Trade tea. A final regression analysis was conducted to understand the effects of the control variables attitude towards Fair Trade and prosocial consumption.

4.3.1 Assumptions

Several assumptions had to be met in order to conduct a multiple regression analysis. These assumptions included normality of the error term measured, linearity of the variate, multicollinearity and homoscedasticity.

The variables that were researched were all normally distributed. After checking

skewness and kurtosis, it was found that the values were all between -3 and 3, which meant that it could be assumed that these variables were normally distributed (Hair et al., 2014). The correlations and VIF were assessed for analysing multicollinearity, while plots were interpreted to assess linearity and homoscedasticity.

The first analysis assessed the relationships of altruism and impure altruism with purchase intention. This first model showed no signs of multicollinearity since correlations were below $r < 0.9$. The Durbin-Watson statistic should be close to 2 in order to assure independence of errors, this was the case with a value of 1.86. The VIF was also close to 1, indicating that there was indeed no multicollinearity. The residual plots were inspected to assess linearity, which was found for the first model.

The model including the interaction effects showed some signs of multicollinearity. The dummy variables age, gender and income correlated highly ($r > 0.9$) with their interaction variables (altruism*age, altruism*gender and altruism*income). Other correlations showed no signs of multicollinearity. The Durbin-Watson statistic was 1.83 and showed independence of errors. The VIF showed values above 2.5, which indicated multicollinearity due to the dummy variables and their interaction terms. Residual plots were inspected for linearity.

The second regression model that was conducted analysed if altruism and impure altruism explained buying behaviour of Fair Trade tea. Correlations were all below $r < 0.9$. The Durbin-Watson statistic was close to 2 and assured independence of errors. The VIF was close to 1 which indicated no multicollinearity. The residual plots showed linear variables.

The model including the interaction effects showed signs of multicollinearity. The dummy variable gender correlated highly with the interaction effect of altruism*gender with $r > 0.9$. The same was found for the other dummy variables and their interactions. Other correlations showed no sign of multicollinearity. The Durbin-Watson statistic was 2.0, indicating there was independence of errors. The VIF value also showed signs of multicollinearity for the dummies and the interactions. The plots showed linearity of variables.

Overall, we considered the assumptions for conducting regression analyses to be met, despite several high correlations between some constructs and their interaction terms.

4.3.2 Hypotheses testing

First, a multiple regression analysis was conducted to analyse the effects of altruism and impure altruism on purchase intention, which also included the dummy variables for income, age and gender. Results can be found in Table 5.

Table 5. *Regression of purchase intention on altruism and impure altruism*

	Model 1: Main effects only		**Model 2: With interaction effects**	
	β	*SE*	*β*	*SE*
Altruism	0.20*	0.10	0.04	0.13
Impure altruism	0.37**	0.09	0.38**	0.09
Gender	0.07	0.11	0.05	0.60
Age	0.07	0.15	-.66	0.87
Income	-.05	0.12	-.81*	0.61
Altruism*Gender			0.74^{+}	0.29
Altruism*Age			0.02	0.21
Altruism*Income			0.79^{+}	0.21
R^2 (Adjusted R^2)	0.21 (0.18)		0.25 (0.21)	

n = 171; $^{**}p < .01$; $^{*}p < .05$; $^{+}p < .10$

Multiple regression analysis was used to test if altruism and impure altruism significantly explained purchase intention of Fair Trade tea. The results of the regression indicated that the model explained a significant proportion of the variance (R^2 = .21, F(5,165) = 8.65, p = .000). Altruism had a significant effect on purchase intention. Thus, hypothesis H1a was accepted. Impure altruism also had a positive effect on purchase intention and showed a stronger relation than for altruism (β = 0.38, p = 0.00). Thus, hypothesis H2a was rejected. Gender, income and age did not show significant effects on purchase intention of Fair Trade tea.

Another multiple regression analysis was conducted to test if the interaction of altruism with gender, age and income explained purchase intention of Fair Trade tea. The results of the regression indicated that the model explained a significant proportion of the variance (R^2 = .25, F(8,162) = 6.79, p = .000). The dummy variable for income showed a significant result (β = -.81, p = 0.05). This indicated that there was a negative effect of income on purchase intention. Based on an p-value of 0.05, no moderation effects were significant. This meant that there were no significant differences between men and women, millennials and other generations and low incomes versus high incomes for purchase intention of Fair Trade tea. H3a, H4a, H4b and H6a were therefore rejected.

Next, a multiple regression was used to test if altruism and impure altruism significantly explained buying behaviour of Fair Trade tea (Table 6).

Table 6. *Regression of buying behaviour on altruism and impure altruism*

	Model 1: Main effects only		**Model 2: With interaction effects**	
	β	*SE*	*β*	*SE*
Altruism	0.21**	0.13	-.00	0.18
Impure altruism	0.32**	0.13	0.35**	0.12
Gender	0.12	0.15	-.24	0.80
Age	0.07	0.20	-.01	1.10
Income	-.05	0.16	-1.19**	0.80
Altruism*Gender			0.08	0.37
Altruism*Age			0.38	0.28
Altruism*Income			1.18**	0.27
R^2 (Adjusted R^2)	0.18(0.16)		0.23(0.19)	

n = 171; $^{**}p < .01$; $^{*}p < .05$; $^{+}p < .10$

Multiple regression analysis was used to test if altruism and impure altruism significantly explained buying behaviour of Fair Trade tea. The results of the regression indicated that the model explained a significant proportion of the variance (R^2 = .18, F(5,166) = 7.23, p = .000). Altruism had a significant effect on buying behaviour (β = 0.21, p = 0.004). Thus, hypothesis H1b was accepted. Impure altruism also had a positive effect on buying behaviour and showed a stronger relation than for altruism (β = 0.38, p = 0.00), which did not support hypothesis H2b. Gender, age and income did not show significant effects on buying behaviour of Fair Trade tea.

Another multiple regression analysis was conducted to test if the interaction of altruism with gender, age and income explained purchase behaviour of Fair Trade tea. The results indicated that the model explained a significant proportion of the variance (R^2 = .23, F(8,162) = 6.07, p = .000). Altruism was no longer significant. Impure altruism had a significant effect (β = 0.35, p = 0.000). Income had a significant negative effect (β = -1.19, p = 0.005). The only interaction effect that was significant was altruism*income (β = 1.18, p = 0.01). This showed that there were differences between low income versus high income in relation to the effect of

altruism on buying behaviour of Fair Trade tea. The effect of altruism on buying behaviour of Fair Trade tea was stronger for higher incomes than for lower incomes. Other moderator effects were not significant. Thus, H3b, H5a and H5b were rejected. H6b was accepted.

4.3.3 Control variables

Another regression analysis was conducted that included the control variables attitude towards Fair Trade and prosocial consumption (Table 7). These two variables significantly explained purchase intention in both models.

Table 7. *Effects of control variables on purchase intention and buying behaviour*

	Model 1: Effects on purchase intention		**Model 2: Effects on buying behaviour**	
	β	*SE*	*β*	*SE*
Altruism	0.02	0.12	-.03	0.16
Impure altruism	0.14^{+}	0.09	.34^{+}	0.13
Attitude towards Fair Trade	0.42**	0.09	.23**	0.12
Prosocial consumption	0.23**	0.08	0.34**	0.11
Gender	-.33	0.53	-.47	0.74
Age	-.64^{+}	0.75	-.01	1.07
Income	-.22	0.54	-.80*	0.75
Altruism*Gender	0.41	0.19	0.56	0.26
Altruism*Age	0.68^{+}	0.25	0.01	0.36
Altruism*Income	0.23	0.19	0.76^{+}	0.26
R^2 (Adjusted R^2)	0.45(0.41)		0.37(0.33)	

n = 171; $^{**}p < .01$; $^{*}p < .05$; $^{+}p < .10$

The complete model explained a significant proportion of the variance (R^2 = .45, F(10,159) = 12.9, *p* = .000). Attitude towards Fair Trade had a significant effect on purchase intention (*β* = 0.43, *p* = .000). Prosocial consumption also had a significant effect on purchase intention (*β* = 0.23, *p* = .001). No other significant effects were found in this model.

The control variables significantly explained buying behaviour of Fair Trade tea. The complete model explained a significant proportion of the variance (R^2 = .33, F(10,158) = 9.1, *p* = .000). Attitude towards Fair Trade had a significant effect on buying behaviour (*β* = 0.23, *p*

= .003). Prosocial consumption also had a significant effect on buying behaviour (β = 0.34, p = .000). Income also had a significant effect on buying behaviour (β = -.80, p = .05). The significant results for altruism disappeared, indicating that the control variable attitude towards Fair Trade and prosocial consumption were better at explaining both purchase intention and buying behaviour of Fair Trade tea. Results of these two models can be found in Appendix D.

The results concerning attitude and prosocial consumption suggested that these variables might be considered as mediators through which altruism could influence buying intention. This suggestion has been investigated in Section 4.4.

4.4 Additional analysis

Additional analyses were conducted for exploratory reasons. When the control variables were taken into account the significant effects of altruism disappeared, while prosocial consumption and attitude towards Fair Trade were both significant. An exploratory simple regression analysis was therefore conducted to test whether altruism explained the attitude towards Fair Trade tea. Another one was conducted to test whether altruism explained prosocial consumption. As a final analysis, interaction terms for impure altruism were tested.

Table 8. *Effects of altruism and impure altruism on attitude towards Fair Trade*

	Model 1: Main effects only		**Model 2: With interaction effects**	
	β	*SE*	*β*	*SE*
Altruism	0.07	0.08	0.00^{+}	0.11
Impure altruism	0.35**	0.07	0.36**	0.07
Gender	-.04	0.09	0.73^{+}	0.47
Age	-.05	0.12	-0.09	0.64
Income	-.16*	0.09	-1.2**	0.47
Altruism*Age			0.03	0.21
Altruism*Gender			-.77^{+}	0.17
Altruism*Income			1.02*	0.16
R^2 (Adjusted R^2)	0.20(0.18)		0.25(0.21)	

n = 172; $^{**}p < .01$; $^{*}p < .05$; $^{+}p < .10$

The model significantly explained attitude towards Fair Trade (Table 8). The first model explained a significant proportion of the variance (R^2 = .18, F(5,166) = 8.4, p = .000). Pure altruism did not have a significant effect on attitude towards Fair Trade (β = 0.07, p = .35). Impure altruism did have a significant effect on attitude towards Fair Trade (β = 0.35, p = .000). Gender and age did not show significant results (β = -.04, p = 0.62; β = -.05, p = 0.5). However, income showed significant negative effects on attitude towards Fair Trade (β = -.16, p = 0.05).

The second model included the interaction effects. This model showed similar results as the first, with only impure altruism and income significantly explaining attitude towards Fair Trade (β = 0.36, p = 0.00; β = -1.2, p = 0.01). The moderator altruism*income also showed a significant effect, indicating moderation (β = 1.02, p = 0.02).

Another additional analysis was conducted to test the effect of altruism on prosocial consumption. Results are summarised in Table 9.

Table 9. *Effects of altruism and impure altruism on prosocial consumption*

	Model 1: Main effects only		**Model 2: With interaction effects**	
	β	*SE*	*β*	*SE*
Altruism	0.11	0.09	0.04	0.12
Impure altruism	0.40**	0.08	0.41**	0.08
Gender	0.03	0.10	0.11	0.53
Age	0.24**	0.13	0.33	0.77
Income	0.10	0.10	-.49	0.54
Altruism*Age			-.09	0.26
Altruism*Gender			-.08	0.19
Altruism*Income			0.60	0.19
R^2 (Adjusted R^2)	0.28(0.25)		0.29(0.25)	

n = 172; $^{**}p < .01$; $^{*}p < .05$; $^{+}p < .10$

The model significantly explained attitude towards Fair Trade. The first model explained a significant proportion of the variance (R^2 = .28, F(5,164) = 12.4, p = .000). Pure altruism did not have a significant effect on attitude towards Fair Trade (β = 0.11, p = .12). Impure altruism did have a significant effect on attitude towards Fair Trade (β = 0.40, p = .000). Gender and income did not show significant results (β = 0.03, p = 0.64; β = 0.10, p = 0.21).

However, age showed significant results, indicating that millennials score higher on prosocial consumption compared to older generations (β = 0.24, p = 0.00).

The second model explained a significant proportion of the variance (R^2 = .29, F(8,161) = 8.02, p = .000). The second model included interaction effects. This model showed different results in which only impure altruism shows a significant result on prosocial consumption (β = 0.41, p = 0.00). Results of this exploratory analysis can be found in Appendix D.

The first main idea of this research was to analyse the effect altruism had on purchase intention and buying behaviour of Fair Trade tea and then analysing what type of altruism had the strongest impact. This was why in the main analysis only the moderators with pure altruism terms were assessed. However, since the significant findings of impure altruism and the finding that this kind of altruism had the strongest effect on purchase intention and buying behaviour of Fair Trade tea, an additional analysis was conducted in which interactions terms were calculated for impure altruism as well. Results are summarised in Table 10.

Table 10. *Regression of purchase intention and buying behaviour on altruism*

	Model 1: Effects on purchase intention		**Model 2: Effects on buying behaviour**	
	β	*SE*	*β*	*SE*
Altruism	0.08	0.24	-.01	0.18
Impure altruism	0.31**	0.12	0.41**	0.17
Gender	0.32	0.82	0.10	1.10
Age	-.39	1.05	0.09	1.37
Income	-1.6**	0.80	-1.2*	1.07
Altruism*Gender	0.00	0.22	0.39	0.29
Altruism*Age	0.90	0.31	0.02	0.39
Altruism*Income	0.65	0.21	1.2**	0.28
Impure*Gender	-.26	0.21	-.36	0.28
Impure*Age	-.48	0.27	-.05	0.37
Impure*Income	0.95*	0.21	-.04	0.28
R^2 (Adjusted R^2)	0.28(0.23)		0.24(0.18)	

n = 171; $^{**}p < .01$; $^{*}p < .05$; $^{+}p < .10$

In the first model the effects on purchase intention were measured. The model explained a significant proportion of the variance (R^2 = .28, F(11,159) = 5.5, p = .000). Impure altruism

had a significant effect on purchase intention (β = 0.31, p = .002). Income had a significant negative effect on purchase intention (β = -1.6, p = .004). In this model the interaction effects for altruism are all non-significant, similar to what was found in the main analysis in Section 4.3.2. The moderation of impure altruism and income showed a significant effect on purchase intention (β = 0.95, p = .028).

The second model tested the effects on buying behaviour of Fair Trade tea. The model explained a significant proportion of the variance (R^2 = .24, $F(11,159)$ = 4.4, p = .000). Impure altruism had a significant effect on buying behaviour (β = 0.41, p = .000). Income showed a significant negative effect (β = -1.1, p = .037). Altruism*income had a significant positive effect on buying behaviour (β = 1.2, p = .006).

5. Conclusion and discussion

The objective was to research whether altruism impacted the purchase intention and buying behaviour of Fair Trade tea and how the three socio-economic factors gender, age and income influenced this relationship. This way, an overview of the Dutch Fair Trade tea consumer could be provided. The purpose of this research was to answer the following research question: *Does the level of altruism a consumer has impact their intention to purchase Fair Trade, and actual buying behaviour of Fair Trade tea products?* To answer this very shortly: yes, altruism impacts the purchase intention and the actual buying behaviour of Fair Trade tea products. Results of this paper are summarised in Table 11.

Table 11. *Summary of results*

Hypothesis	**Result**
H1 Altruism is positively related to purchase intention and actual buying behaviour of Fair Trade tea; (a) Meaning that the higher the level of altruism, the higher the purchase intention of Fair Trade tea and (b) the higher the level of altruism, the frequenter the buying behaviour of Fair Trade tea.	*H1a: Supported* *H1b: Supported*
H2 Pure altruism has a stronger impact than impure altruism on (a) purchase intention and (b) buying behaviour of Fair Trade tea.	*H2a: Rejected* *H2b: Rejected*
H3 The relationship between altruism and (a) purchase intention of Fair Trade tea will be stronger for women than for men and (b) this will also be found for buying behaviour of Fair Trade tea.	*H3a: Rejected* *H3b: Rejected*
H4 The relationship between altruism and purchase intention of Fair Trade tea (a) differs across age-groups and (b) is strongest for millennials.	*H4a: Rejected* *H4b: Rejected*
H5 The relationship between altruism and buying behaviour of Fair Trade tea (a) differs across age-groups and (b) is strongest for millennials.	*H5a: Rejected* *H5b: Rejected*
H6 For consumers with higher incomes (a) the relationship between altruism and purchase intention of Fair Trade tea is stronger and (b) the relationship between altruism and buying behaviour of Fair Trade tea is stronger compared to those with lower incomes.	*H6a: Rejected* *H6b: Accepted*

Six hypotheses were tested to answer the research question. The first hypothesis is supported, showing that both pure and impure altruism significantly explain purchase intention and buying behaviour of Fair Trade tea. Hence, the more altruistic a person, the higher the purchase intention of Fair Trade tea and frequenter the actual buying behaviour.

The second hypothesis focused on what kind of altruism had the most impact. It was hypothesised that pure altruism had a stronger effect, since food choice is an everyday choice. However, results indicated that impure altruism had the strongest impact on purchase intention and buying behaviour of Fair Trade tea. This finding shows that even with everyday choices such as buying food, or in this case tea, self-interest is involved that motivates consumer's behaviour.

The other hypotheses were tested in order to analyse the effect of gender, age and income on the relationship between altruism and purchase intention and buying behaviour of Fair Trade tea. Results show that gender did not significantly impact purchase intention and buying behaviour of Fair Trade tea. The results for gender confirm the findings of some previous research, since some scientists confirmed that there is no difference between men and women (De Pelsmacker et al., 2005; Sikula & Costa, 1994). This means that even though women are more ethically oriented than men and have higher purchase intention for Fair Trade products (Singhapakdi et al., 1999; Morrell & Jayawardhena, 2010; Arnot et al., 2006), there were no differences in the effects of altruism between men and women explaining the purchase intention and buying behaviour of Fair Trade tea.

There were no significant differences between generations, which is shown by the rejection of hypotheses H4 and H5. In this study it was found that older generations are not necessarily more interested in Fair Trade tea than younger generations, which contradicted the findings that older generations were more ethically oriented (De Pelsmacker et al, 2005; Doran, 2009). The finding that millennials are more social-cause oriented than other generations (Williams et al., 2010) was not confirmed by this study, since this generation did not behave differently compared to other generations in their purchase intention and buying behaviour of Fair Trade tea.

The only significant result for the hypothesised moderators in this research was found for income. Research showed that income did not significantly influence the relationship between altruism and purchase intention, but it showed a positive effect with buying behaviour. The results show that the net income a household receives per month influences the buying behaviour of Fair Trade tea. This is in line with what previous research found. Even though people are willing to pay more for ethical products (De Pelsmacker et al., 2005), the income

someone receives can be a constraint for making an actual purchase. This result was expected since a price premium is asked for Fair Trade products.

One of the things that came to mind when interpreting these results is the question whether people perceive buying Fair Trade tea as a sufficient way to express their altruism. It was argued that pure altruism is related to moral behaviour, but if people perceive donating for example as a better cause, it might explain the relatively small effect altruism had on both purchase intention and buying behaviour of Fair Trade tea. Another possible explanation might be that consumers are sometimes sceptical towards Fair Trade and question whether they can really make an impact by buying these products, even though it was also found in research that consumers believe they can make an impact by buying Fair Trade (Pelsmacker et al., 2006).

The impact of buying Fair Trade tea could be related to the involvement of consumers with the product, because this can result in different types of information processing. For example, tea could be described as a low-involvement product, where people do not excessively and consciously process information before making a purchase decision. High involvement with products can lead to more conscious and slow processing of information, which could lead consumers to evaluate the Fair Trade label more thoroughly and consider it as an important part of a product. Individuals that showed lower levels of involvement were found to not process and comprehend information about a product and its' information when it is not tied to their personal goals and values (Schuler & Christmann, 2011). This means that when people perceive tea as not being tied to their personal goals and values, they do not process the product and possible labels on it as thoroughly. As a consequence, results of buying Fair Trade tea may differ for people that differ on involvement with their purchase decision.

Different types of processing could be related to dual-processing theory. This theory describes that two processes are involved in human decision-making. The difference between the two processes is that one is heuristic while the other is analytic. This results in a difference between intuitive processing and slow and reflective processing (Evans, 2007). When people are more involved, they will process more consciously (Zaichkowsky, 1985). Exposure to the Fair Trade label can either lead to peripheral reasoning, which is more unconscious, or to a conscious way of processing (Evans, 2008). This peripheral reasoning can happen when people are not very motivated, knowledgeable or are under time pressure which is often the case in supermarkets (Grunert, 2011). It could be the case that altruistic consumers are more motivated to process the Fair Trade label more conscious, while non-altruistic consumers are not. This might be an interesting angle for further research.

The main driver for buying Fair Trade tea was impure altruism, which indicates that

there is a self-interest involved when people buy Fair Trade. A possible explanation for this could be that donating and helping others instantly results in a natural response of feeling better about oneself. People who help others often report feeling good about themselves (Post, 2005). Research has found that altruism increases the odds of well-being, better health or even survival (Post, 2005). Another explanation is that buying Fair Trade tea often happens in publicity. People are more inclined to buy Fair Trade when being publicly scrutinized because of the effects it has on their image (Teyssier et al., 2014). It might also be the case that people mainly buy Fair Trade tea because of the short-term benefit, which is tea consumption. The long-term benefit here would be the positive impact on farmers in developing countries which is harder to imagine when making an everyday choice such as buying food and drinks. Another explanation could be that food choice is part of an individual's identity and determines to some extent who a person is (Fischler, 1988). Social benefits and the emotional gain of warm-glow giving that are key to impure altruism might therefore be important in this context.

Income has a significant negative effect on attitude towards Fair Trade, indicating that people with higher incomes have a significantly less favourable attitude towards Fair Trade compared to people with lower income. This is also found when interaction effects are taken into account. The interaction between altruism and income shows that there is a positive significant effect, showing that there is a stronger effect between altruism and attitude towards Fair Trade for higher incomes compared to lower incomes.

Additional analyses showed that altruism significantly explained the attitude towards Fair Trade. Since altruistic people are more interested in 'doing good to others' they also might be more favourable towards organisations and initiatives that 'do good'. However, the findings of this research show that the significant effect of pure altruism disappears, only impure altruism is the driver for this favourable attitude.

Additional analyses showed that impure altruism also significantly explained prosocial consumption. A significant effect is found for impure altruism and age. Here it indicates that millennials score higher on prosocial consumption than older generations. This effect is no longer significant when interactions are taken into account. The only stable significant relationship that was found in all analyses is the positive effect of impure altruism. However, these two additional analyses show that there is an effect of impure altruism on purchase intention and buying behaviour that is mediated by attitude towards Fair Trade and prosocial consumption in this research context.

A possible explanation for the significant findings of age on prosocial consumption could be explained by that millennials and students who have a lower income can still

participate in prosocial consumption because there are eco-labels that do not ask a price premium. This indicates that millennials can still participate in ethical purchase behaviour and prosocial consumption, just not by buying Fair Trade.

The final additional analysis in which interaction terms with impure altruism were taken into account, shows that there is a significant interaction for income with impure altruism on purchase intention. This indicates that the effect of impure altruism on purchase intention of Fair Trade tea is higher for higher incomes versus lower incomes. However, this was finding was not significant for buying behaviour. For buying behaviour there was only a significant interaction of pure altruism with income.

5.1 Practical implications

The results indicate that there is a purchase intention for Fair Trade tea among altruistic consumers. However, the effect for impure altruism is strongest. This has implications for Fair Trade organisations. One practical implication for Fair Trade companies is that it is important to communicate the positive impact Fair Trade has on farmers in third world countries. This speaks to people who are altruistic and can therefore result in a higher purchase intention and buying behaviour of Fair Trade. On top of this, marketing communication should involve the positive feelings that an individual can experience when buying Fair Trade and contributing to the community. It means that marketing communication should be designed in such a way that it triggers the positive feelings that are involved with impure altruism to stimulate people to buy Fair Trade products.

Another implication is related to the price premium of Fair Trade products. This research establishes that for households with lower incomes buying behaviour of Fair Trade tea is lower compared to households with higher incomes. Thus, the price premium asked for these products could be seen as an obstacle. Since price floors will not be lowered, it is important to inform people as to why this price premium is asked and what is done with the money. This is important because it creates more transparency but may also create prospects that will become buyers when their income increases.

5.2 Limitations and further research

This study has several limitations. For example, due to the short time period in which the research was conducted a relatively small sample size was chosen. Due to this small sample

size, the sample did not represent the Dutch population and generalisation of results was not possible. Additionally, respondents were asked to self-report about their altruistic behaviour. This may have impacted results of the study since people could have a social-desirability bias or not remember well how often they had participated in altruistic acts.

Another limitation is related to the validity of this research. The scales that were used in this research were all previously validated in other research. However, some scales were not very valid in this research. This included the scales for altruism, impure altruism and prosocial consumption that had an explained variance of 44% or lower. This might have caused more 'noise' in the research, which makes it harder to distinguish results. An idea for future research is to establish valid scales that work in different contexts. Moreover, since altruism is not often researched within marketing, a specific altruism scale can be developed that is designed to measure altruistic consumer behaviour instead of general altruistic behaviour.

A final limitation is the intention-behaviour gap. Even though both purchase intention and buying behaviour have been researched in this paper, it is still unclear whether people behave as they intend to do. However, this research shows that, in some situations, there are different effects on purchase intention and buying behaviour. Related to this limitation is that respondents reported on their own behaviour. This could have been biased by their memory or a social desirability bias.

Further research could focus on the effect of attitude towards Fair Trade. Since positive results were found for the effect of altruism on attitude towards Fair Trade, attitude might be a mediator in the overall relationship between altruism and purchase intention and buying behaviour of Fair Trade. Another interesting subject for further research is to take more factors into account that could influence the purchase decisions a consumer makes in a supermarket or in any other retail outlet. This would involve price, promotions but also other labels. For example, would households with a lower income buy Fair Trade when the products are discounted? Another interesting question involves the choice and trade-off consumers make between different labels. Is there a particular reason as to why consumers buy Fair Trade, do these consumers also buy other labels and maybe even more important: are consumers aware of all the labels that exist and what they mean?

It was found that consumers pay attention to environmental labels when they value protecting the environment (Thøgersen, 2000). Interest in such a label motivates consumers to process the label. However, consumers' ability to understand these labels is also important for their attitude towards the label (Thøgersen, 2000). The relationships between motivation and ability of information processing could be applied to Fair Trade as well. Research into this topic

could include testing whether altruism motivates consumers to process Fair Trade, or other eco-labels, more thoroughly. This research could then look into the effect of the Motivation-Ability-Opportunity (MOA) framework in Fair Trade label processing and whether altruism has an effect on motivation and ability to process information. The MOA-framework depends on consumers' opportunity, motivation and ability to process information they are exposed to (Hung, Grunert, Hoefkens, Hieke & Verbeke, 2017). Processing of Fair Trade labels will provide more insight into the Fair Trade consumer.

In previous research, willingness-to-pay has often tested in relation to Fair Trade. However, other variables might also be interesting to analyse. Variables such as the involvement with the product and perception of fairness might affect the relationship between altruism and purchase intention and buying behaviour of Fair Trade. These research topics will generate more insight into the mind of the consumer when making a purchase decision regarding Fair Trade and could lead to more practical implications for Fair Trade organisations.

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Appendix

Appendix A – Overview of items

Variable	Original Item	Translated & Used items
Purchase intention *"Purchase intentions are an individual's conscious plan to make an effort to purchase a brand"* (Spears & Singh, 2004, p. 56) **Item 1-3: Spears & Singh, 2004**	1. I would buy Fair Trade Tea. Never/definitely 2. I am interested in purchasing Fair Trade Tea. Very low/high purchase interest 3. I would probably buy Fair Trade Tea. Probably not/probably buy it	1. Ik zou nooit Fair Trade thee kopen. 2. Ik ben geïnteresseerd in het kopen van Fair Trade thee. 3. Het is zeer waarschijnlijk dat ik een keer Fair Trade thee koop.
Purchase intention: additional	4. I probably buy Fair Trade tea somewhere within the next three months.	4. Ik koop waarschijnlijk in de komende drie maanden een keer Fair Trade thee.
Buying behaviour **Item 5-7: Lee, 2008**	5. When I want to buy a product, I check if the product is Fair Trade certified. 6. I prefer Fair Trade products over non-Fair Trade products when product qualities are similar. 7. I choose to buy products that are Fair Trade certified.	5. Als ik thee wil kopen, check ik of het product Fair Trade is. 6. Ik geef de voorkeur aan Fair Trade thee dan aan andere thee. 7. Ik kies bewust voor Fair Trade.

Buying behaviour: additional	8. In the last three months I have bought Fair Trade tea.	8. In de afgelopen drie maanden heb ik wel eens Fair Trade thee gekocht.

Altruism
 	
"Altruism involves actions taken by an individual that voluntarily benefit another person without the expectation of reward from external sources" (Powers & Hopkins, 2006, p. 108)
 	
Two subdimensions:
- Pure altruism: 9-20
- Impure altruism: 21-25
  o Warm glow giving: 21-25
  o Impure altruism: 26-28
 	
Item 9-20: Rusthon et al., 1981
Item 21-25: Nunes and Schokkaert, 2003
	9. I have given directions to a stranger.
	10. I have given money to a charity.
	11. I have given money to a stranger who needed it (or asked for it).
	12. I have donated goods or clothes to a charity.
	13. I have done volunteer work for a charity.
	14. I have donated blood.
	15. I have allowed someone to go ahead of me in a line-up (in the supermarket).
	16. I have given a stranger a lift in my car.
	17. I have pointed out a clerk's error (in a bank, at the supermarket) in undercharging me for an item.
	18. I have offered to help a handicapped or elderly stranger across a street.
	19. I have offered my seat on a bus or train to a
		9. Ik heb een onbekende de weg gewezen.
		10. Ik heb geld gedoneerd aan een goed doel.
		11. Ik heb geld gegeven aan een onbekende die het nodig had, of erom vroeg.
		12. Ik heb spullen en/of kleding gedoneerd aan een goed doel.
		13. Ik heb vrijwilligerswerk gedaan voor een goed doel.
		14. Ik heb bloed gedoneerd.
		15. Ik heb iemand wel eens voorgelaten in de rij bij de kassa.
		16. Ik heb een onbekende een lift gegeven in mijn auto.
		17. Ik heb het opgemerkt wanneer iemand een fout maakte bij de kassa waardoor ik

	stranger who was standing. 20. I have helped an acquaintance to move households. 21. Our family admires the individuals who, on voluntary basis, participate in collecting donations for national programs for social aid and solidarity. 22. There are some funding campaigns to which my family and I feel very close and therefore we do not hesitate to contribute a donation. 23. It is difficult for me to decline my help to other individuals who, either in the streets or at my door, beg for charity. 24. I am happy with myself whenever I give a financial contribution to national fundraising campaigns. 25. My family and I like to contribute to good causes such as the protection of the environment, and	minder zou moeten betalen. 18. Ik heb aangeboden een ouder iemand de straat over te helpen. 19. Ik sta op in de trein of bus om iemand anders te laten zitten (zwangere/oudere). 20. Ik heb een kennis geholpen met een verhuizing. 21. Mijn familie bewondert de personen die vrijwillig giften inzamelen voor nationale programma's voor sociale hulp. 22. Mijn familie en ik voelen ons erg betrokken bij bepaalde inzamelingsacties en zullen ook altijd doneren. 23. Ik vind het moeilijk om niet te helpen wanneer anderen, op straat of aan de deur, hierom vragen.

	whenever we can afford it, we do not decline our help to such fundraising campaigns. 26. I donate because it makes me feel happy. 27. It makes me feel good when I buy Fair Trade tea. 28. I can proudly say I drink Fair Trade tea.	24. Ik ben tevreden over mijzelf wanneer ik een financiële bijdrage lever aan een goed doel. 25. Mijn familie en ik maken graag donaties voor goede doelen zoals milieu, ook als we ons dit soms niet kunnen veroorloven. 26. Ik doneer omdat ik er een tevreden gevoel van krijg. 27. Ik voel me goed wanneer ik Fair Trade thee koop. 28. Ik kan met trots zeggen dat ik Fair Trade thee drink.
Prosocial consumption *"consumption behaviours over some period of time that are believed to benefit people in another country"* (Bruner, 2017, p. 412) **Items 30-34: Cavanaugh et al., 2015**	29. I refuse to buy a product if it is made using child or sweat shop labour in foreign countries. 30. I buy a product that donates part of its profits to a charitable organization helping refugee families in a foreign country. 31. I donate money to a charitable organization/cause	29. Ik weiger een product te kopen dat gemaakt is met kinderarbeid of slechte werkomstandigheden. 30. Ik koop producten die een deel van de opbrengst doneren aan vluchtelingenfamilies in andere landen. 31. Ik doneer geld aan goede doelen om

	benefiting rainforest conservation in foreign countries. 32. I refuse to buy a product because it was tested on animals abroad. 33. Additional: Which tea brands do you buy?	natuur te behouden in andere landen. 32. Ik weiger een product te kopen wanneer het is getest op dieren. 33. Welke theemerken koopt u wel eens?
Attitude towards Fair Trade **Item 35-37: Kwon and Nayakankuppam, 2015**	34. How favourable do you feel about __? Unfavourable/favourable 35. How likable is __? Dislikable/likable 36. How positive is __? Negative/positive	34. Ik voel me goed over Fair Trade. 35. Ik vind Fair Trade leuk. 36. Ik zie Fair Trade als iets positiefs.
Age	37. What is your age?	37. Wat is uw leeftijd?
Gender	38. What is your gender?	38. Wat is uw geslacht?
Income	39. What is your net income per month?	39. Wat is uw netto inkomen per maand?
Education	40. What is your highest level of education?	40. Wat is uw hoogst genoten opleiding?
Retail outlet	41. What is your most visited supermarket?	41. In welke supermarkt doet u het vaakst uw boodschappen?

Appendix B – Questionnaire (Dutch)

--- [Recruitment text]

Beste connecties/vrienden,

Voor mijn Masterthesis Marketing doe ik onderzoek naar Fair Trade thee in Nederland. Voor mijn vragenlijst zoek ik respondenten die thee drinken en daarom vraag ik jullie hieraan mee te werken. De vragenlijst duurt slechts 10 minuten en zal gaan over het aankoopgedrag van Fair Trade thee. Koopt u geen Fair Trade? Dan is uw reactie nog steeds waardevol. Alvast bedankt voor uw deelname!

--- [Introduction]

Beste lezer,

Mijn naam is Krista Smit en ik studeer Marketing aan de Radboud Universiteit in Nijmegen. Voor mijn Masterthesis Marketing doe ik onderzoek naar Fair Trade thee in Nederland. Het doel van het onderzoek is om inzicht te verkrijgen in de Nederlandse Fair Trade thee consument. De vragenlijst gaat over het aankoopgedrag van Fair Trade thee.
Het invullen duurt ongeveer 7 minuten. Indien u geen Fair Trade koopt is uw reactie nog steeds waardevol. Er zijn geen foute antwoorden en deelname is geheel vrijwillig. De vragenlijst is volledig anoniem en gegevens worden vertrouwelijk behandeld. Uw gegevens worden alleen gebruikt voor dit onderzoek.

Ik zou u willen vragen deze vragenlijst met drie anderen te delen, zo mogelijk aan iemand die Fair Trade consumeert, maar dit is niet noodzakelijk. Delen kunt u doen met de volgende link: http://fmru.az1.qualtrics.com/jfe/form/SV_01ZkeXEEeA5sPTT

Als u doorgaat met de vragenlijst, geeft u toestemming dat uw data wordt gebruikt voor dit onderzoek.

--- Start Questionnaire

1. Drinkt u wel eens thee? (Ja/Nee) -- If no, respondents are redirect to the end of the questionnaire
2. Koopt u wel eens Fair Trade
    a. Nooit
    b. Een keer per week
    c. Vaker dan een keer per week

d. Een keer per maand
e. Vaker dan een keer per maand
f. Minder dan een keer per maand

[New page - Introduction Fair Trade – scales (1) Completely disagree to (5) Completely agree]

Op onderstaande afbeeldingen ziet u het Fair Trade/Max Havelaar label en het officiële merklogo van Fair Trade. Dit eerste label staat op producten die Fair Trade gecertificeerd zijn. Fair Trade is een organisatie die verzekert dat boeren in productielanden voldoende opbrengsten krijgen. Dit doen zij door eerlijke handelsvoorwaarden te bieden en door rekening te houden met het milieu. Er volgt nu een aantal vragen over Fair Trade en Fair Trade thee.

[New page]

3. Ik voel me goed over Fair Trade.
4. Ik vind Fair Trade leuk.
5. Ik zie Fair Trade als iets positiefs.
6. Als ik thee wil kopen, check ik of het product Fair Trade is.
7. Ik geef de voorkeur aan Fair Trade thee boven andere thee.
8. Ik kies bewust voor Fair Trade.
9. In de afgelopen drie maanden heb ik wel eens Fair Trade thee gekocht.
10. Welke theemerken heeft u in die afgelopen drie maanden gekocht?
    - Multiple choice with tea brands
11. Ik zou nooit Fair Trade thee kopen.
12. Ik ben geïnteresseerd in het kopen van Fair Trade thee.
13. Het is zeer waarschijnlijk dat ik een keer Fair Trade thee koop.
14. Ik koop waarschijnlijk in de komende drie maanden een keer Fair Trade thee.

[New page]

Er volgt nu een aantal algemene vragen over uw aankoopgedrag.

15. Ik weiger een product te kopen dat gemaakt is met kinderarbeid of onder slechte werkomstandigheden.
16. Ik koop producten die een deel van de opbrengsten doneren aan vluchtelingenfamilies in andere landen.
17. Ik doneer geld aan goede doelen om de natuur te behouden in andere landen.
18. Ik weiger een product te kopen wanneer het is getest op dieren.

[New page]

Er volgt nu eerst een aantal vragen over bepaalde handelingen. U kunt per handeling aangeven hoe vaak u dit doet. Als u deze handelingen niet heeft uitgevoerd, vraag ik u na te denken of u zich kunt voorstellen dit te doen. Bijvoorbeeld: U heeft nog nooit iemand de weg gewezen, maar zou dit wel doen wanneer u hierom wordt gevraagd.

[Altruïsme – SRAS with (1) Never, to (5) Very often]

19. Ik heb een onbekende de weg gewezen.
20. Ik heb geld gedoneerd aan een goed doel.
21. Ik heb geld gegeven aan een onbekende die het nodig had, of erom vroeg.
22. Ik heb spullen en/of kleding gedoneerd aan een goed doel.
23. Ik heb vrijwilligerswerk gedaan voor een goed doel.
24. Ik heb bloed gedoneerd.
25. Ik heb iemand wel eens voorgelaten in de rij bij de kassa (bijvoorbeeld in de supermarkt).
26. Ik heb een onbekende een lift gegeven in mijn auto.
27. Ik heb het opgemerkt wanneer iemand een fout maakte bij de kassa waardoor ik minder zou moeten betalen.
28. Ik heb aangeboden een ouder iemand de straat over te helpen.
29. Ik sta op in de trein of bus om iemand anders te laten zitten (ouderen/zwangere).
30. Ik heb een kennis geholpen met een verhuizing.

[new page – impure altruism with (1) Completey disagree to (5) Completely agree]

Bij de volgende stellingen kunt u aangeven of u het hiermee eens bent of niet.

31. Mijn familie bewondert de personen die vrijwillig giften inzamelen voor nationale programma’s voor sociale hulp.
32. Mijn familie en ik voelen ons erg betrokken bij bepaalde inzamelingsacties en zullen ook altijd doneren.

33. Ik vind het moeilijk om niet te helpen wanneer anderen, op straat of aan de deur, hierom vragen.
34. Ik ben tevreden over mijzelf wanneer ik een financiële bijdrage lever aan een goed doel.
35. Mijn familie en ik doneren graag aan goede doelen zoals milieu, ook als we ons dit soms niet kunnen veroorloven.
36. Ik doneer omdat ik er een tevreden gevoel van krijg.
37. Ik voel me goed wanneer ik Fair Trade thee koop.
38. Ik kan met trots zeggen dat ik Fair Trade thee drink.

[New page]

Er wordt u nu een aantal afsluitende vragen gesteld.

39. Wat is uw leeftijd?
    - Jonger dan 17
    - 18-33 jaar
    - 33-48 jaar
    - 48-63 jaar
    - 63-78 jaar
    - Ouder dan 78
40. Wat is uw geslacht?
    - Man
    - Vrouw
41. Wat is het netto inkomen van uw huishouden per maand?
    - Minder dan €2.000
    - €2.000,- tot €4.000,-
    - €4.000,- tot €6.000,-
    - Meer dan €6.000,-
42. Wat is uw hoogst genoten opleiding?
    - Geen
    - Middelbare school
    - MBO
    - HBO
    - WO Bachelor
    - WO Master
43. In welke supermarkt doet u het vaakst uw boodschappen?

[Debriefing]

Bedankt voor het invullen van deze vragenlijst. Uw antwoorden zullen volledig anoniem en vertrouwelijk behandeld worden. Deze gegevens zullen alleen gebruikt worden voor dit onderzoek. Voor verdere vragen over wat er met uw antwoorden gedaan wordt, of over het onderzoek kunt u mailen naar K.Smit@student.ru.nl.

Ik zou u willen vragen deze vragenlijst met drie anderen te delen, zo mogelijk met iemand die Fair Trade consumeert, maar dit is niet noodzakelijk. Delen kunt u doen met de volgende link: http://fmru.az1.qualtrics.com/jfe/form/SV_01ZkeXEEeA5sPTT

Appendix C – Questionnaire (English)

--- [Recruitment text]

Dear connections/friends,

For my Mastherthesis Marketing I am researching Fair Trade tea in The Netherlands. I am looking for respondents to fill in my questionnaire and I am asking you to help. The questionnaire will only take ten minutes and will be about buying behaviour of Fair Trade tea. What if you do not buy Fair Trade? No problem, your answers are still valuable. Thank you for your participation!

--- [Introduction]

Dear reader,

My name is Krista Smit and I am studying Marketing at Radboud University in Nijmegen. For my Masterthesis Marketing I am researching Fair Trade tea in The Netherlands. The goal of this research is to get insight into the Dutch Fair Trade consumer. The questionnaire will be about buying behaviour of Fair Trade tea.
It will only take 7 minutes. If you do not buy Fair Trade, your answers are still valuable. There are no wrong answers and participation is voluntary. The questionnaire is completely anonymous and answers will be handled with confidentiality. Your data will only be used for this research.

I would like to ask you to share the questionnaire with three others, possibly someone that consumes Fair Trade but this is not necessary. You can share the questionnaire by using the following link:
http://fmru.az1.qualtrics.com/jfe/form/SV_01ZkeXEEeA5sPTT

When continuing the questionnaire, you consent to your data being used for this research.

--- Start Questionnaire

1. Do you drink thee? (Yes/No) – If no, respondents are redirected to the end of the questionnaire
2. Do you buy Fair Trade?
    a. Never
    b. Once per week
    c. More than once per week

d. Once per month
e. More than once per month
f. Less than once per month

[Introduction Fair Trade with scales (1) Completely disagree to (5) Completely agree]

On the images below you see the Fair Trade/Max Havelaar label and the official brand logo of Fair Trade. The first label is put on products that are Fair Trade certified. Fair Trade is an organisation that ensures farmers in developing countries earn enough. They do this by providing fair trading conditions while also taking environmental issues into account. There will now be some questions about Fair Trade and Fair Trade tea

[New page]

1. I feel favourable about Fair Trade.
2. I find Fair Trade likable.
3. Fair Trade is positive.
4. When I want to buy tea, I check if the product is Fair Trade certified.
5. I prefer Fair Trade tea over non-Fair Trade tea when product qualities are the same.
6. I choose to buy products that are Fair Trade certified.
7. In the last three months I have bought Fair Trade tea.
8. Which tea brands have you bought in the last three months?
    - Multiple choice with tea brands
9. I would never buy Fair Trade tea.
10. I am interested in purchasing Fair Trade tea.
11. I would probably buy Fair Trade tea.
12. I probably buy Fair Trade tea somewhere within the next three months.

[New page]

A few general questions about your purchase behaviour will be asked.

1. I refuse to buy a product if it is made using child of sweat shop labour in foreign countries.
2. I buy a product that donates part of its profits to a charitable organization helping refugee families in a foreign country.
3. I donate money to a charitable organization/cause benefiting rainforest conservation in foreign countries.
4. I refuse to buy a product because it was tested on animals abroad.

[New page]

There will now be a few questions about certain acts. You can answer per act how often you do this. When you have never done these acts, I would like to ask you to think if you can imagine yourself doing them. For example: You have never helped someone cross the road, but you would do this when someone asks you for this.

[Altruism – SRAS with (1) Never, to (5) Very often]

5. I have given directions to a stranger.
6. I have given money to a charity.
7. I have given money to a stranger who needed it (or asked for it).
8. I have donated goods or clothes to a charity.
9. I have done volunteer work for a charity.
10. I have donated blood.
11. I have allowed someone to go ahead of me in a line-up (in the supermarket).
12. I have given a stranger a lift in my car.
13. I have pointed out a clerk's error (in a bank, at the supermarket) in undercharging me for an item.
14. I have offered to help a handicapped or elderly stranger across the street.
15. I have offered my seat on a bus or train to a stranger who was standing.
16. I have helped an acquaintance to move household.

[new page – impure altruism with (1) Completey disagree to (5) Completely agree]

You can answer whether you agree with the following statements or not.

17. Our family admires the individuals who, on voluntary basis, participate in collecting donations for national programs for social aid and solidarity.

18. There are some funding campaigns to which my family and I feel very close and therefore we do not hesitate to contribute a donation.
19. It is difficult for me to decline my help to other individuals who, either in the streets or at my door, beg for charity.
20. I am happy with myself whenever I give a financial contribution to national fund raising campaigns.
21. My family and I like to contribute to good causes such as the protection of the environment, and whenever we can afford it, we do not decline our help to such fund raising campaigns.
22. I donate because it makes me feel happy.
23. It makes me feel good when I buy Fair Trade tea.
24. I can proudly say I drink Fair Trade tea.

[New page]

A few finishing questions will be asked.

25. What is your age?
    - Younger than 17
    - 18-33 year
    - 33-48 year
    - 48-63 year
    - 63-78 year
    - Older than 78
26. What is your gender?
    - Man
    - Woman
27. What is the net income of your household per month?
    - Less than €2.000
    - €2.000,- to €4.000,-
    - €4.000,- to €6.000,-
    - More than €6.000,-
28. What is your highest level of education?
    - None
    - High school
    - MBO

- HBO
- WO Bachelor
- WO Master

29. What is your most visited supermarket?

[Debriefing]

Thank you for filling in this questionnaire. Your answers will be completely anonymous and will be handled with confidentiality. Your data will only be used for this research. For further questions about what will happen to your answers, or about the research, you can e-mail to k.smit@student.ru.nl.

I would like to ask you to share the questionnaire with three others, possibly someone that consumes Fair Trade but this is not necessary. You can share the questionnaire by using the following link:
http://fmru.az1.qualtrics.com/jfe/form/SV_01ZkeXEEeA5sPTT

Appendix D – SPSS Output

1 – Convergent validity (Principal Axis Factoring per variable)

1a Attitude towardss Fair Trade

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,927	64,232	64,232	1,927	64,232	64,232
2	,662	22,076	86,309			
3	,411	13,691	100,000			

Extraction Method: Principal Component Analysis.

1b Purchase Intention

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,543	63,567	63,567	2,543	63,567	63,567
2	,605	15,123	78,690			
3	,540	13,502	92,192			
4	,312	7,808	100,000			

Extraction Method: Principal Component Analysis.

1c Prosocial consumption

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,755	43,883	43,883	1,755	43,883	43,883
2	,986	24,660	68,542			
3	,683	17,063	85,606			
4	,576	14,394	100,000			

Extraction Method: Principal Component Analysis.

1d Buying Behaviour

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,523	63,079	63,079	2,098	52,448	52,448
2	,691	17,264	80,343			
3	,500	12,492	92,836			
4	,287	7,164	100,000			

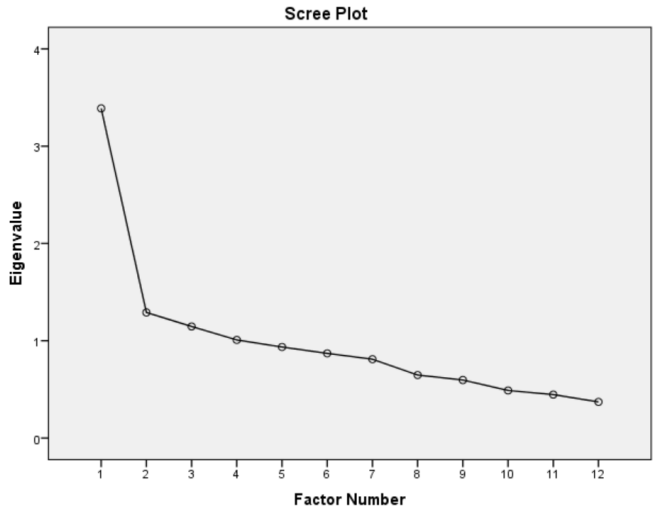
Extraction Method: Principal Axis Factoring.

1e SRAS

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,388	28,235	28,235	2,812	23,433	23,433
2	1,291	10,757	38,992	,781	6,510	29,943
3	1,147	9,554	48,546	,444	3,703	33,647
4	1,008	8,402	56,948	,318	2,652	36,299
5	,935	7,796	64,744			
6	,870	7,253	71,997			
7	,810	6,748	78,745			
8	,647	5,395	84,140			
9	,596	4,968	89,108			
10	,489	4,073	93,181			
11	,447	3,723	96,904			
12	,371	3,096	100,000			

Extraction Method: Principal Axis Factoring.

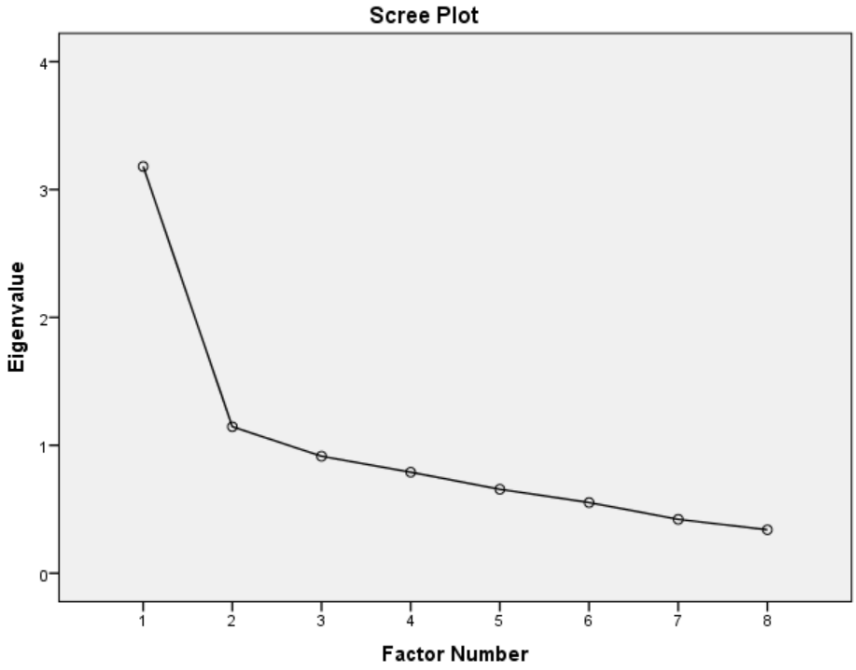


1f Impure altruism

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,180	39,752	39,752	2,647	33,088	33,088
2	1,145	14,316	54,068	,705	8,812	41,899
3	,915	11,434	65,502			
4	,790	9,872	75,374			
5	,656	8,206	83,580			
6	,552	6,905	90,486			
7	,421	5,267	95,752			
8	,340	4,248	100,000			

Extraction Method: Principal Axis Factoring.



2 - Discriminant validity (Principal Axis Factoring on all items)

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7,298	20,851	20,851	6,869	19,626	19,626	3,498
2	3,087	8,820	29,671	2,586	7,390	27,015	2,623
3	2,407	6,877	36,548	1,945	5,556	32,571	3,204
4	1,941	5,545	42,092	1,493	4,266	36,838	4,361
5	1,609	4,597	46,690	1,157	3,306	40,143	1,268
6	1,437	4,104	50,794	,952	2,720	42,863	1,870
7	1,388	3,965	54,759	,896	2,560	45,423	1,359
8	1,232	3,519	58,279	,744	2,127	47,550	3,531
9	1,142	3,262	61,540	,619	1,769	49,319	,883
10	1,045	2,987	64,527	,614	1,754	51,072	2,772
11	,937	2,677	67,204				
12	,912	2,607	69,811				
13	,876	2,504	72,315				
14	,787	2,249	74,564				
15	,759	2,169	76,733				
16	,710	2,028	78,761				
17	,649	1,856	80,616				
18	,614	1,755	82,371				
19	,590	1,686	84,057				
20	,547	1,564	85,621				
21	,512	1,464	87,084				
22	,512	1,463	88,547				
23	,453	1,294	89,841				
24	,433	1,236	91,077				
25	,412	1,177	92,254				
26	,398	1,137	93,391				
27	,380	1,087	94,478				
28	,344	,984	95,462				
29	,329	,939	96,400				
30	,265	,756	97,156				
31	,264	,754	97,910				
32	,212	,606	98,516				
33	,194	,556	99,072				

34	,168	,481	99,553				
35	,156	,447	100,000				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

2a Rotated factor matrix

Pattern Matrix[a]

	Factor					
	1	2	3	4	5	6
Attitude FT				,723		
Attitude FT				,641		
Attitude FT				,616		
BB FT	,433					,460
BB FT 2	,425					,348
BB FT 3						,467
PI FT 2				,555		
PI FT 3	,521			,354		
PI FT zelf	,818					
prosocial 1						,346
prosocial 2						,371
prosocial 3			,534			
prosocial 4						,494
SRAS		,380				
SRAS			,614		,375	
SRAS					,449	
SRAS			,402			
SRAS			,401		,307	
SRAS						
SRAS		,600				
SRAS						
SRAS						,421
SRAS		,714				
SRAS		,760				
SRAS		,427				
Warm glow 1			,558			
Warm glow 2			,742			
Warm glow 3						
Warm glow 4			,383			
Warm glow 5			,515			
Impure zelf 1					-,516	

Impure zelf 2				,597	-,405	
Impure zelf 3	,341				-,422	
BB_FT_zelf_recoded	,676					
PI FT 1	,367			,361		

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 25 iterations.

3 – Regression Analysis

3a Model explaining purchase intention without interactions

Model Summary[f]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,260[a]	,068	,062	,69494	,068	12,248	1	169	,001	
2	,447[b]	,200	,190	,64570	,132	27,759	1	168	,000	
3	,451[c]	,203	,189	,64634	,003	,667	1	167	,415	
4	,454[d]	,206	,187	,64711	,003	,601	1	166	,439	
5	,456[e]	,208	,184	,64834	,002	,372	1	165	,543	1,850

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
5	(Constant)	1,577	,383		4,115	,000	,820	2,333					
	Altruism_tot	,273	,098	,198	2,785	,006	,079	,466	,260	,212	,193	,949	1,053
	Impure_Tot	,465	,094	,365	4,924	,000	,278	,651	,405	,358	,341	,876	1,142
	D_millennials	,135	,150	,070	,903	,368	-,161	,432	,107	,070	,063	,798	1,253
	D_Gender	,100	,111	,067	,905	,367	-,118	,319	-,046	,070	,063	,868	1,152
	D_income	-,072	,118	-,050	-,610	,543	-,306	,162	-,081	-,047	-,042	,724	1,381

3b Model explaining purchase intention including interactions

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,456[a]	,208	,184	,64834	,208	8,648	5	165	,000	
2	,501[b]	,251	,214	,63615	,043	3,128	3	162	,027	1,829

a. Predictors: (Constant), D_income, Altruism_tot, Impure_Tot, D_Gender, D_millennials

b. Predictors: (Constant), D_income, Altruism_tot, Impure_Tot, D_Gender, D_millennials, Altruism_income, Altruism_Gender, Altruism_Leeftijd

c. Dependent Variable: PI_Total

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
2	(Constant)	2,112	,442		4,782	,000	1,240	2,984					
	Altruism_tot	,058	,134	,042	,430	,668	-,207	,322	,260	,034	,029	,488	2,050
	Impure_Tot	,487	,094	,382	5,200	,000	,302	,672	,405	,378	,354	,856	1,169
	D_Gender	,077	,602	,051	,127	,899	-1,112	1,265	-,046	,010	,009	,028	35,354
	D_millennials	-1,271	,865	-,657	-1,470	,144	-2,978	,437	,107	-,115	-,100	,023	43,262
	D_income	-1,177	,605	-,809	-1,945	,054	-2,373	,018	-,081	-,151	-,132	,027	37,439
	Altruism_Leeftijd	,484	,292	,739	1,662	,099	-,091	1,060	,151	,129	,113	,023	42,800
	Altruism_Gender	,012	,213	,023	,056	,955	-,409	,433	-,021	,004	,004	,029	34,684
	Altruism_income	,397	,208	,790	1,908	,058	-,014	,809	-,024	,148	,130	,027	37,083

3c Model explaining buying behaviour without interactions

Model Summary[j]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,261[a]	,068	,063	,90706	,068	12,339	1	169	,001	
2	,404[b]	,163	,153	,86211	,095	19,080	1	168	,000	
3	,419[c]	,176	,161	,85809	,013	2,579	1	167	,110	
4	,422[d]	,178	,158	,85950	,002	,455	1	166	,501	
5	,424[e]	,180	,155	,86120	,002	,344	1	165	,558	1,984

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
5	(Constant)	-,299	,505		-,592	,555	-1,295	,698					
	Altruism_tot	,374	,129	,211	2,908	,004	,120	,628	,261	,221	,205	,941	1,063
	Impure_Tot	,531	,125	,319	4,231	,000	,283	,778	,353	,313	,298	,872	1,147
	D_Gender	,239	,147	,122	1,621	,107	-,052	,529	,013	,125	,114	,872	1,147
	D_millennials	,172	,200	,068	,859	,391	-,223	,567	,116	,067	,061	,792	1,263
	D_income	-,092	,157	-,049	-,587	,558	-,403	,218	-,050	-,046	-,041	,726	1,377

3d Model explaining buying behaviour including interactions

Model Summary[j]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,261[a]	,068	,063	,90706	,068	12,339	1	169	,001	
2	,404[b]	,163	,153	,86211	,095	19,080	1	168	,000	
3	,419[c]	,176	,161	,85809	,013	2,579	1	167	,110	
4	,422[d]	,178	,158	,85950	,002	,455	1	166	,501	
5	,424[e]	,180	,155	,86120	,002	,344	1	165	,558	
6	,432[f]	,187	,157	,85999	,007	1,465	1	164	,228	
7	,440[g]	,194	,159	,85915	,007	1,318	1	163	,253	
8	,480[h]	,231	,193	,84178	,037	7,799	1	162	,006	2,020

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
8	(Constant)	,631	,585		1,078	,283	-,525	1,786					
	Altruism_tot	-,007	,178	-,004	-,042	,966	-,358	,343	,261	-,003	-,003	,471	2,122
	Impure_Tot	,583	,124	,351	4,702	,000	,338	,828	,353	,347	,324	,852	1,174
	D_Gender	-,471	,797	-,242	-,591	,556	-2,046	1,104	,013	-,046	-,041	,028	35,213
	D_millennials	-,032	1,103	-,013	-,029	,977	-2,210	2,147	,116	-,002	-,002	,025	40,213
	D_income	-2,263	,797	-1,191	-2,840	,005	-3,836	-,689	-,050	-,218	-,196	,027	37,045
	Altruism_Leeftijd	,066	,367	,079	,179	,858	-,659	,790	,149	,014	,012	,025	40,575
	Altruism_Gender	,261	,282	,375	,926	,356	-,296	,818	,048	,073	,064	,029	34,544
	Altruism_income	,764	,274	1,176	2,793	,006	,224	1,304	,020	,214	,192	,027	37,313

3c Control variables on purchase intention

Model Summary[i]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,548[a]	,301	,297	,60264	,301	72,261	1	168	,000	
2	,577[b]	,333	,325	,59038	,032	8,050	1	167	,005	
3	,606[c]	,368	,356	,57655	,035	9,107	1	166	,003	
4	,649[d]	,422	,408	,55304	,054	15,413	1	165	,000	
5	,653[e]	,427	,409	,55235	,005	1,413	1	164	,236	
6	,654[f]	,428	,406	,55359	,001	,265	1	163	,607	
7	,654[g]	,428	,403	,55529	,000	,007	1	162	,936	
8	,665[h]	,442	,414	,55011	,014	4,063	1	161	,045	
9	,670[i]	,448	,414	,55023	,007	,965	2	159	,383	1,768

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
9	(Constant)	,296	,462		,640	,523	-,616	1,208					
	Attitude_Total	,539	,088	,422	6,119	,000	,365	,713	,548	,437	,360	,728	1,373
	Altruism_tot	,026	,117	,019	,224	,823	-,205	,257	,257	,018	,013	,483	2,072
	Impure_Tot	,175	,093	,138	1,890	,061	-,008	,359	,409	,148	,111	,654	1,528
	prosocial_tot	,259	,078	,234	3,315	,001	,105	,413	,437	,254	,195	,698	1,434
	D_Gender	-,489	,527	-,329	-,928	,355	-1,531	,552	-,049	-,073	-,055	,028	36,180
	D_millennials	-1,229	,750	-,636	-1,638	,103	-2,710	,253	,105	-,129	-,096	,023	43,480
	D_income	-,321	,539	-,220	-,595	,553	-1,384	,743	-,085	-,047	-,035	,025	39,444
	Altruism_Leeftijd	,446	,252	,681	1,766	,079	-,053	,944	,149	,139	,104	,023	42,825
	Altruism_Gender	,216	,187	,406	1,156	,249	-,153	,586	-,024	,091	,068	,028	35,564
	Altruism_income	,115	,185	,229	,625	,533	-,249	,480	-,027	,050	,037	,026	38,817

3d Control variables on buying behaviour

Model Summary[i]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,384[a]	,148	,142	,86346	,148	28,912	1	167	,000	
2	,426[b]	,181	,172	,84865	,034	6,878	1	166	,010	
3	,470[c]	,220	,206	,83069	,039	8,255	1	165	,005	
4	,568[d]	,323	,306	,77669	,102	24,742	1	164	,000	
5	,578[e]	,334	,314	,77255	,011	2,762	1	163	,098	
6	,578[f]	,334	,310	,77475	,000	,075	1	162	,785	
7	,580[g]	,336	,307	,77609	,002	,442	1	161	,507	
8	,581[h]	,337	,304	,77784	,001	,275	1	160	,601	
9	,605[i]	,366	,325	,76585	,028	3,525	2	158	,032	1,958

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
9	(Constant)	-,970	,649		-1,494	,137	-2,253	,313					
	Attitude_Total	,382	,124	,230	3,071	,003	,136	,627	,384	,237	,195	,717	1,395
	Altruism_tot	-,061	,163	-,034	-,375	,709	-,383	,261	,241	-,030	-,024	,483	2,068
	Impure_Tot	,224	,130	,136	1,732	,085	-,032	,480	,356	,136	,110	,651	1,537
	prosocial_tot	,492	,109	,341	4,520	,000	,277	,707	,476	,338	,286	,704	1,421
	D_Gender	-,901	,736	-,465	-1,224	,223	-2,354	,553	,014	-,097	-,078	,028	35,995
	D_millennials	-,019	1,067	-,008	-,018	,985	-2,127	2,088	,096	-,001	-,001	,023	44,030
	D_income	-1,514	,750	-,801	-2,018	,045	-2,996	-,032	-,067	-,159	-,128	,026	39,189
	Altruism_Leeftijd	,009	,357	,010	,024	,981	-,697	,715	,124	,002	,002	,023	43,505
	Altruism_Gender	,411	,261	,595	1,577	,117	-,104	,926	,050	,125	,100	,028	35,456
	Altruism_income	,498	,257	,763	1,936	,055	-,010	1,006	-,003	,152	,123	,026	38,721

4 – Additional analysis

4a additional analysis on attitude towards Fair Trade

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,401[a]	,161	,151	,51685	,161	16,189	2	169	,000	
2	,449[b]	,201	,177	,50874	,041	2,811	3	166	,041	
3	,500[c]	,250	,213	,49751	,049	3,527	3	163	,016	1,858

a. Predictors: (Constant), Impure_Tot, Altruism_tot

b. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income

c. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income, Altruism_income, Altruism_Gender, Altruism_Leeftijd

d. Dependent Variable: Attitude_Total

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2,566	,277		9,258	,000	2,019	3,113					
	Altruism_tot	,070	,076	,066	,915	,361	-,081	,220	,140	,070	,064	,963	1,039
	Impure_Tot	,382	,072	,383	5,334	,000	,241	,523	,396	,380	,376	,963	1,039
2	(Constant)	2,765	,298		9,280	,000	2,177	3,353					
	Altruism_tot	,071	,076	,067	,939	,349	-,079	,221	,140	,073	,065	,941	1,063
	Impure_Tot	,349	,074	,350	4,715	,000	,203	,495	,396	,344	,327	,872	1,147
	D_Gender	-,043	,087	-,037	-,497	,620	-,214	,128	-,174	-,039	-,034	,868	1,153
	D_millennials	-,079	,117	-,053	-,675	,500	-,310	,152	-,075	-,052	-,047	,787	1,271
	D_income	-,185	,093	-,163	-1,989	,048	-,368	-,001	-,265	-,153	-,138	,720	1,389
3	(Constant)	2,921	,345		8,457	,000	2,239	3,603					
	Altruism_tot	,000	,105	,000	,002	,998	-,207	,207	,140	,000	,000	,470	2,126
	Impure_Tot	,362	,073	,363	4,938	,000	,217	,507	,396	,361	,335	,852	1,173
	D_Gender	,852	,469	,732	1,818	,071	-,074	1,778	-,174	,141	,123	,028	35,211
	D_millennials	-,128	,640	-,086	-,200	,842	-1,391	1,136	-,075	-,016	-,014	,025	39,873
	D_income	-1,311	,471	-1,155	-2,785	,006	-2,241	-,382	-,265	-,213	-,189	,027	37,355
	Altruism_Leeftijd	,014	,214	,029	,067	,946	-,408	,436	-,042	,005	,005	,025	40,102
	Altruism_Gender	-,319	,166	-,765	-1,920	,057	-,646	,009	-,184	-,149	-,130	,029	34,487
	Altruism_income	,398	,162	1,021	2,459	,015	,078	,717	-,214	,189	,167	,027	37,478

4b – Additional analysis on prosocial consumption

Model Summary[d]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,432[a]	,187	,177	,58905	,187	19,177	2	167	,000	
2	,524[b]	,275	,253	,56124	,088	6,652	3	164	,000	
3	,534[c]	,285	,249	,56255	,010	,746	3	161	,526	1,971

a. Predictors: (Constant), Impure_Tot, Altruism_tot

b. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income

c. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income, Altruism_income, Altruism_Gender, Altruism_Leeftijd

d. Dependent Variable: prosocial_tot

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,050	,320		3,281	,001	,418	1,681					
	Altruism_tot	,135	,089	,108	1,526	,129	-,040	,310	,183	,117	,106	,965	1,037
	Impure_Tot	,459	,082	,398	5,608	,000	,297	,621	,419	,398	,391	,965	1,037
2	(Constant)	,919	,332		2,766	,006	,263	1,574					
	Altruism_tot	,133	,085	,107	1,561	,120	-,035	,301	,183	,121	,104	,947	1,056
	Impure_Tot	,459	,082	,398	5,608	,000	,297	,621	,419	,401	,373	,876	1,141
	D_Gender	,046	,096	,034	,476	,635	-,144	,235	-,010	,037	,032	,869	1,151
	D_millennials	,410	,130	,235	3,160	,002	,154	,667	,328	,240	,210	,799	1,252
	D_income	,129	,103	,098	1,261	,209	-,073	,332	,120	,098	,084	,726	1,376
3	(Constant)	1,110	,392		2,832	,005	,336	1,884					
	Altruism_tot	,049	,120	,039	,408	,684	-,187	,285	,183	,032	,027	,483	2,070
	Impure_Tot	,475	,083	,412	5,719	,000	,311	,639	,419	,411	,381	,855	1,170
	D_Gender	,152	,533	,113	,286	,775	-,900	1,205	-,010	,023	,019	,028	35,370
	D_millennials	,571	,765	,327	,746	,457	-,939	2,081	,328	,059	,050	,023	43,214
	D_income	-,641	,536	-,487	-1,195	,234	-1,700	,418	,120	-,094	-,080	,027	37,427
	Altruism_Leeftijd	-,053	,258	-,090	-,207	,837	-,562	,456	,338	-,016	-,014	,023	42,753
	Altruism_Gender	-,037	,189	-,077	-,197	,844	-,410	,336	,003	-,016	-,013	,029	34,676
	Altruism_income	,271	,185	,596	1,469	,144	-,093	,635	,148	,115	,098	,027	37,059

4c – Additional analysis with impure altruism interaction terms on purchase intention

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,447[a]	,200	,190	,64570	,200	20,973	2	168	,000	
2	,456[b]	,208	,184	,64834	,008	,545	3	165	,652	
3	,501[c]	,251	,214	,63615	,043	3,128	3	162	,027	
4	,524[d]	,275	,225	,63189	,024	1,730	3	159	,163	1,797

a. Predictors: (Constant), Impure_Tot, Altruism_tot

b. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income

c. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income, Altruism_income, Altruism_Gender, Altruism_Leeftijd

d. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income, Altruism_income, Altruism_Gender, Altruism_Leeftijd, Impure_Gender, Impure_Income, Impure_Age

e. Dependent Variable: PI_Total

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
4	(Constant)	2,251	,487		4,623	,000	1,290	3,213					
	Altruism_tot	,106	,135	,077	,784	,434	-,161	,373	,260	,062	,053	,473	2,115
	Impure_Tot	,399	,124	,313	3,212	,002	,154	,645	,405	,247	,217	,480	2,085
	D_Gender	,474	,820	,318	,578	,564	-1,146	2,094	-,046	,046	,039	,015	66,560
	D_millennials	-,748	1,045	-,387	-,715	,475	-2,811	1,316	,107	-,057	-,048	,016	64,016
	D_income	-2,317	,802	-1,593	-2,889	,004	-3,901	-,733	-,081	-,223	-,195	,015	66,620
	Altruism_Leeftijd	,587	,308	,895	1,904	,059	-,022	1,196	,151	,149	,129	,021	48,502
	Altruism_Gender	,002	,215	,004	,009	,993	-,422	,426	-,021	,001	,001	,028	35,690
	Altruism_income	,325	,210	,647	1,550	,123	-,089	,740	-,024	,122	,105	,026	38,139
	Impure_Income	,471	,212	,949	2,219	,028	,052	,889	-,002	,173	,150	,025	40,113
	Impure_Age	-,290	,274	-,478	-1,060	,291	-,831	,251	,133	-,084	-,072	,022	44,624
	Impure_Gender	-,130	,208	-,255	-,624	,534	-,542	,282	,000	-,049	-,042	,027	36,523

a. Dependent Variable: PI_Total

4d – Additional analysis with impure altruism interaction terms on buying behaviour

Model Summary[e]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,404[a]	,163	,153	,86211	,163	16,369	2	168	,000	
2	,424[b]	,180	,155	,86120	,017	1,119	3	165	,343	
3	,480[c]	,231	,193	,84178	,051	3,567	3	162	,015	
4	,485[d]	,235	,182	,84707	,005	,328	3	159	,805	2,016

a. Predictors: (Constant), Impure_Tot, Altruism_tot

b. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income

c. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income, Altruism_income, Altruism_Gender, Altruism_Leeftijd

d. Predictors: (Constant), Impure_Tot, Altruism_tot, D_millennials, D_Gender, D_income, Altruism_income, Altruism_Gender, Altruism_Leeftijd, Impure_Gender, Impure_Income, Impure_Age

e. Dependent Variable: BB_totaal

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
4	(Constant)	,386	,653		,591	,556	-,904	1,676					
	Altruism_tot	-,024	,182	-,014	-,133	,894	-,383	,335	,261	-,011	-,009	,457	2,190
	Impure_Tot	,678	,167	,408	4,071	,000	,349	1,007	,353	,307	,282	,478	2,093
	D_Gender	,197	1,100	,101	,179	,858	-1,976	2,369	,013	,014	,012	,015	66,161
	D_millennials	,236	1,374	,094	,172	,864	-2,478	2,950	,116	,014	,012	,016	61,627
	D_income	-2,245	1,065	-1,182	-2,107	,037	-4,349	-,141	-,050	-,165	-,146	,015	65,377
	Altruism_Leeftijd	,016	,392	,019	,040	,968	-,759	,791	,149	,003	,003	,022	45,821
	Altruism_Gender	,273	,288	,393	,950	,344	-,295	,842	,048	,075	,066	,028	35,521
	Altruism_income	,786	,280	1,210	2,809	,006	,233	1,339	,020	,217	,195	,026	38,557
	Impure_Income	-,027	,283	-,041	-,094	,925	-,585	,532	-,002	-,007	-,007	,025	39,971
	Impure_Age	-,038	,367	-,048	-,103	,918	-,762	,686	,135	-,008	-,007	,022	45,017
	Impure_Gender	-,242	,279	-,361	-,866	,388	-,794	,310	,043	-,068	-,060	,028	36,212

a. Dependent Variable: BB_totaal

Appendix E – Research Integrity Form

Research Integrity Form - Master thesis

Name: Krista Smit	Student number: s4555087
RU e-mail address: k.smit@student.ru.nl	Master specialisation: Marketing

Thesis title: The effect of altruism on Fair Trade consumption: Buying Fair Trade out of selflessness or self-benefit?
Brief description of the study: This study investigates the relationships between altruism and purchase intention and buying behaviour of Fair Trade tea and whether a self-interest was involved. It was hypothesised that there would be no self-interest involved and that this relationship was strongest for women, millennials and households with lower incomes.

It is my responsibility to follow the university's code of academic integrity and any relevant academic or professional guidelines in the conduct of my study. This includes:

- providing original work or proper use of references;
- providing appropriate information to all involved in my study;
- requesting informed consent from participants;
- transparency in the way data is processed and represented;
- ensuring confidentiality in the storage and use of data;

If there is any significant change in the question, design or conduct over the course of the research, I will complete another Research Integrity Form.

Breaches of the code of conduct with respect to academic integrity (as described / referred to in the thesis handbook) should and will be forwarded to the examination board. Acting contrary to the code of conduct can result in declaring the thesis invalid

Student's Signature: K. Smit **Date:** 14-06-2019

To be signed by supervisor

I have instructed the student about ethical issues related to their specific study. I hereby declare that I will challenge him / her on ethical aspects through their investigation and to act on any violations that I may encounter.

Supervisor's Signature: _____ **Date:** 8-6-2019