

Master Thesis International Business



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To Buy or Not to Buy: The Fair-Trade Buying Decision

A study analyzing fair-trade buying motivations and the willingness to pay of Dutch customers.

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ABSTRACT

This study examines the willingness to pay for fair-trade products by Dutch customers and the influential factors on the willingness to pay. The aim of this study is to add to the existing academic knowledge and insights into general customer attitudes and behavior with respect to fair-trade products. In order to find an answer a survey is designed based on existing literature and (empirical) studies. The survey resulted in data from 320 respondents. The average willingness to pay extra for fair-trade coffee, curry, chocolate sprinkles and coconut milk compared to a non-fair-trade A-branded alternative is estimated at 12,6%, 12,9%, 12,4%, and 12,3%, respectively. The influential factors on the willingness to pay were tested by means of an Ordinal Logistic Regression Analysis. The results of this analysis indicate that demographic characteristics have no significant predatory power on the willingness to pay, except the education attainment level. Furthermore, observability of the product being fair-trade and the knowledge of the concept of fair-trade are positively related with the willingness to pay. Perceived customer effectiveness and ethical identity are partly significant predictors for the dependent variable depending on the food-category.

Keywords: Fair-trade, willingness to pay, customer buying behavior, fair-trade buying decision, ethical consumerism.

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TABLE OF CONDUCTS

Abstract	2
Table of Conducts	3
1. Introduction.....	5
2. Theoretical Framework.....	9
2.1. The Willingness to Pay.....	9
2.2. The Fair-trade Customer.....	10
2.3. Fair-trade Buying Motivations	11
2.3.1. Fair-trade Knowledge.....	11
2.3.2. Perceived Customer Effectiveness	13
2.3.3. Ethical Identity	14
2.3.4. Observability	15
2.4. Conceptual Model with Hypotheses.....	16
3. Methodology.....	17
3.1. Research Design	17
3.2. Survey.....	18
3.2.1. Block 1 & 2: Willingness to Pay – Closed and Open Questions	18
3.2.2. Block 3: Fair-trade Knowledge	19
3.2.3. Block 4: Values and Believes towards Fair-trade	20
3.2.4. Block 5: Knowledge of Fair-trade Brands and Labels.....	21
3.2.5. Block 6: Demographic Characteristics.....	21
3.2.6. Outro.....	22
3.2.8. Operationalization of Variables	22
3.3. Sample	23
3.4. Influential Factors on Willingness to pay.....	25
4. Analysis.....	28
4.1. Dependent Variable: Willingness to Pay.....	28
4.2. Ordinal Regression Analysis: Motivation for Willingness to Pay	30
5. Discussion and Conclusion	35
5.1. Discussion.....	35
5.2. Conclusion.....	37
5.3. Managerial Implications	38
5.4. Limitations.....	39

5.5. Suggestions for Future Research	40
References	41
Appendices	45
Appendix 1 – Survey	45
Appendix 2 – Factor analysis	60
2.1. Assumption	60
2.2. Total Variance Explained and Scree plot.....	60
2.3. Unrotated Component Matrix	61
2.4. Cronbach’s Alpha	61
Appendix 3 – Ordinal Logistic Regression Analysis	62
3.1. All Variables (Model 1)	62
3.2. Demographic Characteristics (Model 2)	66
3.3. Influential Factors (Model 3)	70

1. INTRODUCTION

The concept of fair-trade has known a world-wide growth over the past decades (Breimer & De Vaal, 2012). In line with this growth, the concept of fair-trade has attracted attention in academic literature from a wide range of disciplines (Moore, 2004). Fair trade is a model that takes on many forms as it is realized within diverse global environments, although fair-trade itself is a single concept, universally applied, to define a type of economic activity (Stenn, 2013). Over the history there have been many and varied definitions of fair-trade. In an attempt to produce a widely accepted definition, FINE¹ has developed the following:

“Fair-trade is a trading partnership, based on dialogue, transparency and respect, which seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair-trade organizations (backed by consumers) are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade” (FINE, 2001).

This definition can be divided into two parts: trading partnership and creating awareness. The first part is about the characteristics of the trading partnership. The trading partnership should contribute to sustainable development. Sustainable development can be translated to the aim “to offer the most disadvantaged producers in developing countries the opportunity to move out of extreme poverty through creating market access under beneficial rather than exploitative terms” (Nicholls & Opal, 2005, p.6).

The second part of FINE’s definition is concerned with creating awareness by customers of the importance of fair-trade. Awareness is important to create changes in the rules and practices of conventional international trade. Therefore, awareness needs to be raised among customers of the negative effects on producers of international trade so that they exercise their purchasing power positively (Moore, 2004).

Although, rising awareness is an important part of fair-trade, fair-trade-certified products still comprise a small share of the market. The growth of fair-trade has been very rapid over the past decades (Dragusanu *et al.*, 2014; Stenn, 2013). Fair-trade has been a growing market world with annual growth rates of 22-56 percentage by volume since 2000 (Davies, 2007). In line

¹ FINE is an informal network that involves the Fairtrade Labeling Organizations International (FLO), the International Federation for Alternative Trade (IFAT), the Network of European Shops (NEWS!) and the European Fair Trade Association (EFTA)

with the sales growth, the number of participant organizations has also grown significantly (Davies, 2007).

To realize fair-trade supply chains it is important to know the motivations of a (fair-trade) customer, because without fair-trade buying decisions fair-trade products will disappear. Fair-trade purchases are becoming more common, with the link between consumption and ethical problems being highlighted (Shaw & Newholm, 2002). Fair-trade customers, part of the broader customer classification of ethical customers, consider a range of ethical issues in their consuming behavior choices (Shaw & Newholm, 2002). Ethical customers are concerned with ethical problems, such as environmental degeneration and fairness in world trade. Products that are bought by ethical customers are biologic and/or fair-trade. While fair-trade customers' main focus is on buying fair-trade products, not biological per se (De Pelsmacker *et al.*, 2005). The ethical problems they notify are concerned with the fairness in world trade. Thus, the promise of fair prices and chances received by farmers in emerging markets.

By putting fair-trade products in supermarkets customers are given the option of paying more for imported goods so that developing world producers can have a proper standard of living (Witkowski, 2005). The decision whether or not to purchase fair-trade products (FTP) is essentially a decision between alternative courses of action, one of which is considered more ethical than the other. Purchases of non-fair-trade products (NFTP) are in fact more beneficial to the individual customer (e.g. cheaper goods), whereas the FTP-purchases have a perceived societal benefit (Nicholls & Lee, 2006). In general, the ethical customer feels responsible towards society and express these feelings by means of his or her purchasing behavior (De Pelsmacker *et al.*, 2005).

Despite the successes of fair-trade, there is currently a large discrepancy between those consumers who identify themselves as purchasers of ethical products and, therefore, likely supporters of fair-trade, and the market share of many FTPs (Nicholls and Lee, 2006). The customer motivation to buy FTP instead of NFTP is important for fair-trade organizations, such as *Fairtrade Original*, to determine their price, policy and marketing strategy in order to increase market share. When analyzing fair-trade customer buying behavior, price is an important aspect. Many customers associate FTP with high prices, even though this is not always the case.

Many European customers claim to be willing to pay substantially more for ethical products (De Pelsmacker, 2007). In the context of fair-trade buying behavior, a Belgian study has shown that costumers are willing to pay 10% more for fair-trade labelled coffee (De Pelsmacker,

2005). In Italy customers are prepared to pay on average an extra 9% and in the UK customers are willing to pay an extra 11% (Maietta, 2003; Galaraga & Markandya, 2004). In the UK, fair-trade was considered to be the most important ethical issue for customers (Shaw & Clarke, 1999). Swedish customers are, according to Schollenberg (2012), prepared to pay way more for fair-trade coffee, namely, 38% on average.

Most research of the willingness to pay for FTP is focused on coffee. Furthermore, previous research is not conducted in The Netherlands. This study enriches the ongoing analysis and debate around fair-trade buying behavior. The results of the willingness to pay obtained for the Dutch customers allows for intracultural comparisons particularly within the EU. Another unique aspect of this study is the analysis of an overall model of influential factors on the willingness to pay. Previous researchers have analyzed an influential factors or controlled for certain factors, but never designed a model including multiple factors influencing the willingness to pay for FTP. Influences on the willingness to pay for fair-trade that are (theoretically) elaborated on so far are the knowledge of fair-trade, the perceived customer effectiveness, the observability of FTP, and the ethical identity (De Pelsmacker *et al.*, 2006; Niimäki, 2010; Vermeir & Verbeke, 2006; Becchetti & Rosati, 2005; Strähle, 2017).

Notably, the amount that customers are willing to pay extra is not (always) in line with their actual behavior. Even though, the price of products is an important aspect of the fair-trade buying decision, it is not the only factor. The buying behavior is influenced by many aspects. For example, Visser (2011) found that many people do not actively sought to purchase FTP. Only one out of three customers that know what fair-trade is, will go out of their way to purchase it. So, the availability of FTP is important as well.

Thus, there is not just one factor that determines the purchasing intention and behavior of the customer. The intention and the behavior are not always in line. The academic field concerned with the difference between the intention of customers and their actual buying behavior is called the value-action gap (Visser, 2011). In the study of De Pelsmacker *et al.* (2005) a value-action gap was found: only 10% of the Belgian respondents were willing to pay the actual price premium (De Pelsmacker *et al.*, 2005, p. 381). Even though, most of the respondents had the intention to buy FTP. The same discrepancy between the intention and the actual buying behavior was found by Ozcaglar-Toulouse *et al.* (2006) in the French market. The value-action gap has been widely applied in a number of contexts but little work has been done in the field of customer behavior with respect to fair-trade buying decisions (Chatzidakis *et al.*, 2007). Due to the practical impossibilities of researching the value-action gap, such as

limited time-span and methodological concerns, the value-action gap is not explained in this empirical research. However, De Pelsmacker and Janssens (2007) state that the measurement of the willingness to pay is an accurate proxy for actual buying behavior. Therefore, the willingness to pay is used as a dependent variable.

The scarce knowledge concerning the willingness to pay and the fair-trade buying decision of Dutch customers makes this combination practical and academic relevant. The leading question is:

What are Dutch customers willing to pay extra for fair-trade products? And which factors do influence the willingness to pay?

The objectives of the study are:

- To gain insights into the fair-trade willingness to pay of Dutch customers, in order to add to the intercultural debate of willingness to pay for FTP;
- To make a recommendation to Fairtrade Original, and other fair-trade organizations, to estimate their recommended retail prices;
- To design a model of the influential factors on willingness to pay for FTP, in order to add to academic knowledge and gain insights into general customer purchasing decisions with respect to fair-trade products.
- To examine differences between food-categories of customer's willingness to pay and influential factors, as the current literature is mainly focused on coffee.

To answer the research question and support the objectives a quantitative exploration research is performed. A theoretical overview is established in order to develop a survey (chapter 2). The theoretical overview consists of an elaboration on the dependent variable "willingness to pay." After, independent variables, influential factors on willingness to pay, are subtracted from literature. When the general literature overview is presented, the methodology consequences and choices are explained (chapter 3). The methodological choices include the elaboration of the survey design. Whereafter the survey is conducted, the results are analyzed (chapter 4). A discussion and conclusion are drawn upon the results of the analysis (chapter 5). Chapter 5 also entails theoretical and managerial implication. Further, the limitations of this study are reflected upon, and suggestion of future research directions are given.

2. THEORETICAL FRAMEWORK

The theoretical framework provides an overview of the most important concepts that influence the fair-trade buying decision. The willingness to pay is subject of this study, to allow for intracultural comparison. Another objective is to add to the marketing research concerning influential factors of customers in their (fair-trade) buying decision. Influences on the willingness to pay for fair-trade that are (theoretically) elaborated on so far are the knowledge of fair-trade, the perceived customer effectiveness, the observability of FTP, and the ethical identity (De Pelsmacker *et al.*, 2006; Niimäki, 2010; Vermeir & Verbeke, 2006; Becchetti & Rosati, 2005; Strähle, 2017). These influential factors are elaborated on in the next paragraphs. The elaboration results in hypotheses about the effect of the influential factor on the willingness to pay. This chapter concludes with a conceptual model, which visualizes the concepts and effects on willingness to pay.

2.1. THE WILLINGNESS TO PAY

The willingness to pay refers to the price one is willing to pay for a product. The relevance of measuring the willingness is the possibility to make a statement of the actual buying behavior of customers (De Pelsmacker & Janssens, 2007). The willingness to pay is the dependent variable in this study. Notably, according to Hofstetter and Miller (2009) it is necessary to remark the distinction between the hypothetical and the actual willingness.

The importance of this distinction lies within the implications of the results and the conclusions drawn in the end of this study. The actual willingness to pay refers, according to Hofstetter and Miller (2009), to the maximum amount of money the consumer would spend for a product in a real purchase situation. The second type, the hypothetical willingness to pay, refers to the type where researches commonly focus on, and which is widely used in market research practices. The hypothetical willingness to pay accounts for the customer's awareness of the fact that his or hers 'hypothetical willingness to pay statement' has no real economic consequences (Hofstetter & Miller, 2009).

The difference between the hypothetical and the actual willingness to pay are in line with the value-action gap. The hypothetical willingness to pay is comparable with the value in the value-action gap, and the actual willingness to pay with the action. As stated in the introduction the value-action gap is not in the scope of this study, but it should be acknowledged and taken into account when drawing conclusions.

The hypothetical willingness to pay is object of this study. In other empirical studies the object is also the hypothetical willingness of pay, therefore, the objectives to contribute to intracultural comparison can still be achieved. The hypothetical willingness will be referred to as “the willingness to pay” in the next chapters.

FTPs have unique social and environmental features (Konut, 2019; De Pelsmacker & Janssens, 2007). These features increase the willingness to pay of customers. However, not all customers might be willing to pay extra, several demographic characteristics and influential factors are discussed in the next section.

2.2. THE FAIR-TRADE CUSTOMER

According to the traditional economic model, individuals make choices between alternative courses of action that maximize their expected utility (Andorfer & Liebe, 2011). The decision whether to purchase a FTP or not, is essentially a decision between alternative courses of action. The course of FTP purchases is considered more ethical than the NFTP (Nicholls & Lee, 2006). Similarly, the ‘nonethical’ purchase choices may in fact be more beneficial the individual customer personally (e.g. financially-cheaper goods), whereas the ‘ethical’ choice has a perceived social benefit (Nicholls & Lee, 2006). Thus, both choices are essentially suboptimal in some way.

At first, fair-trade customers were found to be irrational because they appeared to engage in behavior (e.g. buying premium goods) which would not economically benefit them. However, later, it appeared fair-trade customers are not at all irrational. Oh and Yoon (2014) argue, “customers are transforming themselves from rational customers valuing quality and price into ethical customers whose priorities for product choice center around ethical values.” Customers are guided by ethical principles and social responsibility instead of monetary gains (Stenn, 2013). Therefore, most fair-trade customers are often labeled as socially responsible, ethical, green and eco-friendly (Stenn, 2013).

According to Taylor and Boasson (2014), a customer who is more likely to sacrifice own benefit by paying more for FTP is most likely to be female, younger, and have attained higher levels of education, other factors held constant. Further, considering ethical consumption in terms of economic constraint, predominantly consumers with higher income are more likely to pay a premium for products labelled as “ethical” and approve in general a higher willingness to pay for ethical goods, compared with low income consumers (Bae & Yan, 2018). FTPs are not in all cases more expensive, however, the image of FTP connected to higher prices (Konut,

2019; De Pelsmacker & Janssens, 2007). The demographics of the customers are expected to influence their willingness to pay. To control for the demographic characteristics stated by Taylor and Boasson (2014), four demographic characteristics are included in this study. Thus, the first hypothesis regarding demographic characteristics can be divided into four sub-hypotheses:

H1a: *Female customers are willing to pay more for fair-trade products than male customers are.*

H1b: *Younger customers are willing to pay more for fair-trade products than older customers are.*

H1c: *Customers who attained a high education are willing to pay more for fair-trade products than customers who attained a lower education.*

H1d: *Customers with a higher income are willing to pay more for fair-trade than customers with a lower income.*

2.3. FAIR-TRADE BUYING MOTIVATIONS

To analyze the fair-trade buying decision, influential factors specific to the fair-trade character of the FTP are elaborated on. No standard overview of (possible) influential factors on the willingness to pay is provided by literature yet (Strähle, 2017). Aspects that are (theoretically) elaborated on so far are the knowledge of fair-trade, the attitude towards fair-trade, the observability of FTP, and the ethical identity (De Pelsmacker *et al.*, 2006; Niimäki, 2010; Vermeir & Verbeke, 2006; Becchetti & Rosati, 2005; Strähle, 2017). However, these aspects are never tested in one empirical research to evaluate the total model. The next sections elaborates on the stated concepts in order to provide corresponding a hypothesis.

2.3.1. FAIR-TRADE KNOWLEDGE

Fair-trade knowledge is about the customer's awareness of the necessity and the content of fair-trade. In this study, fair-trade knowledge refers to the customer's knowledge of the fair-trade criteria, and the fair-trade labels and brands. Vermeir and Verbeke (2006) notice that customer knowledge is an important factor in the purchasing process. Customers' knowledge of fair-trade is found to be a crucial competitive factor of FTP versus NFTP (Becchetti & Rosati, 2005). However, it is shown that few customers are highly aware of, and highly comprehend with sustainable, fair trade, and organic labels and brands (Gordier, 2003).

Becchetti and Rosati (2005) found that customers with fair-trade knowledge are familiar with six fair-trade criteria: (1) A fair price is paid to farmers/producers of the products; (2) A fair-trade premium needs to be paid to farmers to achieve a fair-trade certification; (3) Customer's that buy FTP are aware of the influence a fair-trade label has and the advantages and the possibilities a fair price create for farmers in developing countries; (4) Fair-trade organization prefinancing production, thereby breaking the monopoly of local moneylenders; (5) Price stabilization mechanisms are realized which insulate risk-aversion for farmers; and (6) Interventions to improve working conditions and to remove factors leading to child labor are made. When the customer know about these six criteria, the customer possess extensive knowledge of the fair-trade concept. Most important are the first three criteria, as these criteria are the main objectives of fair-trade labeling organizations.

Another aspect of fair-trade knowledge is the knowledge of fair-trade labels, labelling organizations and brand (Rashid & Bryun, 2018). As concluded from empirical international studies, customers who are familiar with fair-trade labels are more likely to buy FTP (Strähle, 2017). This relationship most probably occur due to customers association with labelled product as "good quality" (Brécard, 2014). As the knowledge of fair-trade labels and brands is not researched in the Netherlands as an influential factor on the fair-trade buying decision yet, this is an important aspect to include in this study.

Furthermore, according to the empirical study of Ruggeri *et al* (2021) customers that are aware of the labels and are provided with extra information about the fair-trade supply chain are willing to pay more for FTP. This is due to the fact that fair-trade labels provide consumers with the possibility to make a donation to farmers via the purchase of a product. This fair-trade system is part of a larger trend based on the increasing interest of consumers for the ethical background of their consumption (Naegele, 2019).

Other aspects of fair-trade knowledge could be taken into account as well, such as the perceived circumstances in the developing markets (Rashid & Bryun, 2018). However, this, and possible other, aspects are out of the scope of this research as this is not direct knowledge of fair-trade products. Even though, these types of knowledge can influence the fair-trade buying decision. The qualifications that are taken into account of fair-trade knowledge lead to the following hypothesis:

H2: *Customers with a high degree of knowledge of fair-trade criteria and labels/brands are willing to pay more for FTP than for NFTP than customers who have a lower degree of knowledge of fair-trade.*

2.3.2. PERCEIVED CUSTOMER EFFECTIVENESS

Customers who know what fair-trade entails do not necessarily buy FTP over NFTP. The general attitude towards fair-trade and the corresponding perceived customer effectiveness (PCE) determines the willingness to pay as well. PCE is about the expected efficiency of changing the world by buying FTP, and the trust one has in fair-trade organizations. The PCE can be defined as the customers' behavior and belief that customers are able to positively influence societal problems (Jeong *et al.*, 2014). The PCE is in other studies described as skepticism towards fair-trade (De Pelsmacker *et al.*, 2005). In general, the ethical customer feels responsible towards society and express these feelings by means of his or her purchasing behavior (De Pelsmacker *et al.*, 2005). Thus, those customers who have a high level of PCE show a higher willingness to pay for FTP.

The PCE is influenced by trust customers have in fair-trade labels and brands. When the customers do not believe fair-trade organizations actually create fair supply chains, the customers do not expect a high effectiveness of their extra money spend on FTP instead of NFTP (Konuk, 2019; Rashid & Bryun, 2018). Therefore, trust in fair-trade organizations is crucial, otherwise the social benefit of purchasing FTPs is not expected by the customer and, thus, the fair-trade buying decision will not be made.

Next to trust in fair-trade organizations, customers should also presume their own influence, even when (s)he is not sure about the purchase decision of other customers. The presumption depends on a rational and strategic choice described in the well-known prisoners dilemma (Nicholls & Lee, 2006): when the customer does not expect to make a difference by their purchase behavior, for instance because other customers do not purchase FTP, then the customer risks paying more money but not realizing social benefit. When the customer has the feeling their buying decisions is insignificant the customer will be less likely to choose for the social benefit instead of the individual benefit (Stenn, 2013). In that case, the expected utility for the fair-trade decision is lower than the non-fair-trade decision.

All in all, the PCE consists of the trust in organizations and the assumption of individual influence without knowing what other people's purchasing decision entails. The hypothesis of PCE is as follows:

H3: *When the perceived customer effectiveness is positive, the customer is more likely to be willing to pay extra for FTP.*

2.3.3. ETHICAL IDENTITY

The fair-trade buying decision is also made by customers who derives an ethical identity from their purchase behavior (De Ferran & Grunert, 2005). This group of customers want to seem more idealistic than other customers. The relation between consumption of products and self-image is a well-known and well-researched relation (Solomon, 1983). The relation occurs because the customer (unconsciously) wants to send a message to others. The buying decision to derive an identity is often called “expressiveness,” which is defined as: “the customer’s perception of the product’s or service’s ability to express both social and personal identity dimensions” (Thorbjørnsen *et al.*, 2007, p.765). In other words, the expressiveness of products create an customer identity. In the case of fair-trade the customer can create an ethical identity by buying FTP over NFTP.

As Thorbjørnsen *et al.* state expressiveness can also express a social identity. In the context of this study, a fair-trade buying decision can be made in order to be part of a (socially responsible) group. The motivation to buy FTP can occur due to social pressure, but also intrinsic motivation to be part of a group (Vermeir & Verbeke, 2006). When one wants to be part of a group their intention to behave the same increases. A group identity refers to the distinctive factor of the group compared to other groups (Hofstede, 1990).

Therefore, customers who derives their (group) identity from their fair-trade buying decision, would actively seek a fair-trade alternative when no FTP is available. The urge to create an ethical identity is a motivation which add priority to the fair-trade buying decision over accessibility. Even though, most people would not actively seek alternative to purchase a FTP (Visser, 2011). This means that when no alternative in the same category is present the average customer would not try to look in another category for a fair-trade alternative. Only one out of three customers that know what fair-trade is, actively try to purchase FTP over NFTP. Most customers make their purchasing decision based on the available assortment (Visser, 2011).

All in all, the (fair-trade) buying decision can create an ethical individual and/or group identity by means of the perceived expressiveness of the FTP. When an ethical identity is

created of wants to be created by an individual or a group the necessity of buying a FTP increases. This results in the following hypothesis:

H4: *When a customer wants, consciously and/or unconsciously, to create or maintain an ethical identity, the customer is more likely to willing to pay extra for FTP.*

2.3.4. OBSERVABILITY

The observability of the product being fair-trade is about the extent to which it is observable from the outside of the product, that the product is fair-trade (e.g. by means of a fair-trade logo). This is of importance, because the visibility of fair-trade might confront the customer with ethical problematic cases. The customer might have not intended to buy FTP, but by seeing a FTP alternative the customer might buy FTP over NFTP.

The customer buying context of fair-trade food is the supermarket and “world shops” (Becchetti & Rosati, 2007). To elaborate on the supermarket buying context the The Popai/Du Pont Study (1977) is used. In this study is stated that approximately 65% of all supermarket purchase decisions are made in-store (generally planned, substitute purchases, and unplanned) with over 50% of these being unplanned. Kollat and Willet (1984) came to the same conclusion: the average customer purchased 50,5% of the products on an unplanned basis. Unplanned decisions are also known as impulse buying decisions. Unplanned decisions occur due to in-store stimuli which act as a reminder or creator of shopping needs.

In supermarkets the customer cannot directly see the negative effects of the NFTP’s. Therefore, the negative effects of the production are no part of the buying decision (Karbasivar & Yarahmadi, 2011). By putting fair-trade products in supermarkets customers are given the option to a premium price for fair-trade imported goods so that developing world producers can have a proper standard of living (Witkowski, 2005).

When customers are confronted with observability of a fair-trade product, the customer is more likely to acknowledge their ethical impact of buying FTP. When the fair-trade label or brand is observable, it confronts customers with issues what the customer would not think about otherwise. Due to the confrontation, customers’ intention to buy the FTP would increase, just as their willingness to pay (De Pelsmacker *et al.*, 2005). This results in de following hypothesis:

H5: *The observability of fair-trade and the willingness to pay are positively related.*

2.4. CONCEPTUAL MODEL WITH HYPOTHESES

The conceptual of this study visualizes the core concepts of this study and their relationships. Additionally, the model shows the hypotheses which are formulated in the theoretical framework. The conceptual model is represented in figure 1.

The dependent variable is the willingness to pay. As stated by De Pelsmacker and Janssens (2007) the willingness to pay is an accurate proxy for actual buying behavior. Thus, the actual buying behavior is not directly measured, but is scope of this study. This is visualized by adding the actual buying behavior outside the orange frame.

The independent variables are the demographic characteristics, the fair-trade knowledge, PCE, ethical identity and observability of FTP. These independent variables are visualized in boxes. Arrows point from the independent variable towards the dependent variable to indicate an effect. Above the arrow the hypothesis corresponding the effect is stated

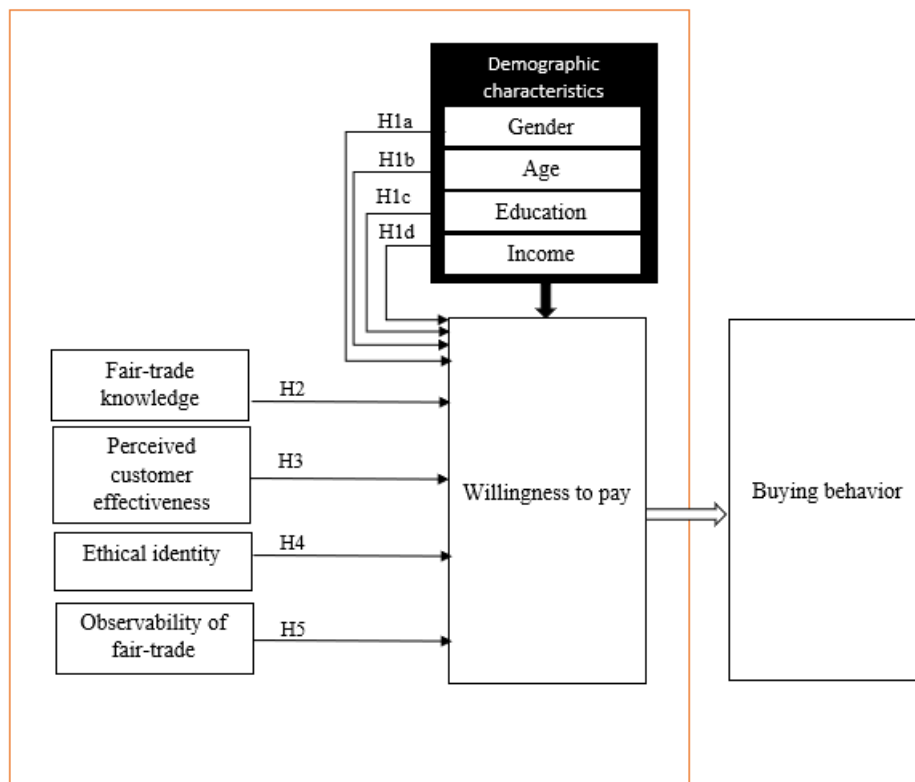


Figure 1: conceptual model with hypotheses

3. METHODOLOGY

The methodological chapter outlines the methodological choices that are made. By elaborating on the methodological choices the reliability and repeatability are guaranteed. Paragraph 3.1. elaborates on the chosen research design: a survey. The following paragraph explain the structure of the survey and give an overview of the operationalization of the variables. In paragraph 3.3. the sample is discussed, including the data collection and the data summary. Paragraph 3.4. consists of the analytical preparation of the independent variables.

3.1. RESEARCH DESIGN

The research question is answered by using a cross-sectional research design, often called social survey design where the influence of factors on the willingness to pay for FTPs is determined (Bryman & Bell, 2011). The choice of a quantitative research design is made because of the information requirement to test the hypotheses. Quantitative research design is most fitting due to the requirement for much information in order to test multiple hypotheses (in a relatively short time-span).

The quantitative research design that is considered best fitting is a survey. The survey conducted is a self-administrative questionnaire, meaning the respondents read the survey questions and answer the questions without the researcher present (Bryman & Bell, 2011). Therefore, the researcher cannot influence the questions asked, the answers and the decisions of the respondents. In the supermarket where the customer makes its buying decision the environment is not personalized either. Therefore, the equability of the research for every respondent is a benefit for the comparability with the real life supermarket context.

A disadvantage of a survey is in line with the value-action gap. A survey measures the hypothetical willingness to pay. The respondent is not making a real buying decision. The actual buying behavior cannot directly be measured by means of a survey. An experiment would be more fitting for measuring the buying behavior directly. However, measuring the hypothetical willingness to pay by means of a survey gives an indication for the actual buying intention and behavior. For this research this means measuring the willingness to pay when conducting a survey gives the possibility to make a statement of the actual buying behavior of customers, and test the hypotheses.

3.2. SURVEY

Based on the information requirements a quantitative survey is made in order to explore the relationships from the conceptual framework (paragraph 2.4). As stated in the theoretical chapter (chapter 2) a number of factors influence the customer's willingness to pay. The effects of the factors on the willingness to pay need to be tested.

Similar empirical studies of customer's willingness to pay, intention and behavior in the context of fair-trade buying behavior are used in order to design the survey. For instance, the study of De Pelsmacker and Janssens (2007) about fair-trade in Belgium, another study of De Pelsmacker *et al* (2005) about the willingness to pay for fair-trade coffee, the study of Becchetti and Rosati (2007) about fair-trade customers, and the study of Albert and Merunka (2013) about the consumer-brand relationship. Noticeably, these studies are relatively outdated. However, in more recent empirical studies these forementioned studies are the foundation of the conducted survey in recent studies (e.g. Aksoy & Özsönmez, 2019; Lappeman *et al.*, 2019).

The survey starts with an introduction. The survey is in Dutch. This way the respondents can answer in their own language and no information is lost in translation. In the introduction the outline of the survey is explained. The questions are made up on a five-point Likert scale, yes/no answers and open questions. The purpose of the study is not mentioned in the introduction, to minimize the change of socially desirable answers.

The survey consists of 38 questions and takes approximately between five and ten minutes. The questions are categorized in 6 blocks. These blocks are respectively, (1) willingness to pay closed questions (divided into 4 subcategories: coffee, coconut milk, curry paste, and chocolate sprinkles), (2) willingness to pay open questions, (3) fair-trade knowledge, (4) values and beliefs towards fair-trade, (5) knowledge of labels/brand, and (6) demographic characteristics. The goal and questions of the categories are elaborated on in the next sections.

3.2.1. BLOCK 1 & 2: WILLINGNESS TO PAY – CLOSED AND OPEN QUESTIONS

Determining the willingness to pay results directly in an answer on the first part of the research question (“*What are Dutch customers willing to pay extra for fair-trade products?*”). Secondly, the willingness to pay is used as dependent variable in order to determine the effect of the factors on the willingness to pay (“*And which factors do influence the willingness to pay?*”). In order to accomplish both parts of the research question closed and open questions are asked.

To measure the willingness to pay, De Pelsmacker and Janssens (2007) gave the respondents a choice between a FTP and a NFTP. By increasing the price for the FTP, the amount customers are willing to pay extra for FTPs is found.

This design is used in this survey as well. To make sure the willingness to pay is measured and no other factors influence the decision, the introduction of the question is as follows: *“Make a buying decision. You can expect the qualitative aspects of the products, such as flavor, amount, availability and package to be the same.”* The willingness to pay is measured by three question per food-category (coffee, curry paste, chocolate sprinkles, and coconut milk). The first question contains two choices (fair-trade and non-fair-trade) for the same price. The next question contains the same options, but the FTP is 10% more expensive. The third question contains again the same options, but the FTP is 20% more expensive. These degrees are based on the willingness to pay by customers determined by other academic empirical researches conducted in European countries as mentioned in the introduction. The starting price is estimated by taking the price of an A-brand product from the Dutch supermarket Albert Heijn. This way realistic prices are stated.

The four subcategories are: coffee, coconut milk, curry paste and chocolate sprinkles. These subcategories are made on request of the Dutch organization Fairtrade Original. These food-categories are their main products and, therefore, most relevant for the managerial recommendation. Further, these categories have fair-trade alternatives in the supermarket already. Therefore, the respondents might be better to estimate their willingness to pay.

De Pelsmacker and Janssens (2007) also measured the willingness to pay by asking an open question. The question that is asked is about the percentage the respondent is willing to pay extra for a FTP (e.g. *“What percentage are you willing to pay extra for fair-trade coffee?”*).

The closed questions can be used as the dependent variable to analyze the influential factors as the outcome of the questions are an scale variable. Thus, the closed questions are used for the second part of the research question. The purpose of the open questions is to determine the precise percentage the respondent is willing to pay extra for FTP over NFTP (De Pelsmacker and Janssens, 2007). In other words, the open questions is used to answer the first part of the research question.

3.2.2. BLOCK 3: FAIR-TRADE KNOWLEDGE

The independent variable “fair-trade knowledge” consists of three parts: knowledge of fair-trade criteria, the respondents own perception of their fair-trade knowledge, and their

knowledge of fair-trade labels and brands. The knowledge of criteria and the respondents own perception is asked about in this block. The knowledge of fair-trade labels is asked about in a separate block (block 5, section 3.2.4). The knowledge of fair-trade labels is asked in another block, because of the type of questions (block 3 and 4 consist of statements, while block 5 consists of multiple choice questions).

The knowledge of fair-trade criteria is measured by a multiple choice question with multiple answers possible (Becchetti & Rosati, 2007). The respondent has to select the criteria they are familiar with. The quantity of selected criteria is used as the indication of knowledge of the fair-trade criteria.

The respondent's perception of fair-trade knowledge is determined by means of three statements extracted from the study of De Pelsmacker and Janssens (2007). The respondents indicate on a five-point Likert scale if they agree or disagree with the statement (e.g. "*My knowledge of fair-trade is a reason I purchase fair-trade products more often*"). These statements do not test the knowledge, but the respondent has to answer according to their own believe of their fair-trade knowledge. The perception of fair-trade knowledge is as important as their actual knowledge. The experience of knowledge is the actual internal stimuli to choose the FTP over NFTP and pay more for FTP.

3.2.3. BLOCK 4: VALUES AND BELIEVES TOWARDS FAIR-TRADE

The block "values and believes towards fair-trade" consists of one question including nine statements. The respondent has to state if they agree or disagree with the statement (five-point Likert scale). The statements are distracted from various studies and are used to test multiple hypotheses. The next section includes examples of statements, which hypotheses these statements test, and the research the statement is subtracted from.

The first three statements test the perceived customer effectiveness (hypothesis 3) (Albert & Merunka, 2013; De Pelsmacker *et al.*, 2005). An example statement is: "*Buying fair-trade products makes the world a better place.*" The answers are scaled from fully disagree to fully agree. The answer chosen by the respondent indicates what the respondent's perception of the effect of buying fair-trade.

Statement four, five, and eight are about the ethical identity of the respondent and the expressiveness of the fair-trade products (hypothesis 4). The effect between achieving a fair-trade identity and/or being be part of a fair-trade community, and the willingness to pay can be stated. These statements determine the (urge to) an ethical identity of the respondent (e.g. "*I*

would like to show the world I am an ethical customer”). These statements are distributed from the research of He and Keung Lai (2014) on corporate social responsibility and brand loyalty.

Statement six, seven, and ten determine the importance of observability of fair-trade (e.g. “When a product is visible fair-trade I am more likely to purchase this product”). Hypothesis 5 is concerned with the effect of the observability of fair-trade to the willingness to pay. The statements of the observability of fair-trade are subtracted of the studies of He and Kin Keung (2014), and Becchetti and Rosati (2007).

3.2.4. BLOCK 5: KNOWLEDGE OF FAIR-TRADE BRANDS AND LABELS

To measure knowledge of fair-trade brands and labels, the next block contains questions regarding the respondents familiarity with the brands and labels stated. The respondent answers (multiple answers possible) which labels and/or which brands they are familiar with (options: Fairtrade Nederland, Fairtrade Original, Rainforest Alliance, Tony Chocolonely or none).

These brands/labels are identified by the researcher as a sufficient representation of the Dutch market of fair-trade labelling organizations and brands. Fairtrade Nederland and Rainforest Alliance are well-known labels certifying fair-trade products. The brands that are chosen are Fairtrade Original and Tony Chocolonely. The brands, Tony Chocolonely and Fairtrade Original are representing different food-categories (chocolate versus world kitchen). Tony Chocolonely might be one of the most well-known fair-trade brands under younger customers. Fairtrade Original has world kitchen products and coffee and is a still-growing brand with an annual revenue around 5 million euros. Furthermore, Fairtrade Original is the direct practical beneficiary of this study.

The respondent selects the familiar brands/labels. The quantity of selected question is used as an identification of the brand/label knowledge of the respondent. Even though, the choices for the respondent are limited, these choices are considered a reasonable indication of the brand and/or label awareness of the respondent.

3.2.5. BLOCK 6: DEMOGRAPHIC CHARACTERISTICS

The last section of the survey consists of questions about the demographic characteristics of the respondent: gender, age, education attainment, and income (e.g. “What is your gender? (a) Male, (b) Female, (c) Other, (d) I prefer not to tell”). These characteristics are subtracted from literature in order to identify the demographic characteristics of a fair-trade customers (hypotheses 1a-d).

3.2.6. OUTRO

In the end the respondent is given the option to ask questions and/or give commentaries on the survey. Also weblinks are added to the websites of Fairtrade Nederland, Fairtrade Original, Rainforest Alliance and Tony Chocolonely in case the respondent has gained curiosity towards fair-trade labels and/or brands.

Furthermore, the respondent is given the opportunity to win one of the five fair-trade giftboxes. The giftbox is sponsored by Fairtrade Original. To make sure the independence research position is not questioned Fairtrade Original is not named as sponsor of the giftbox. The respondent is free to decide if he/she wants to leave their email address to have a change of winning the giftbox. In the announcement the anonymity of the respondent is highlighted. The email address is only used for contacting the winners. Thus, the email address is not linked to the answers of the respondent.

To make sure all the questions and answer options are understandable, a demo-version was conducted. The demo-version was critically answered by six respondents. This resulted in the correction of a few spelling mistakes and the reformulation of some statements in order to increase understandability (such as *“I trust fair-trade labelling organizations to only qualify organizations and brands that are producing fair-trade products”* was changed into *“I trust organizations that are fair-trade qualified are really producing their products fair-trade”*). In order to make sure the final results are not influenced, the respondents of the demo-version did not participate in the final survey.

3.2.8. OPERATIONALIZATION OF VARIABLES

Variable	Operationalization	Source	Variable	H
Dependent variable				
Willingness to pay	Closed and open questions about the willingness to pay (paragraph 3.2.1). The average of the answers is calculated.	De Pelsmacker & Janssens (2007)	Ordinal	
Independent variable				
Demographic characteristics	Directly asked in block 3.2.6.			H1a-d
- Gender	Computed variable by which: 0 represents male, and 1 represents female		Nominal	
- Age	Computed variable by which: 0 represents 18-44, and 1 represents 45 and older		Ordinal	
	Computed variable by which:		Ordinal	

- Education	0 represents lower education (high school – MBO), and 1 represents high education (HBO-WO)		Ordinal	
- Income	Computed variable by which: 0 represents lower income (0-2500), 1 represents high income (2500 and more)			
Knowledge	Statements of various aspects of fair-trade are asked in block 3.2.2. answered on a 5-point Linkert scale. The respondent's own perception their knowledge of fair-trade is measured. The combination of first part of block 3.2.2 and block 3.2.4. indicates the knowledge of criteria and knowledge of brands and labels. More answers selected indicate, more knowledge of criteria and brands. Amount of answers is added to the amount of answers of "knowledge statements" in order to create a fair-trade knowledge variable.	De Pelsmacker & Janssens (2007); Becchetti & Rosati (2007)	Metric	H2
Perceived customer effectiveness	Statement 1-3 of block 3.2.3 answered on a 5-point Linkert scale.	Albert & Merunka (2013)	Metric	H3a
Ethical identity	Statement 4,5,7,8 of block 3.2.3 answered on a 5-point Linkert scale.	He & Keung Lai (2014)	Metric	H4
Observability	Statement 6,9 of block 3.2.3 answered on a 5-point Linkert scale.	He & Keung Lai (2014); Becchetti and Rosati (2007)	Metric	H5

Table 1: Operationalization of variables

3.3. SAMPLE

In this study data is collected by means of non-probability sampling, because the survey is based on voluntary response sampling and a snowball sampling method of reaching respondents (Bryman & Bell, 2011). By using an online survey, as many respondents as possible are reached. The snowball sampling method has resulted in 435 started surveys. However, only 320 respondents have finished the survey.

There is not a specific group reached as there is no narrow defined target population: all supermarket customers are of interest. Several social media platforms have been used, such as LinkedIn, Facebook and Whatsapp. A risk of using these platforms is the respondents are all related to each other and to the researcher. Therefore, colleagues, friends and/or family are asked to share the survey to widen the reach. A snowball effect was realized, because others share the survey in their networks. In total the survey was shared 17 times on Facebook and 9 times on LinkedIn. The respondents reached by the snowball sampling method are no longer (directly) related to the researcher. This increases the validity of the survey.

Further, the survey was uploaded on the internal business platform of Bovemij. Bovemij is an insurance company with approximately 700 employees. By using this channel even more respondents are reached. The employees are not all direct part of the social network of the researcher which can be viewed as an advantage.

Employees of Fairtrade Original and close friends and family are specifically asked not to answer the survey as they know the purpose of the study. To minimize the chance of social desirability, these people are asked not to participate in the survey. It is an assumption these people have listened and have not participated.

The methods that are used to reach the respondents and the addition snowball sampling method to increase the reliability, has resulted in the response data stated in table 2 (N=320). Not all categories are represented well enough for the results to be generalizable. In order to achieve generalizability by making the groups more meaningful and achieve significant statistical power the variables and underlying categories are computed as stated in table 3.

Characteristics	N	%
GENDER		
Male (1)	123	38,4
Female (2)	195	60,9
Other (3)	2	,6
AGE		
18-24 (1)	70	21,9
25-30 (2)	60	18,8
31-44 (3)	65	20,3
45-60 (4)	107	33,4
61-74 (5)	16	5,0
75 and older (6)	2	,6
EDUCATION		
High school (VMBO – HAVO) (1)	18	5,6
High school (VWO) (2)	4	1,3
MBO (3)	45	14,1
HBO (college) (4)	130	40,6
WO (university) (5)	123	38,4
INCOME (per month)		
< €500 (1)	27	8,4
€500 - €1000 (2)	25	7,8
€1000 - €2500 (3)	111	34,7
€2500 - €5000 (4)	102	31,9
> €5000 (5)	20	6,3
€0 (6)	7	2,2
I prefer not to tell (7)	28	8,8

Table 2: Sample summarization

Characteristics	N	%
GENDER		
Male	123	38,4
Female	195	60,9
Missing	2	,6
AGE		
Young (18-44)	195	60,9
Old (45 and older)	125	39,1
EDUCATION		
Lower education (High school-MBO)	67	20,9
Higher education (HBO-WO)	253	79,1
INCOME (per month)		
Lower income (€2500 and lower)	170	53,1
Higher income (€2500 and higher)	122	38,1
Missing	28	8,8

Table 3: Sample summarization after transformation

The demographic characteristics are measured as stated in table 3. In the case of gender, males and females are represented equally well. However, the category “other” is only represented by 2 respondents. Therefore, these respondents are categorized as missing.

The age category is computed into two categories (“Younger” and “Older”) which both consists of enough respondents to result into valid results. Before computing the variables into two age-categories, the group 61 and older was underrepresented, which would mean statistical explanatory power would decline when not computing the categories.

The same argument is in place for the education attainment and the income per month. The groups underrepresented in the education variable are high school and MBO as highest education attainment. In case of income, the categories under €1000,- per month and above €5000 are not represented well. The respondents that prefer not to tell their income are transformed into missing values. The computed variables results in reliable representation of the demographic variables and underlying categories.

Table 3 indicated the transformed categories and the corresponding distribution of the respondents. All categories are equally distributed, except the distribution of education attainment. Significantly more respondents have attended high education (N=253 compared to N=67). Thus, taken the distribution into account, the snowball sampling method has worked by reaching a variety of respondents except on education level.

3.4. INFLUENTIAL FACTORS ON WILLINGNESS TO PAY

To analyze the influential factors on willingness to pay for FTP the survey includes questions about the respondent’s Knowledge, Perceived Customer Effectiveness (PCE), Observability, and Ethical identity (paragraph 3.2.3-4). As mentioned before, the independent variables are measured by different statements subtracted from several studies combined to determine the independent variables. As the underlying structure of the statements is designed by the researcher and not subtracted totally, a factor analysis is necessary to make sure variates are formed to best represent the underlying structure of the variables as represented by their intercorrelations (Hair *et al*, 2010).

To conduct the factor analysis the underlying dimensions should be based on past research, theory and judgement of the researcher. This condition is met as the questions are subtracted from existing theory. Further, the sample size should at least have a ratio of 4 or 5 respondents to 1 variable. This assumption is met as well, as there are 12 variables (statements) and 320 respondents (ratio 26/1). Lastly, Bartlett’s test of sphericity tests significant ($p = .000$), and

Kaiser-Meyer-Olkin Measure of Sampling Adequacy falls with .841 in an adequate range (above .50) (appendix 2). Thus, the assumptions for conducting a factor analysis are met.

Three factors have a Eigen Value above 1. The fourth factor has an Eigen Value of .845 and still explains 7,7% of the variance (appendix 2). Whereas the third factor explains 9,9%. The conceptual model based on academic literature indicates four factors. Furthermore, when deciding the factors on basis of the scree plot, four factors would be acceptable (appendix 2). Therefore, the decision is made to keep four factors and not dismiss one of the factors. The total variance explained by these factors is 66,7%. The first factor explains most, namely, 37,6% (appendix 2).

The unrotated component matrix resulted in a total of five cross-loadings (appendix 2). Therefore, the matrix is varimax rotated (table 4). In the rotated component matrix still one cross-loading is found. The statement with a cross-loading (“*my knowledge of fair-trade results in me more frequently buying fair-trade products*”) is deleted to make sure each statement is only measuring one factor.

	Rotated Component Matrix ^a			
	Observability	Ethical Identity	PCE	Knowledge
<i>When a product is visible fair-trade I am more likely to purchase this product</i>	,774			
<i>It is important for me a product is visible fair-trade.</i>	,766			
<i>Buying fair-trade products makes me feel good.</i>	,643			
<i>My knowledge of fair-trade results in me more frequently buying fair-trade products</i>	,508			,480
<i>Buying fair-trade products gives me a feeling of being part of a group</i>		,854		
<i>If no fair-trade product is available, I will seek a fair-trade alternative</i>		,781		
<i>I like to show the world I am an ethical customer</i>		,666		
<i>I trust organizations that are fair-trade qualified are really producing their products fair-trade.</i>			,815	
<i>Buying fair-trade products helps people.</i>			,712	
<i>Buying fair-trade products makes the world a better place.</i>			,704	
<i>I know the concept of fair-trade.</i>				,798
<i>I know how to see if a product is certified as a fair-trade product.</i>				,785

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 4: Pattern Matrix

The factors are computed into new variables by using factor scores (factor score = $(\text{variable1} + \text{variable} + \dots) / N_{\text{variable}}$). As all described effects are in the same direction (no negative signs) it is not necessary to transform the variables. Three new variables are formed (PCE, Observability, and Ethical_Identity).

The variable Knowledge is not yet sufficient for measuring hypothesis 2, as the statements alone do not include knowledge of fair-trade criteria and labels/brands. This is measured in the questions of the first part of block 3 and 5 (section 3.2.2 and 3.2.4). The respondents are asked which criteria and which brands/labels they are familiar with. The amount of options selected by the respondent is added in order to indicate the wide of the respondent's knowledge. The results in a variable where the respondent gets a score between 0 and 10 (as 10 options are presented: 6 criteria and 4 labels/brands), where 0 indicates the respondent is not familiar with any of the criteria and labels/brands and 10 indicates the respondent is familiar with all mentioned criteria and labels/brands. This score is added to the score of the statements explaining Knowledge according to the factor analysis (table 4, last column).

The Cronbach's Alpha test is performed in order to test the reliability statistics. All variables are reliable and can be used in the further analysis (appendix 2). These variables together with the demographic characteristics are used to test the hypotheses.

4. ANALYSIS

4.1. DEPENDENT VARIABLE: WILLINGNESS TO PAY

In this study, willingness to pay is the dependent variable. Therefore, it is necessary to take a closer look at the descriptive statistics. As willingness to pay is established by multiple closed questions, these variables are transformed in a new variable. The new variables can be used in later analyses to test the hypotheses.

The respondent's expectations of their willingness to pay for FTP is asked in the open question ("*what percentage are you willing to pay extra for FTP?*"). All the answers of the respondents have been added and the total is divided by the number of respondents (N=320) by means of Excel. This results in an average of the respondents' willingness to pay for fair-trade coffee, curry paste, chocolate sprinkles, and coconut milk of 12,6%, 12,9%, 12,4%, and 12,3%, respectively. The average of these four categories is 12,6%. 12,6% can be stated to be the general willingness to pay extra for FTP indicated by the four food-categories.

The open question gives a precise indication of the willingness to pay. However, not all respondents have answered the open questions in the same manner (precise percentage and/or ranges) it is not ideal for the analytical techniques to test the hypotheses. The multiple choice questions are numeric variables that are used as dependent variable in the analytical tests of the hypotheses.

The answers of the multiple choice questions ("*make a choice between FTP and NFTP when the prices are as follows*") are visualized in figure 1 and stated in table 5. Notably, when the price, quality and other features of NFTP and FTP are the same, around 40 respondents (13%) would choose NFTP. The respondents choosing FTP is declined over the three questions most in the food-category coffee. A possible explanation might be the difference of price-category. Coffee is more expensive and, thus, 20% of the coffee price is more than 20% of the price of curry paste.

Another remarkable finding is the difference between respondents willing to pay 20% extra for curry paste and coconut milk versus coffee and chocolate sprinkles. Approximately 20 till 25 respondents (6-8%) are willing to pay 20% for curry paste and coconut milk, but are not willing to pay 20% extra for coffee and chocolate sprinkles. A possible reason for the difference in willingness to pay 20% extra for curry paste and coconut milk compared to coffee can be found in the price difference; coffee is more expensive than curry paste and coconut milk. The difference of willingness to pay between chocolate sprinkles, and curry paste and coconut milk could be due to the origin and positioning of the food category. Chocolate sprinkles are a daily

product, whereas curry paste and coconut milk are not used on daily basis. Furthermore, curry paste and coconut milk are characterized as “world kitchen” products. Products of the “world kitchen” are associated with (un)fair-trade.

The respondents are in general less willing to buy fair-trade chocolate sprinkles, compared to the other categories (even if the prices of FTP and NFTP are the same, the difference is between 4 and 5 % compared to other food-categories). In all cases, except the 20% willingness when coffee is lower, respondents are least likely to pay extra for chocolate sprinkles.

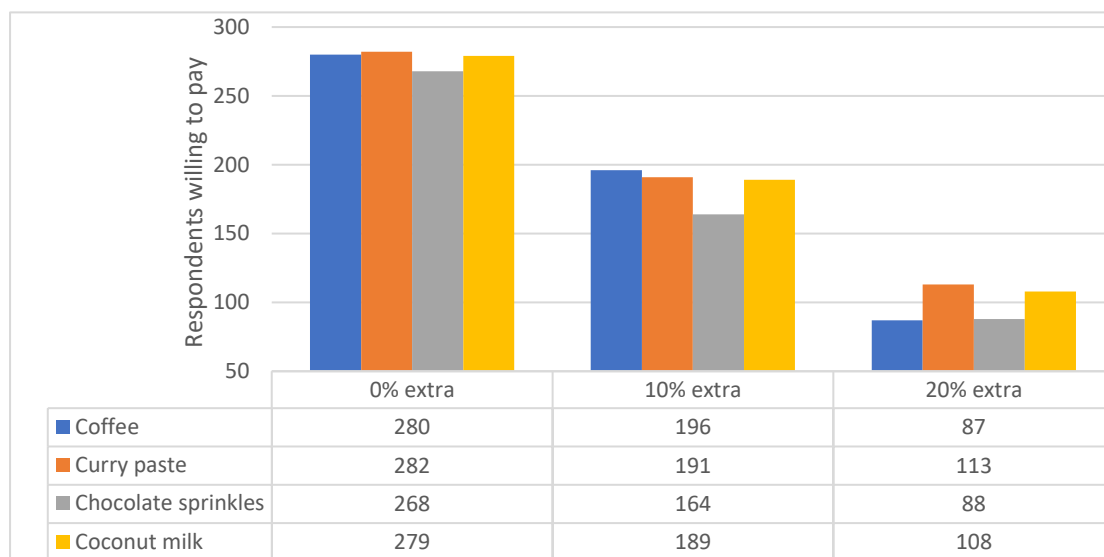


Figure 1: Visual presentation of willingness to pay per food-category.

% respondents willing to pay extra for fair-trade alternative			
	0%	10%	20%
Coffee	87,5	61,3	27,2
Curry paste	88,1	59,7	35,3
Chocolate Sprinkles	83,8	51,3	27,5
Coconut milk	87,2	59,1	33,8
General*	86,7	57,9	30,95

Table 5: Percentage of total respondents (N=320) that are willing to pay 0, 10 and 20% extra.

* general= (%coffee +%curry paste +%chocolate sprinkles + %coconut milk)/4

In order to test the hypotheses the three multiple choice questions are transformed into new variables, for instance WillingnessCoffee = (variable 0% extra + 10% extra + 20% extra)/3. All four food-categories are transformed in an overall variable. Further, a variable considering the general willingness to pay is computed: WillingnessFT = (WillingnessCoffee +

WillingnessCurry + WillingnessSprinkel + WillingnessCoconut)/4). The new computed variables are used to test the hypotheses.

4.2. ORDINAL REGRESSION ANALYSIS: MOTIVATION FOR WILLINGNESS TO PAY

In order to test the hypotheses, multiple ordinal logistical regression analyses are conducted. This analytical technique can be used to measure the variance that the independent variables produce in the dependent variables (Hair *et al*, 2010). The dependent variable is measured on an ordinal scale, as willingness to pay for the categories can only have four possible outcomes that are ranked: 1 represents a low willingness to pay, 1,33 a low-medium willingness to pay, 1,67 a medium-high willingness to pay, and 2 a high willingness to pay. Thus, the use of the ordinal regression is most fitting to test the hypotheses, as a multiple regression analysis only can corporate metric variables.

The ordinal logistic regression analysis assumes that the coefficients that describe the relationship between the lowest versus all higher categories of the response variable are the same as those that describe the relationship between the next lowest category and all higher categories. In other words, the ordinal regression analysis yields a single set of regression coefficients to estimate relationships between independent and dependent variables.

The ordinal regression analyses are performed by using a block-wise selection method, meaning the variables are grouped into blocks based on theoretical reasoning (Field, 2013). In this study three models are tested: model 1: all variables, model 2: demographic characteristics, model 3: motivational factors.

In order to conduct an ordinal logistical regression analysis the assumption of multicollinearity and proportional odds are checked. The outcome of the assumption tests are stated in table 6 and appendix 3 (Pearson C2 to test multicollinearity, and Probability of odds). The rejection of the assumptions are stated in table 6 in red.

The assumption of multicollinearity is met in all cases except one (Model 1, Coffee), as none of the results is tested significantly. The p-level of multicollinearity in model 1 Coffee is low. Therefore, the results of coffee should be interpreted with caution. As multicollinearity when present, is a problem because it can increase the variance of the coefficient estimates and make the estimates very sensitive to minor changes in the model. The result is that the coefficient estimates are unstable and difficult to interpret.

The assumption of probability of odds resulted in more violations. For the test of Willingness_FT and Willingness_Coconut the assumption of probability of odds is formally rejected ($p < ,05$ and $p < ,01$). The proportional odds assumption indicates that the relationship between the independent variables are the same across all possible comparisons involving the dependent variable (Osborne, 2017). In other words, the coefficients for each predictor category must be consistent, or have parallel slopes, across all levels of the response. When the assumption is violated, the model is ran as a generalized multinomial logistic regression (Kelly, 2017). This removes the ordinal aspect of the response variable, which reduces the quality of information gathered from the response. Therefore, the food-categories coconut milk and general fair-trade do not have a valid model 1.

As some assumptions are not met the model fit of the model 1 and model 3 will be compared in order to indicate the best model for the data (Pseudo R^2). In general, there is no strong guidance in literature on how to interpreted the Pseudo R^2 (Pituch & Stevens, 2016). Therefore, the results of the Pseudo R^2 are only used for comparison between models. Model 1 has a Pseudo R^2 between ,275 and ,349. In model 3 the Pseudo R^2 has for all food-categories declined (Willingness_FT = -,028, Willingness_Coffee = -,080, Willingness_Curry = -,045, Willingness_Sprinkles = -,059, Willingness_Coconut = -,041). The higher Pseudo R^2 of model 1 indicate the significance of including demographic characteristics in a model. The conclusion can be drawn that a model containing only demographic variables is a poor predictor of the outcome of the dependent variable, as no valid results can be conducted. Thus model 1 is considered the best model fit. Therefore, the overall model (model 1) is used to test the hypothesis. The invalidity of model 1 for coconut milk and general fair-trade results in a necessity of interpreting the results with caution.

Hypothesis 1 contains four sub-hypothesis considering the demographic characteristics: (1a) gender, (1b) age, (1c) education, and (1d) income. Hypothesis 1a is rejected for all food categories with a significance level of $p < 0.05$. Thus, gender of the customer is not an indicator of the willingness to pay extra for FTP.

Hypothesis 1b is accepted for general FT, curry and coconut milk. As stated in table 7, the results of general FT and coconut milk should be interpreted with caution, as the assumption of probability of odds is violated. The acceptance of hypothesis 1b indicated that younger customers are willing to pay more for general FT, curry and coconut milk compared to older customer. Thus, age is an indicator of the fair-trade customer. A possible explanation of the rejection of hypothesis 1b for coffee and chocolate sprinkles could have to do with the origin

of fair-trade in combination with the food-category. As coffee is the original FTP, as the fair-trade movement started with fair-trade coffee. Customers are more known with fair-trade coffee, wherefore age might not be an indicator of the fair-trade coffee customer. In case of chocolate sprinkles the rejection of hypothesis 1b could be due to the fact that chocolate sprinkles is a daily product. Therefore, the customer is characterized with a more ethical attitude which is not indicated by the age of the customer.

Hypothesis 1c is accepted for all food-categories. Thus, customers with a higher education are more likely to buy FTP compared to customers with a lower education. The last sub-hypothesis of hypothesis 1, is rejected for all food-categories. Thus, income is no indicator for the fair-trade buying decision.

Considering hypothesis 2, 3, 4, and 5 (respectively: knowledge, perceived customer effectiveness (PCE), ethical identity, observability), there is no difference between model 1 and 3 in terms of accepting the hypotheses. Therefore, the results of model 1 of general FT and coconut milk are not interpreted with caution. Hypothesis 2 (knowledge) and hypothesis 5 (observability) are accepted for all food-categories (table 6 and 7). Thus, a high level of fair-trade knowledge and better observability of the product being fair-trade result in a higher willingness to pay for FTP. Hypothesis 3 (PCE) is concerned with the perceived customer effectiveness. This hypothesis is accepted for all food-categories except for the category: coffee. Thus, customers who perceive their buying decision to be effective are willing to pay more for FTP over NFTP. This is the case for all food-categories, except for coffee. Hypothesis 4 considered with the ethical identity the customer wants to achieve is accepted for general FT, curry, and chocolate sprinkles (table 6 and 7). Contrasting is the rejection of the hypothesis for the food-categories: coffee and coconut milk.

	Willingness_FT				Willingness_Coffee				Willingness_Curry				Willingness_Sprinkle				Willingness_Coconut			
	B	SE	Wald	p	B	SE	Wald	p	B	SE	Wald	p	B	SE	Wald	p	B	SE	Wald	p
Model 1																				
Gender	-,382	,267	2,050	,152	,141	,269	,274	,601	-,370	,245	2,293	,130	,451	,241	3,502	,061**	,170	,042	16,57	,625
Age	,578	,276	4,381	,036*	,195	,273	,508	,476	,611	,251	5,897	,015*	,249	,244	1,037	,309	,491	,251	3,818	,051**
Education	1,149	,333	11,89	,001*	,136	,355	14,67	,000*	,688	,301	5,229	,022*	,470	,299	2,478	,015*	,897	,303	8,778	,003*
Income	,439	,276	2,523	,112	,456	,282	2,611	,106	,264	,253	1,084	,298	,466	,251	3,441	,164	,217	,253	,735	,391
Knowledge_General	,166	,046	13,29	,000*	,154	,046	11,18	,001*	,171	,042	16,88	,000*	,134	,041	10,82	,001*	,170	,042	16,57	,000*
Ethical_Identity	,443	,199	4,946	,026*	,287	,196	2,145	,143	,328	,182	3,264	,071**	,417	,179	5,431	,020*	,178	,179	,983	,321
PCE	,400	,230	3,018	,082**	,276	,233	1,399	,237	,551	,213	6,671	,010*	,457	,212	4,659	,042*	,487	,213	5,238	,022*
Observability	,609	,195	9,737	,002*	,483	,201	5,754	,016*	,379	,177	4,599	,032*	,475	,177	7,219	,007*	,434	,178	5,987	,014*
Model 1 - Pearson C2	<i>p = ,649*</i>				<i>p = ,043**</i>				<i>p = ,084*</i>				<i>p = ,578*</i>				<i>p = ,868*</i>			
Model 1 - Probability of Odds	<i>p = ,004</i>				<i>p = ,071*</i>				<i>p = ,145*</i>				<i>p = ,148*</i>				<i>p = ,005</i>			
Pseudo R-square	<i>Nagelkerke = ,349</i>				<i>Nagelkerke = ,275</i>				<i>Nagelkerke = ,301</i>				<i>Nagelkerke = ,284</i>				<i>Nagelkerke = ,284</i>			
Model Fitting – Chi-Square	<i>p = ,000</i>				<i>p = ,000</i>				<i>p = ,000</i>				<i>p = ,000</i>				<i>p = ,000</i>			
Model 2 – appendix 3																				
Model 3																				
Knowledge_General	,203	,036	31,06	,000*	,186	,042	19,29	,000*	,176	,038	21,22	,000*	,133	,037	12,83	,000*	,173	,038	20,62	,000*
Ethical_Identity	,320	,154	4,302	,037*	,070	,179	,153	,696	,299	,166	3,228	,072**	,358	,163	4,822	,028*	,155	,164	,887	,346
PCE	,392	,188	4,346	,038*	,197	,218	,822	,822	,545	,201	5,129	,024*	,370	,198	3,478	,062**	,417	,200	4,341	,037*
Observability	,644	,162	15,81	,000*	,578	,619	9,295	,002*	,443	,169	6,527	,000*	,489	,169	8,401	,004*	,510	,170	8,989	,003*
Model 3 - Pearson C2	<i>p = ,347*</i>				<i>p = ,787*</i>				<i>p = ,175*</i>				<i>p = ,611*</i>				<i>p = ,925*</i>			
Model 3 - Probability of Odds	<i>p = ,752*</i>				<i>p = ,252*</i>				<i>p = ,285*</i>				<i>p = ,904*</i>				<i>p = ,046**</i>			
Pseudo R-square	<i>Nagelkerke = ,321</i>				<i>Nagelkerke = ,195</i>				<i>Nagelkerke = ,256</i>				<i>Nagelkerke = ,225</i>				<i>Nagelkerke = ,243</i>			
Model Fitting – Chi-Square	<i>p = ,000</i>				<i>p = ,000</i>				<i>p = ,000</i>				<i>p = ,000</i>				<i>p = ,000</i>			

Note: Assumptions; *p > ,05 **p > ,01 Model variables; *p < ,05 **p < ,10

Table 6: Results ordinal regression analysis

WILLINGNESS TO PAY

Hypotheses	General FT	Coffee	Curry	Chocolate Sprinkle	Coconut Milk
H1a (<i>gender</i>)	Rc	R	R	Ab	Rc
H1b (<i>ages</i>)	Ac	R	A	R	Ac
H1c (<i>education</i>)	Ac	A	A	A	Ac
H1d (<i>income</i>)	Rc	R	R	R	Rc
H2 (<i>knowledge</i>)	A	A	A	A	A
H3 (<i>PCE</i>)	A	R	A	A	A
H4 (<i>ethical identity</i>)	A	R	A	A	R
H5 (<i>observability</i>)	A	A	A	A	A

Note. R= rejected, A=accepted ($p < .05$), Ab=accepted, but with $p < .10$, NT= not tested, Ac/Rc = Accepted/Rejected, but interpreted with caution

Table 7: overview of hypotheses tested

5. DISCUSSION AND CONCLUSION

The final chapter concludes this study. At first the results are discussed. Afterwards, this chapter answers the research question that was the focus of attention for this study. Section 5.3 discusses the managerial implications. This chapter finishes by critically addressing the main limitations of this study and corresponding some recommendations for future research are given.

5.1. DISCUSSION

The goal of this study is to gain insights into general customer attitudes and behavior with respect to fair-trade products differentiated on four food-categories and specified to Dutch customers. Up till now influential factors are measured separately or only used as control variable and not as independent variable. In order to add to academic knowledge a survey is conducted concerning the willingness to pay extra for FTP and statements of the respondents knowledge, attitude, perceived customer effectiveness (PCE), and ethical identity are presented.

The dependent variable is the willingness to pay. The willingness to pay is measured for four food-categories: coffee, curry, chocolate sprinkles, and coconut milk. The average willingness to pay extra compared to an equal non-fair-trade alternative is, respectively, 12,6%, 12,9%, 12,4%, and 12,3%. The total average, deriving from these four food-category is 12,6%. This is in line with the willingness to pay of customers across Europe varying from 9% in the UK till 38% in Sweden (Maietta, 2003; Galaraga & Markandya, 2004; Schollenber, 2012). This study contributes to international business literature for intracultural comparison of the willingness to pay for fair-trade, as a study considering the willingness to pay for fair-trade products by Dutch customers was not conducted before.

One of the effects that this study tried to capture as an influential independent variable on the willingness to pay is the demographic characteristics of the respondents (hypothesis 1). As literature suggested the average fair-trade customer is a young, female, highly educated individual (Taylor & Boasson, 2014; Stern, 2012). As FTP are viewed as more expensive than NFTP, income is also one of the demographic characteristics expected to have an influence. However, as the ordinal logistic regression model stated only education level is significant for all four food categories ($p < .05$). Age is only significant for the general willingness to pay and for the willingness to pay for fair-trade curry. This is not in line with the literature and the expectations.

An (theoretical) explanation of the rejection of the hypothesis could be that the ethical customer is less defined by demographic characteristics as it was before. After 2014,

demographic characteristics of the fair-trade customer has not been subject of research. However, the fair-trade movement has grown rapidly. The growth of the fair-trade movement might have resulted in the fact that there is no specific fair-trade customer anymore. Education, however, is still a significant predictor of the willingness to pay. This can be due to the extended world orientation of higher educated individuals (Becchetti & Rosati, 2007; Konuk, 2019).

Age (H1b) is tested partly significant. Age is a significant indicator for the willingness to pay extra for the food-categories: general FT, curry and coconut milk. The significant tests indicates that younger customers are willing to pay more for general FT, curry and coconut milk compared to older customer. Thus, age is an indicator of the fair-trade customer. A possible explanation of the rejection of age as an indicator in case of coffee and chocolate sprinkles could be because the origin of fair-trade in the coffee industry. As coffee is the original FTP, customers are more known with fair-trade coffee, wherefore age might not be an indicator of the fair-trade coffee customer. In case of chocolate sprinkles the rejection of age as an influential factor could be due to the fact that chocolate sprinkles is a daily product. Therefore, the customer is characterized with a more ethical attitude which is not indicated by the age of the customer.

The other influential factors that this study tried to capture are: knowledge, PCE, ethical identity and observability. These factors are expected to relate positively to the willingness to pay on the several food-categories. For knowledge and observability the hypotheses are fully accepted. However, observability was not the subject of research before. Observability was only taken into account as a control variable in stead of tested significantly as an independent variable with a direct effect on the willingness to pay (De Pelsmacker *et al.*, 2005; Witkowski, 2005). This study adds to the limited understanding of the effect of the observability of fair-trade, by concluding that observability has a direct significant effect on the willingness to pay.

Knowledge is known to relate positively to the willingness to pay (Strähle, 2017; Ruggeri *et al.*, 2021; Becchetti & Rosati, 2005; Naegele, 2019). This accepted hypothesis confirmed the known positive effect of fair-trade knowledge on the willingness to pay for FTP.

Perceived customer effectiveness is tested significantly for all food-categories expect for the category: coffee. Thus, customers who perceive their buying decision to be effective are willing to pay more for FTP over NFTP. This is the case for all food-categories, expect for coffee. This difference could have to do with the knowledgeable of fair-trade coffee. As coffee is the most well-known FTP, the customer might reason that other customers are making the fair-trade buying decision wherefore their fair-trade buying decision is not crucial anymore.

Consequently, the customer might go for individual (financial) benefit instead of social benefit as the customer thinks the social benefit is achieved by other customers buying decision (Stenn, 2013).

Ethical identity is also tested to be partly a significant indicator for the willingness to pay, namely for the categories: general FT, curry, and chocolate sprinkles. Contrasting is the rejection of the hypothesis for the food-categories: coffee and coconut milk. The difference of the acceptance and rejection of ethical identity as indicator between the food-categories could have to do with the difference between positioning power of the food-category (Vermeir & Verbeke, 2006). Coffee are more known as FTP. Whereas. Chocolate sprinkles is a daily product. When buying fair-trade chocolate sprinkles the customer is more consciously positioning himself as fair-trade customer.

It can be concluded that the significant, partly significant and the non-significant findings of this study contribute to the existing knowledge of fair-trade willingness to pay of Dutch customers together with the average willingness to pay for FTP calculated. The model tested adds to the existing academic knowledge and contribute to a better understanding of the fair-trade buying decision. Additionally, the not expected findings (partly rejected hypothesis of PCE and ethical identity) and the differences per food-category indicate a relevant new research field. Further, it accumulates for intracultural comparison.

5.2. CONCLUSION

To be able to conclude this study, this section reflects on the research question as mentioned in chapter 1. This research question was formulated as follows:

What are Dutch customers willing to pay extra for fair-trade products? And which factors do influence the willingness to pay?

The first part of the question is about the willingness to pay for FTP of Dutch customers. The willingness to pay is determined for four food-categories: coffee, curry paste, chocolate sprinkles and coconut milk. These four categories together underline the general willingness to pay in this study. The average willingness to pay extra for FTP compared to an equal non-fair-trade alternative is, respectively, 12,6%, 12,9%, 12,4%, and 12,3%. The total average, deriving from these four food-category is 12,6%.

The second part of the research question considers the influential factors on the willingness to pay. Five concepts are tested in order to determine their influential power: demographic characteristics of the customer, fair-trade knowledge, perceived customer effectiveness (PCE),

ethical identity, and observability of fair-trade. In order to test the effect of these factors on the willingness to pay ordinal logistic regression analyses are conducted. These regression analyses indicate that demographic characteristics have no statistical proven predictive power on the willingness to pay, except the highest education attainment level of the respondent.

Next to the significant explanatory power of education attainment, knowledge (H2) and observability (H5) are accepted to be a statistically significant influential factor on the willingness to pay. On the contrary, PCE (H3) and ethical identity (H4) are proven partly significant predictors of the willingness to pay, as the hypothesis is rejected for coffee (H3 and H4) and coconut milk (H4).

5.3. MANAGERIAL IMPLICATIONS

One of the objectives of this study is to make a recommendation to Fairtrade Original, and other fair-trade organizations, to estimate their recommended retail prices. Concluding from this study the recommended retail price can be 12,6% above the price of an A-brand.

The results of this study can also be used for marketing, positioning and communication purposes. Knowledge and the observability of fair-trade are positively related to the willingness to pay. Thus, a recommendation would be to focus on sharing knowledge to let the customer know what the company does. How the supply chain works and gain trust of the customers. When the customer knows what the fair-trade company is doing differently in comparison with non-fair-trade companies the customer would be more willing to pay extra for the product.

A practical implication to increase fair-trade knowledge by customers could be adding a QR-code on the products. The QR-code can refer the customer to a website providing extra information of the supply chain and the fair-trade features of the company.

Further, the observability is significant related to the willingness to pay. This could be used in the company by investing in (in-store) marketing to generate visibility in the supermarkets. It is important for a brand to be seen by the customer. The fair-trade aspect of the product has to be sold, as customers are willing to pay more for FTP.

Practically, a brand can show the fair-trade certification on the front-side of the product instead of on the back. In the Netherlands the certifications are positioned on the back of the products, contrary to for instance Germany where the certification is always placed on the front of the product. Further, a brand name including “fair-trade” such as Fairtrade Original increases the observability.

5.4. LIMITATIONS

As in any study, there are some limitations that need to be acknowledged. Even though the limitations are reduced as far as possible (e.g. snowball sampling method, descriptive data analysis and corresponding data transformation in order to achieve equal categories within demographic characteristics). The limitations that are most important to discuss are: the sample, the analytical technique, and the operationalization of fair-trade knowledge.

One of the limitation is related to the sample of this study. The respondents are all reached using the (indirect) network of the researcher. Even though, the survey is shared multiple times (17 times on Facebook and 9 times on LinkedIn) the respondents are still to some extent related. This shows for instance in unequal respondents of education attainment levels reached. When the survey would have been distributed by means of a medium not related to the researcher this limitation could have been more minimized. Furthermore, the distribution of the respondents could have been better, as the distribution of the demographic characteristics was not representative it was needed to divide into smaller groups. The transformation of the categories resulted in equally distributed respondents between the categories. Therefore, the analyses were possible and conclusion could be drawn. However, if the categories were more equally represented more detailed conclusions could have been drawn.

Another limitation is about the analytical techniques (factor analysis and ordinal logistic regression analysis). The analytical technique used, fits the dataset best. However, a multiple regression analysis would have had more explanatory power. Even though, this was not a possible analytical technique in combination with the survey designed. If the survey was designed differently a multiple regression analysis would have been possible.

Furthermore, the operationalization of the concept knowledge is a limitation to some extent. In the operationalization three aspects of knowledge are taken into account: own perception of fair-trade knowledge, knowledge of fair-trade criteria, and knowledge of fair-trade labels and brands. Knowledge of fair-trade can contain more aspects, such as the situation in developing markets where the farmers operate. This aspect is not taken into account, while this might be an explanatory factor: when customers do not think there is a (big) problem in developing markets, why would they be willing to pay extra for fair-trade alternatives?

A limitation directed to this study, but also to other study is the reliability on relatively outdated literature. Almost all recent literature (this study included) has based their research design and operationalization on sources from 2007 till 2014. These operationalizations should be revised and used as springboard rather than the whole theory. For instance, demographic

characteristics are tested to be less significant (violated assumptions and rejected hypotheses) than it was expected before. Furthermore, still (almost) no other research designs are used to analyze the willingness to pay for FTP compared to NFTP.

5.5. SUGGESTIONS FOR FUTURE RESEARCH

The limitations as mentioned in the previous section suggest a number of future research directions: such as a broader data set, a metric measurement of the willingness to pay and, corresponding, a multiple regression analysis instead of an ordinal logistic regression analysis. Another interesting research design would be to conduct an experiment. By means of an experiment the actual behavior can be studied more carefully. The value-action gap can be minimized. An experiment and a multiple regression analysis would both increase the explanatory power and the analytical conclusion that are drawn.

Additional to the above mentioned suggestion for future research is a study concerning the price elasticity of the willingness to pay extra for fair-trade by Dutch customers is relevant. The price elasticity is not researched yet in this context. This would be an interesting suggestion as fair-trade organizations would benefit from this knowledge, as the price elasticity measures how sensitive the quantity demanded of it is to its price. The price elasticity should be known in order to understand a change in the recommended retail price on the sales revenues.

Furthermore, the distinction between the different food-categories is relevant to take into account when calculating and measuring the willingness to pay. Especially in the growing fair-trade market it is necessary to broaden the academic research into the several food-categories. The main focus in studies so far is on fair-trade products in general, coffee, bananas, and the clothing industry. In the food industry more categories should be distinguished to elaborate on the complexity of the fair-trade buying behavior. The customer does not want to pay the same percentage per product extra. This seems to depend on the origin of the product as well as the price of the product. This distinction should be researched more thoroughly.

Another suggestion for future research is to the motivations that are stated (partly) significant: how to increase customer fair-trade knowledge and the observability of fair-trade, and in which situations are the ethical identity and the perceived customer effectiveness significant. These questions are relevant purposes for further research as this will deepen the understanding of the customer fair-trade buying decision.

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APPENDICES

APPENDIX 1 – SURVEY

Start of Block: Introduction

Goedendag,

Mijn naam is Lisette Zwartkruis en ik ben momenteel bezig met het afronden van mijn master Bedrijfskunde aan de Radboud Universiteit in Nijmegen. Voor het onderzoek dat ik uitvoer heb ik gegevens nodig over de manier waarop consumenten (18 jaar en ouder) in de supermarkt koopbeslissingen maken en welke factoren hierbij van invloed zijn.

Het invullen van de enquête zal u slechts 5 tot 10 minuten van uw tijd kosten. De enquête bestaat uit stellingen, meerkeuze vragen en open vragen. Tot slot: foute antwoorden bestaan natuurlijk niet. U vult de enquête anoniem in. Gegevens zullen niet worden gedeeld met derden, er zal dus vertrouwelijk met de resultaten worden omgegaan.

Bij voorbaat dank voor uw tijd!

End of Block: Introduction

Start of Block: Bereidbaarheid om te betalen - keuzes koffie

Maak bij de volgende producten een koopbeslissing. U mag ervan uit gaan dat de kwalitatieve eigenschappen van de producten zoals smaak, hoeveelheid, beschikbaarheid en uiterlijk hetzelfde zijn.

Stel de prijzen zijn als volgt. Welke koffie zou u kopen?

- "Gewone" koffie: €3,30 (1)
- Fair-trade koffie: €3,30 (2)

Stel de prijzen zijn als volgt. Welke koffie zou u kopen?

- "Gewone" koffie: €3,30 (1)
- Fair-trade koffie: €3,60 (2)

Stel de prijzen zijn als volgt. Welke koffie zou u kopen?

- "Gewone" koffie: €3,30 (1)
- Fair-trade koffie: €3,90 (2)

End of Block: Bereidbaarheid om te betalen - keuzes koffie

Start of Block: Bereidbaarheid om te betalen - keuzes kokosmelk

Maak bij de volgende producten een koopbeslissing. U mag ervan uit gaan dat de kwalitatieve eigenschappen van de producten zoals smaak, hoeveelheid, beschikbaarheid en uiterlijk hetzelfde zijn.

Stel de prijzen zijn als volgt. Welke kokosmelk zou u kopen?

- "Gewone" kokosmelk: €1,20 (1)
 - Fair-trade kokosmelk: €1,20 (2)
-

Stel de prijzen zijn als volgt. Welke kokosmelk zou u kopen?

- "Gewone" kokosmelk: €1,20 (1)
 - Fair-trade kokosmelk: €1,35 (2)
-

Stel de prijzen zijn als volgt. Welke kokosmelk zou u kopen?

- "Gewone" kokosmelk: €1,20 (1)
- Fair-trade kokosmelk: €1,50 (2)

End of Block: Bereidbaarheid om te betalen - keuzes kokosmelk

Start of Block: Bereidbaarheid om te betalen - keuzes curry

Maak bij de volgende producten een koopbeslissing. U mag ervan uit gaan dat de kwalitatieve eigenschappen van de producten zoals smaak, hoeveelheid, beschikbaarheid en uiterlijk hetzelfde zijn.

Stel de prijzen zijn als volgt. Welke kruidenpasta (bijvoorbeeld voor rode curry) zou u kopen?

- "Gewone" kruidenpasta: €1,30 (1)
 - Fair-trade kruidenpasta: €1,30 (2)
-

Stel de prijzen zijn als volgt. Welke kruidenpasta (bijvoorbeeld voor rode curry) zou u kopen?

- "Gewone" kruidenpasta: €1,30 (1)
 - Fair-trade kruidenpasta: €1,45 (2)
-

Stel de prijzen zijn als volgt. Welke kruidenpasta (bijvoorbeeld voor rode curry) zou u kopen?

- "Gewone" kruidenpasta: €1,30 (1)
- Fair-trade kruidenpasta: €1,60 (2)

End of Block: Bereidbaarheid om te betalen - keuzes curry

Start of Block: Bereidheid om te betalen - keuzes hagelslag

Maak bij de volgende producten een koopbeslissing. U mag ervan uit gaan dat de kwalitatieve eigenschappen van de producten zoals smaak, hoeveelheid, beschikbaarheid en uiterlijk hetzelfde zijn.

Stel de prijzen zijn als volgt. Welke hagelslag zou u kopen?

- "Gewone" hagelslag: €1,90 (1)
 - Fair-trade hagelslag: €1,90 (2)
-

Stel de prijzen zijn als volgt. Welke hagelslag zou u kopen?

- "Gewone" hagelslag: €1,90 (1)
 - Fair-trade hagelslag: €2,10 (2)
-

Stel de prijzen zijn als volgt. Welke hagelslag zou u kopen?

- "Gewone" hagelslag: €1,90 (1)
- Fair-trade hagelslag: €2,30 (2)

End of Block: Bereidheid om te betalen - keuzes hagelslag

Start of Block: Bereidheid om te betalen

Hoeveel procent zou u extra willen betalen voor fair-trade koffie?

Hoeveel procent zou u extra willen betalen voor een fair-trade kruidenpasta (bijvoorbeeld voor rode curry)?

Hoeveel procent zou u extra willen betalen voor fair-trade hagelslag?

Hoeveel procent zou u extra willen betalen voor fair-trade kokosmelk?

End of Block: Bereidheid om te betalen

Start of Block: Kennis

Welke fair-trade criteria bent u bekend mee? (meerdere antwoorden mogelijk)

- Het betalen van een eerlijke prijs aan boeren (1)
- Prijs stabiliteit en zekerheid in de Derde Wereld (2)
- Investeren in lokale publieke diensten (zoals gezondheidszorg en onderwijs) (3)
- Zorgen voor acceptabele werkomstandigheden (4)
- Zorgen voor duurzaamheid (5)
- Transparante informatie over het productieproces (6)
- Lange-termijn relaties met de boeren (7)

Geef bij de volgende stellingen aan in welke mate u het ermee eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
Ik ben bekend met fair-trade. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn kennis over fair-trade zorgt ervoor dat ik vaker fair-trade producten koop. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik weet hoe ik aan een product kan zien dat het fair-trade is geproduceerd. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Kennis

Start of Block: General attitude

Geef bij de volgende stellingen aan in welke mate u het ermee eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
Het kopen van fair-trade producten helpt mensen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het kopen van fair-trade producten maakt de wereld een betere plek. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vertrouw erop dat organisaties die zeggen dat ze fair-trade produceren dit ook doen als ze een fair-trade certificaat hebben. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het kopen van fair-trade producten geeft me een goed gevoel. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik laat graag aan de buitenwereld zien dat ik een fair-trade consument ben. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als een product zichtbaar fair-trade is zal ik het product sneller kopen. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Als er geen fair-trade producten beschikbaar zijn dan zoek ik naar een fair-trade alternatief. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het kopen van fair-trade producten geeft mij het gevoel dat ik bij een groep hoor. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het belangrijk dat aan de buitenkant zichtbaar is dat het een fair-trade product betreft. (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: General attitude

Start of Block: Kennis over fair-trade labels

Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk.

- Fairtrade Nederland (1)
- Fairtrade Original (2)
- Rainforest Alliance (3)
- Tony Chocolonely (4)
- Ik ken niets van de bovenstaande mogelijkheden (5)

End of Block: Kennis over fair-trade labels

Start of Block: Kennis over Fairtrade Nederland

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Fairtrade Nederland

Ik heb wel eens bewust producten met het Fairtrade Nederland certificaat gekocht

- Ja (1)
- Nee (2)

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Fairtrade Nederland

Ik vertrouw erop dat Fairtrade Nederland enkel bedrijven certificeert, die ...

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
... boeren waarmee ze samenwerken een eerlijke prijs betalen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... een duurzame werkrelaties met de boeren onderhouden. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... financiële zekerheid biedt aan de boeren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bijdraagt aan publieke diensten in de landen waar ze partnerschappen hebben (zoals onderwijs en gezondheidszorg). (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Kennis over Fairtrade Nederland

Start of Block: Kennis over Fairtrade Original

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Fairtrade Original

Ik heb wel eens producten van Fairtrade Original gekocht

- Ja (1)
- Nee (2)

Skip To: End of Block If Ik heb wel eens producten van Fairtrade Original gekocht = Nee

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Fairtrade Original

Wat vindt u van de prijs-kwaliteit verhouding van de producten van Fairtrade Original

- Zeer goed (1)
- Goed (2)
- Neutraal (3)
- Slecht (4)
- Zeer slecht (5)

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Fairtrade Original

Licht uw vorige antwoord toe

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Fairtrade Original

Ik vertrouw erop dat Fairtrade Original

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
... de boeren waarmee ze samenwerken een eerlijke prijs betalen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... zorgt voor duurzame werkrelaties met de boeren. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... zorgt voor financiële zekerheid voor de boeren zolang het partnerschap strekt. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... de boeren waarmee ze samenwerken helpt met het ontwikkelen van een levensvatbaar bedrijf. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... de winst die ze maken delen met hun boerenpartners. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bijdraagt aan publieke diensten in de landen waar ze partnerschappen hebben (zoals onderwijs en gezondheidszorg). (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Kennis over Fairtrade Original

Start of Block: Kennis over Rainforest Alliance

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Rainforest Alliance

Ik heb wel eens bewust producten met het Rainforest Alliance certificaat gekocht

Ja (1)

Nee (2)

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Rainforest Alliance

Ik vertrouw erop dat Rainforest Alliance enkel bedrijven certificeert, die ...

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
... boeren waarmee ze samenwerken een eerlijke prijs betalen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... een duurzame werkrelaties met de boeren onderhouden. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... financiële zekerheid biedt aan de boeren. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bijdraagt aan publieke diensten in de landen waar ze partnerschappen hebben (zoals onderwijs en gezondheidszorg). (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Kennis over Rainforest Alliance

Start of Block: Kennis over Tony Chocolonely

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Tony Chocolonely

Ik heb wel eens producten van Tony Chocolonely gekocht

- Ja (1)
- Nee (2)

Skip To: End of Block If Ik heb wel eens producten van Tony Chocolonely gekocht = Nee

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Tony Chocolonely

Wat vindt u van de prijs-kwaliteit verhouding van de producten van Tony Choclonely

- Zeer goed (1)
- Goed (2)
- Neutraal (3)
- Slecht (4)
- Zeer slecht (5)

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Tony Choclonely

Licht uw vorige antwoord toe

Display This Question:

If Ik ben bekend met de volgende merken/certificaten. Meerdere antwoorden mogelijk. = Tony Choclonely

Ik vertrouw erop dat Tony Chocolonely ...

	Helemaal mee oneens (1)	Mee oneens (2)	Neutraal (3)	Mee eens (4)	Helemaal mee eens (5)
... de boeren waarmee ze samenwerken een eerlijke prijs betalen. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... zorgt voor duurzame werkrelaties met de boeren. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... zorgt voor financiële zekerheid voor de boeren zolang het partnerschap strekt. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... de boeren waarmee ze samenwerken helpt met het ontwikkelen van een levensvatbaar bedrijf. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... de winst die ze maken delen met hun boerenpartners. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... bijdraagt aan publieke diensten in de landen waar ze partnerschappen hebben (zoals onderwijs en gezondheidszorg). (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Kennis over Tony Chocolonely

Start of Block: Algemene persoonsgegevens

Wat is uw geslacht?

- Man (1)
 - Vrouw (2)
 - Anders (3)
 - Zeg ik liever niet (4)
-

Wat is uw leeftijd?

- 18 t/m 24 (1)
 - 25 t/m 30 (2)
 - 31 t/m 44 (3)
 - 45 t/m 60 (4)
 - 61 t/m 74 (5)
 - 75 en ouder (6)
-

Wat is uw hoogst genoten opleiding?

- Basisschool (1)
 - Middelbare school; VMBO of HAVO (2)
 - Middelbare school; VWO (3)
 - MBO (4)
 - HBO (5)
 - WO (6)
-

Bent u (hoofdzakelijk) ...

- Studerend (1)
 - Fulltime werkend (2)
 - Parttime werkend (3)
 - Niet werkend (geen betaald werk en niet werkzoekend) (4)
 - Werkzoekend (5)
 - Gepensioneerd (6)
-

Hoeveel bedraagt uw netto salaris gemiddeld per maand?

(Eventuele lening van DUO telt niet mee)

- Minder dan € 500 (1)
- € 500 tot € 1000 (2)
- € 1000 tot € 2500 (3)
- € 2500 tot € 5000 (4)
- Meer dan € 5000 (5)
- Ik ontvang geen salaris (6)
- Zeg ik liever niet (7)

End of Block: Algemene persoonsgegevens

Start of Block: Afsluiting

Mocht u vragen en/of commentaren hebben kunt u deze kwijt in het tekstvlak hieronder. Commentaren zal ik meenemen in de verwerking van de resultaten. Bij vragen kunt u uw mailadres toevoegen, zodat ik contact met u op kan nemen om uw vragen te beantwoorden.

Onder de deelnemers van de enquête (u dus!) mag ik 5 pakketjes met verschillende fair-trade producten verloten! Als u kans wilt maken op een (h)eerlijk voedsel pakketje vul dan hieronder uw mailadres in. Ik zal contact met u opnemen als u een van de gelukkig winnaars bent.

Door het invullen van uw mailadres maakt u kans op een fair-trade pakketje. Het mailadres wordt niet gekoppeld aan de gegeven antwoorden, dus uw anonimiteit blijft gewaarborgd.

Mocht u meer willen weten over fair-trade certificaten (zoals Fairtrade Nederland en Rainforest Alliance) en/of de impact van fair-trade merken (zoals Fairtrade Original en Tony Chocolonely), neem dan een kijkje op een van de volgende websites:

<https://www.fairtradenederland.nl/>

<https://www.fairtradeoriginal.nl/>

<https://www.rainforest-alliance.org/>

<https://tonyschocolonely.com/nl/nl>

Nogmaals hartelijk dank voor uw medewerking! Uw antwoorden worden automatisch opgeslagen bij het afsluiten van de enquête.

End of Block: Afsluiting

APPENDIX 2 – FACTOR ANALYSIS

2.1. ASSUMPTION

KMO and Bartlett's Test

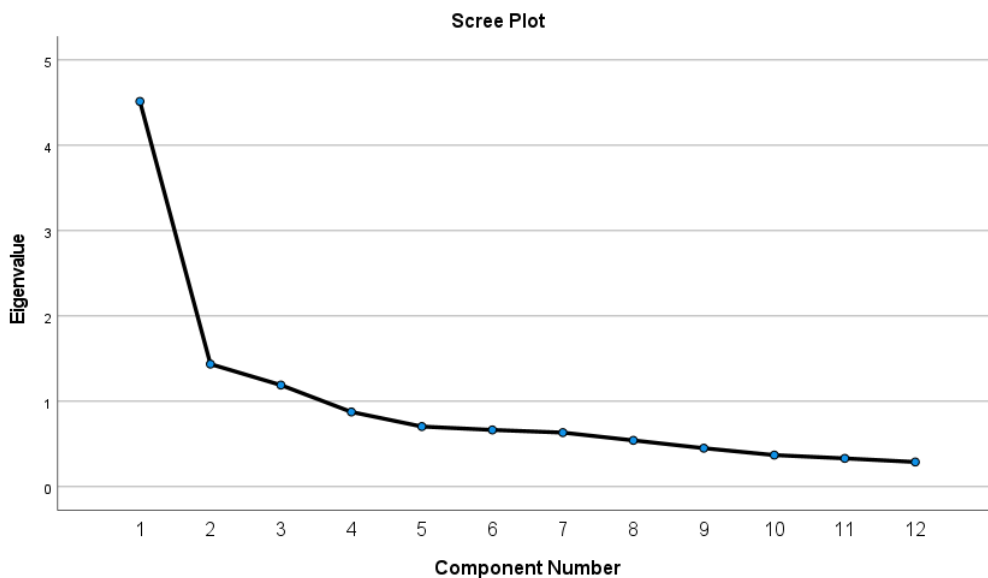
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,841
Bartlett's Test of Sphericity	Approx. Chi-Square	1274,984
	df	66
	Sig.	,000

2.2. TOTAL VARIANCE EXPLAINED AND SCREE PLOT

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of	Cumulative	Total	% of	Cumulative	Total	% of	Cumulative
		Variance	%		Variance	%		Variance	%
1	4,514	37,620	37,620	4,514	37,620	37,620	2,372	19,766	19,766
2	1,436	11,968	49,587	1,436	11,968	49,587	2,039	16,991	36,757
3	1,190	9,918	59,506	1,190	9,918	59,506	1,978	16,484	53,241
4	,875	7,291	66,797	,875	7,291	66,797	1,627	13,556	66,797
5	,704	5,868	72,665						
6	,665	5,538	78,203						
7	,633	5,277	83,480						
8	,542	4,519	87,999						
9	,451	3,754	91,753						
10	,370	3,081	94,835						
11	,331	2,759	97,593						
12	,289	2,407	100,000						

Extraction Method: Principal Component Analysis.



2.3. UNROTATED COMPONENT MATRIX

Component Matrix^a

	Component			
	1	2	3	4
<i>Buying fair-trade products helps people.</i>	,737			
<i>Buying fair-trade products makes the world a better place.</i>	,730			
<i>Buying fair-trade products makes me feel good.</i>	,719			
<i>My knowledge of fair-trade results in me more frequently buying fair-trade products</i>	,708			
<i>When a product is visible fair-trade I am more likely to purchase this product</i>	,687			
<i>I like to show the world I am an ethical customer</i>	,676			
<i>It is important for me a product is visible fair-trade.</i>	,578			
<i>If no fair-trade product is available, I will seek a fair-trade alternative</i>	,571		,488	
<i>I know the concept of fair-trade.</i>	,360	,594	,386	
<i>Buying fair-trade products gives me a feeling of being part of a group</i>	,519	-,542	,369	
<i>I know how to see if a product is certified as a fair-trade product.</i>	,377	,514	,456	
<i>I trust organizations that are fair-trade qualified are really producing their products fair-trade.</i>	,540			-,576

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

2.4. CRONBACH'S ALPHA

OBSERVABILITY

Reliability Statistics

Cronbach's Alpha	N of Items
,715	3

PCE

Reliability Statistics

Cronbach's Alpha	N of Items
,753	3

ETHICAL IDENTITY

Reliability Statistics

Cronbach's Alpha	N of Items
,745	3

KNOWLEDGE

Reliability Statistics

Cronbach's Alpha	N of Items
,799	3

APPENDIX 3 – ORDINAL LOGISTIC REGRESSION ANALYSIS

3.1. ALL VARIABLES (MODEL 1)

WILLINGNESS_FT Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingness_FT = 1,00]	7,001	1,189	34,660	1	,000
	[Willingness_FT = 2,00]	10,109	1,286	61,823	1	,000
Location	PCE	,400	,230	3,018	1	,082
	Knowledge_General	,166	,046	13,291	1	,000
	Observability	,609	,195	9,737	1	,002
	Ethical_Identity	,443	,199	4,946	1	,026
	Age	,578	,276	4,381	1	,036
	Income	,439	,276	2,523	1	,112
	Education	1,149	,333	11,897	1	,001
	Gender	-,382	,267	2,050	1	,152

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	550,564	564	,649
Deviance	466,674	564	,999

Link function: Logit.

Pseudo R-Square

Cox and Snell	,301
Nagelkerke	,349
McFadden	,181

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	468,061			
General	445,242	22,818	8	,004

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_COFFEE Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[WillingnessCoffee = 1,00]	5,842	1,182	24,420	1	,000
	[WillingnessCoffee = 2,00]	9,587	1,300	54,408	1	,000
Location	PCE	,276	,233	1,399	1	,237

Knowledge_General	,154	,046	11,185	1	,001
Observability	,483	,201	5,754	1	,016
Ethical_Identity	,287	,196	2,145	1	,143
Age	,195	,273	,508	1	,476
Income	,456	,282	2,611	1	,106
Education	1,360	,355	14,671	1	,000
Gender	-,141	,269	,274	1	,601

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	627,311	568	,043
Deviance	450,340	568	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,230
Nagelkerke	,275
McFadden	,144

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	451,726			
General	437,302	14,424	8	,071

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_CURRY Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[WillingnessCurry = 1,00]	4,094	,978	17,534	1	,000
	[WillingnessCurry = 1,33]	6,186	1,010	37,521	1	,000
	[WillingnessCurry = 1,67]	7,433	1,037	51,348	1	,000
Location	Gender	-,370	,245	2,293	1	,130
	Age	,611	,251	5,897	1	,015
	PCE	,551	,213	6,671	1	,010
	Knowledge_General	,171	,042	16,886	1	,000
	Income	,264	,253	1,084	1	,298
	Observability	,379	,177	4,599	1	,032
	Ethical_Identity	,328	,182	3,264	1	,071
	[Education=1]	-,688	,301	5,229	1	,022
	[Education=2]	0 ^a	.	.	0	.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	913,633	856	,084
Deviance	667,126	856	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,279
Nagelkerke	,301
McFadden	,124

Link function: Logit.

Model Fitting Information

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	765,553			
Final	669,898	95,655	8	,000

Link function: Logit.

WILLINGNESS_SPRINKLE Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingnesshagel = 1,00]	4,884	1,042	21,973	1	,000
	[Willingnesshagel = 1,33]	6,941	1,080	41,278	1	,000
	[Willingnesshagel = 1,67]	8,185	1,108	54,618	1	,000
Location	Gender	-,451	,241	3,502	1	,061
	Age	,249	,244	1,037	1	,309
	PCE	,457	,212	4,659	1	,031
	Knowledge_General	,134	,041	10,828	1	,001
	Income	,466	,251	3,441	1	,064
	Observability	,475	,177	7,219	1	,007
	Ethical_Identity	,417	,179	5,431	1	,020
	Education	,470	,299	2,478	1	,115

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	847,226	856	,578
Deviance	692,028	856	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,265
Nagelkerke	,284
McFadden	,114

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	694,801			
General	672,939 ^b	21,862 ^c	16	,148

WILLINGNESS_COCONUT Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingnesskokos = 1,00]	5,650	1,067	28,034	1	,000
	[Willingnesskokos = 1,33]	7,870	1,114	49,900	1	,000
	[Willingnesskokos = 1,67]	9,056	1,143	62,779	1	,000
Location	Observability	,434	,178	5,987	1	,014
	Ethical_Identity	,178	,179	,983	1	,321
	PCE	,487	,213	5,238	1	,022
	Knowledge_General	,170	,042	16,577	1	,000
	Gender	-,119	,243	,238	1	,625
	Age	,491	,251	3,818	1	,051
	Education	,897	,303	8,778	1	,003
	Income	,217	,253	,735	1	,391

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	804,156	850	,868
Deviance	664,490	850	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,264
Nagelkerke	,284
McFadden	,117

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	668,649			
General	634,644 ^b	34,005 ^c	16	,005

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

b. The log-likelihood value cannot be further increased after maximum number of step-halving.

c. The Chi-Square statistic is computed based on the log-likelihood value of the last iteration of the general model. Validity of the test is uncertain.

3.2. DEMOGRAPHIC CHARACTERISTICS (MODEL 2)

WILLINGNESS_FT Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingness_FT = 1,00]	1,129	,846	1,781	1	,182
	[Willingness_FT = 2,00]	3,650	,877	17,326	1	,000
Location	Education	1,261	,303	17,354	1	,000
	Age	,502	,254	3,905	1	,048
	Gender	-,170	,246	,478	1	,489
	Income	,301	,259	1,351	1	,245

Link function: Logit.

Pseudo R-Square

Cox and Snell	,083
Nagelkerke	,096
McFadden	,044

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	64,693	30	,000
Deviance	60,634	30	,001

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	128,439			
General	111,289	17,150	4	,002

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_COFFEE Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[WillingnessCoffee = 1,00]	1,335	,885	2,274	1	,132
	[WillingnessCoffee = 2,00]	4,614	,944	23,905	1	,000
Location	Education	1,571	,333	22,317	1	,000
	Age	,218	,259	,708	1	,400
	Gender	-,020	,255	,006	1	,937
	Income	,308	,271	1,294	1	,255

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	54,954	30	,004
Deviance	56,532	30	,002

Link function: Logit.

Pseudo R-Square

Cox and Snell	,090
Nagelkerke	,108
McFadden	,052

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	119,868			
General	104,795	15,073	4	,005

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_CURRY Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[WillingnessCurry = 1,00]	,265	,801	,109	1	,741
	[WillingnessCurry = 1,33]	2,016	,806	6,260	1	,012
	[WillingnessCurry = 1,67]	3,022	,816	13,703	1	,000
Location	Education	,898	,278	10,407	1	,001
	Age	,520	,239	4,747	1	,029
	Gender	-,124	,232	,284	1	,594
	Income	,189	,244	,602	1	,438

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	81,374	47	,001
Deviance	72,693	47	,009

Link function: Logit.

Pseudo R-Square

Cox and Snell	,056
Nagelkerke	,060
McFadden	,022

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	168,722			
General	154,672	14,050	8	,080

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

WILLINGNESS_SPRINKLE Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingnesshagel = 1,00]	-,181	,794	,052	1	,820
	[Willingnesshagel = 1,33]	1,532	,797	3,691	1	,055
	[Willingnesshagel = 1,67]	2,562	,806	10,100	1	,001
Location	Education	,657	,276	5,659	1	,017
	Age	,289	,235	1,510	1	,219
	Gender	-,254	,230	1,224	1	,269
	Income	,313	,243	1,669	1	,196

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	84,897	47	,001
Deviance	85,342	47	,001

Link function: Logit.

Pseudo R-Square

Cox and Snell	,047
Nagelkerke	,051
McFadden	,018

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	181,761			
General	157,781	23,980	8	,002

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_COCONUT Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingnesskokos = 1,00]	,731	,805	,825	1	,364
	[Willingnesskokos = 1,33]	2,622	,816	10,313	1	,001
	[Willingnesskokos = 1,67]	3,598	,828	18,875	1	,000
Location	Education	1,133	,284	15,957	1	,000
	Age	,430	,240	3,218	1	,073
	Gender	,044	,232	,036	1	,850
	Income	,129	,245	,277	1	,599

Link function: Logit.

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	84,881	47	,001
Deviance	81,420	47	,001

Link function: Logit.

Pseudo R-Square

Cox and Snell	,060
Nagelkerke	,064
McFadden	,023

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	173,402			
General	147,357	26,044	8	,001

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

3.3. INFLUENTIAL FACTORS (MODEL 3)

WILLINGNESS_FT Parameter Estimates

		Estimate	Std. Error	Wald	df	Upper Bound
Threshold	[WillingnessFT = 1,00]	5,858	,865	45,876	1	7,553
	[WillingnessFT = 1,92]	11,690	1,001	136,486	1	13,651
Location	Education	,747	,277	7,264	1	1,290
	Income	,697	,216	10,386	1	1,122
	Observability	,592	,168	12,372	1	,922
	Ethical_Identity	,413	,167	6,150	1	,740
	PCE	,470	,197	5,722	1	,856
	Knowledge_General	,182	,039	21,953	1	,258

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	5695,338	5654	,347
Deviance	1402,688	5654	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,359
Nagelkerke	,361
McFadden	,083

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	1411,005			
General	1307,612 ^b	103,393 ^c	114	,752

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

b. The log-likelihood value cannot be further increased after maximum number of step-halving.

c. The Chi-Square statistic is computed based on the log-likelihood value of the last iteration of the general model. Validity of the test is uncertain.

WILLINGNESS_COFFEE Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[WillingnessCoffee = 1,00]	2,888	,741	15,185	1	,000
	[WillingnessCoffee = 2,00]	6,339	,828	58,655	1	,000
Location	Observability	,578	,190	9,295	1	,002
	Ethical_Identity	,070	,179	,153	1	,696
	PCE	,197	,218	,822	1	,365
	Knowledge_General	,186	,042	19,294	1	,000

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	564,369	592	,787
Deviance	490,249	592	,999

Link function: Logit.

Pseudo R-Square

Cox and Snell	,163
Nagelkerke	,195
McFadden	,098

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	508,271			
General	502,911	5,360	4	,252

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_CURRY Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[WillingnessCurry = 1,00]	3,542	,705	25,246	1	,000
	[WillingnessCurry = 1,33]	5,579	,741	56,743	1	,000
	[WillingnessCurry = 1,67]	6,786	,770	77,661	1	,000
Location	Observability	,443	,169	6,827	1	,009
	Ethical_Identity	,299	,166	3,228	1	,072
	PCE	,454	,201	5,129	1	,024
	Knowledge_General	,176	,038	21,220	1	,000

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	929,399	890	,175
Deviance	710,717	890	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,237
Nagelkerke	,256
McFadden	,103

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	732,898			
General	723,173	9,725	8	,285

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_SPRINKLE Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingnesshagel = 1,00]	3,524	,691	26,037	1	,000
	[Willingnesshagel = 1,33]	5,430	,727	55,760	1	,000
	[Willingnesshagel = 1,67]	6,653	,756	77,495	1	,000
Location	PCE	,370	,198	3,478	1	,062
	Knowledge_General	,133	,037	12,831	1	,000
	Observability	,489	,169	8,401	1	,004
	Ethical_Identity	,358	,163	4,822	1	,028

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	877,543	890	,611
Deviance	753,209	890	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,210
Nagelkerke	,225
McFadden	,087

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	772,617			
General	769,177	3,439	8	,904

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.

WILLINGNESS_COCONUT Parameter Estimates

		Estimate	Std. Error	Wald	df	Sig.
Threshold	[Willingnesskokos = 1,00]	3,319	,697	22,675	1	,000
	[Willingnesskokos = 1,33]	5,408	,732	54,566	1	,000
	[Willingnesskokos = 1,67]	6,656	,762	76,249	1	,000
Location	PCE	,417	,200	4,341	1	,037
	Knowledge_General	,173	,038	20,627	1	,000
	Observability	,510	,170	8,989	1	,003
	Ethical_Identity	,155	,164	,887	1	,346

Goodness-of-Fit

	Chi-Square	df	Sig.
Pearson	824,223	884	,925
Deviance	712,668	884	1,000

Link function: Logit.

Pseudo R-Square

Cox and Snell	,225
Nagelkerke	,243
McFadden	,097

Link function: Logit.

Test of Parallel Lines^a

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Null Hypothesis	734,848			
General	719,118	15,731	8	,046

The null hypothesis states that the location parameters (slope coefficients) are the same across response categories.

a. Link function: Logit.