

Research report

Fairtrade Town

Accreditation of the municipality of Zevenaar



SVC – IDM – University of Applied Sciences Van Hall Larenstein

Group 1: Sterre Abels, Esther van Mourik, Odin Kloppers, Maurice Drenth

Contents

Introduction	3
Literature Review	5
Methodology.....	10
Limitations	12
Findings.....	14
Discussion.....	23
Conclusion	24
Recommendations	25
Annex 1: Bibliography.....	26
Annex 2: Short Reflection	28

Introduction

The local council of the municipality of Zevenaar wants their town and inhabitants to be more aware of Fairtrade products. Within the municipality there is little known of Fairtrade products available in this municipality. The local council wants to promote these products and make them more widely available. Within the municipality there's already a volunteer group is created, the Core Team Fair Trade Town. To find out what the perception is on Fairtrade of the local community, the municipality of Zevenaar and the Core Team commissioned a research for a student team of junior researchers from University of applied sciences Van Hall Larenstein. The research team wants to contribute to the knowledge on Fairtrade amongst the local community and wants to help Zevenaar to become a so called 'Fairtrade Town'. In this research, you can find the Methodology of the research and a literature review on Fairtrade. Also, the research questions and schedule are described. The last part of the report looks at the results received from the surveys. In the end, the research team will draw a conclusion and write recommendations for the Core Team Fair Trade Town. The target group was split up into two categories, consumers and organisations. This report focusses on the consumers.

For this research different stakeholders can be mentioned with different interest:

- Municipality of Zevenaar:
The municipality made a pledge to become a more sustainable town and hopes to fulfil part of this promise with becoming a Fair Trade Town. They want to have the label (as can be seen on the front page) on their town signs.
- The Fair Trade Town Core Team:
This is a team of locals motivated to promote Fair Trade within the municipality by initiating the process of becoming a Fair Trade Town and eventually earning the honourable title.
- Student group of junior researchers:
For a research module within the education of 'International Development Management' a research must be conducted to practise and learn all skills related to conducting quantitative research. The research commissioned by the Municipality and Core Team offers them the opportunity to practise those skills in a real setting related to their chosen major of 'Sustainable Value Chains'.

Background

In Zevenaar there is not enough awareness on availability of Fair Trade products. Therefore inhabitants, companies, and organisations do not use these products enough, according to the municipality who want to achieve the status of Fair Trade Town. In the 2018 election program the municipality decided to become a Fair Trade Town, which they want to achieve within 2 years from now. A Fair Trade Town is a municipality that has pledged to promote and use Fair Trade products across all groups of their society.

At the start of this research a motivated Core Team is present, but they have few ideas on how to actually start the process. Which is why they reached out to the student research team. They want to gain insights in what is already done by inhabitants, companies and organisations in Zevenaar and what the perception on Fair Trade is, to progress in the process of gaining the title.

Problem Statement

It is unknown to the municipality of Zevenaar how inhabitants, companies and organisations perceive Fair Trade and if they are already contributing or are willing to contribute to the Fair Trade movement.

Objective

To contribute to the knowledge on Fair Trade perception in the municipality of Zevenaar by consumers, and to gain insight into how this perception influences the willingness to get involved with Fair Trade products.

Research Question

What do consumers in the municipality of Zevenaar perceive about Fair Trade products and what is their behaviour and willingness to increase the use concerning these products?

- How do consumers in Zevenaar regard Fair Trade products?
- What do consumers in Zevenaar already know about Fair Trade products?
- What do consumers in Zevenaar already do concerning Fair Trade products?
- How willing are consumers to increase their Fair Trade buying/supplying?

Literature Review

Much research has been done on the consumer behaviour and trends towards Fairtrade, the aim of this research is to get a better insight in the perception toward Fairtrade specifically in the region of Zevenaar. The focus of the literature review will therefore be towards the perception of consumers on Fairtrade. To get an insight in these concepts, multiple studies have been done on the ethical consumer behaviour on Fairtrade and have analysed what concepts influence consumers behaviour. This chapter will zoom in on ethical consumer buying behaviour on Fairtrade products in general and in the Netherlands. Furthermore, a small chapter will be dedicated towards the demographics of Zevenaar. At the end of this chapter, the development of the questionnaire will be discussed.

Although different forms of exploitation have already existed thousands of years, in particular colonialism and slavery. As King and Loomba (1999) state *“Much of the history of international relations is characterized by the violent attempts of one community to subjugate another”* Due to the globalization in the twentieth century, exploitation within supply chains would have different characteristics. As Samuel et al. (2012) states; *“The global society has fundamentally changed the relationship between the individual and the place he or she interacts within.”* Exploitation of the global south by the global north are apparent in numerous forms, unhuman labour conditions, low wages and the global north dominating market prices. These flaws in the global economy didn't go unnoticed. The mass protests against the negative influences of globalization have accelerated the search for new approaches to globalization. (Raynolds, 2007) And luckily, the ethical choices consumers make is consistently rising as Strong (1996) states *“the increasingly well-informed consumer is not only demanding fairly traded products but is challenging manufacturers and retailers to guarantee the ethical claims they are making about their products”*. In a world of globalising business and increasing consumer concern for sustainability in the North, market-led certification becomes increasingly important for enterprises exporting to richer countries.

The term fair trade as often being described as trade between companies in developed countries and producers in developing countries in which fair prices are paid to the producers. It aims to ensure that the poorest actors in a supply chain benefit from more of the overall financial value creation as a development tool. In the Fair Trade movement, equity is aimed to achieve by promoting transparency in the whole value chain and creating open dialogue. As ethical consumer momentum grew and the need to create accountability on what is and what is not Fair Trade grew, international Fair Trade networks popped up certifying and supporting businesses and producers in trading with these standards (WFTO, n.d.). The first pioneering Fairtrade certify initiatives, founded in 1988, was the Dutch ATO named Max Havelaar. (Nicholls, 2007).

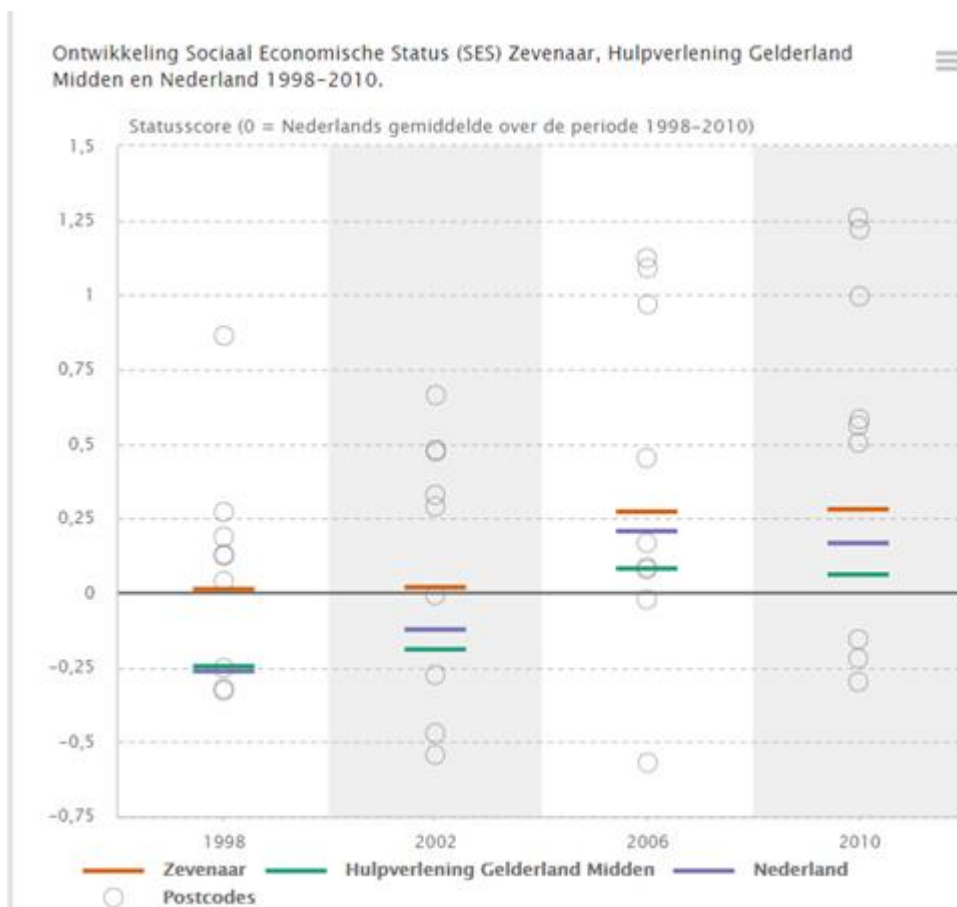
In response to the rising awareness of ethical consumerism and in line with the rise of corporate social responsibility (MORI, 2000), since 2000, towns have emerged that call themselves 'Fair Trade Towns'. The first one, where this trend started, is Garstang, United Kingdom (Fair Trade Towns, n.d.). In Garstang, all key community players decided and pledged to use and promote Fair Trade. They hoped to inspire others, which they certainly did. By now, over 2000 Fair Trade Towns have emerged in 30 different countries.

In the Netherlands, the movement started in 2007, when ICCO, the Worldshops and the Max Havelaar Foundation initiated the 'Fairtrade Gemeente' campaign (Fairtrade Gemeente, n.d.). Groningen and Goes were the first municipalities to receive the label of Fair Trade Town, after which many followed. The Netherlands now counts 89 Fair Trade Towns and 143 municipalities active in Fair Trade. The campaign aims to increase the demand and supply of Fair Trade produce. This campaigns labels municipalities by the following criteria:

- 1) Local **workgroup** that takes initiative in obtaining or maintaining the title of FT Town. The group must consist of people from various sectors of society.
- 2) The **municipality promotes and buys** FT.
- 3) **Local stores & restaurants** sell fair products.
- 4) **Society organisations and businesses** use FT products. (schools)
- 5) The workgroup makes sure local **media-attention** is given to the subject of FT Towns, and they organize events.
- 6) The practice of Corporate Social Responsibility (**CSR**)

Consumers behaviour towards Fairtrade in the Netherlands

Looking at the demographics of the municipality of Zevenaar, the latest documented social economic status was 0,28 which is above the national average of 0,17 (RIVM,2010). Important indicators used when measuring the economic status are educational status, level of income and work profession. According to studies, do these indicators have any influence on ethical buying behaviour? Pedregal and Ozcaglar-Toulouse (2011) found that lack of information can explain consumers' refusal to purchase Fair Trade products. Similarly, De Pelsmaker et al. (2006) found from surveying Belgians that lack of good information was a preventative factor in Fair Trade purchasing. Recent studies in Europe have confirmed that labels relating to other ethical attributes of food (e.g., organic) are not well known or understood by consumers but that the majority of consumers do recognise the fair trade label (Rousseau, 2015). The perception of different certifications that residents of the municipality of Zevenaar have is an important factor of measuring the knowledge on the concept of Fairtrade and whether this knowledge is accurate or not.



In most studies on Fairtrade buying behaviour, it is concluded that ethical buying behaviour is not influenced by gender (MORI, 2000; Sikula and Costa, 1994; Tsalikis and Ortiz-Buonafina, 1990). In this research and in the development of the questionnaire, any measurements in gender differences are therefore excluded. Moreover, Vitell et al. (2001) concluded in their study of ethical consumer behaviour, that there was no relation with age or income, but ethical behaviour appeared to be positively related to higher education. Similarly, De Pelsmacker et al. (2006) found from surveying Belgians that lack of good information was a preventative factor in Fair Trade purchasing. From De Pelsmacker's respondents, 55% were aware of the Max Havelaar label. In the Dutch-speaking group this was 66.6%. So, knowledge of the fair-trade concept was very high in most groups. However, this good knowledge of fair-trade issues and initiatives does not entirely translate to equally positive attitudes and behaviour.

Apart from the level of knowledge, the study of Doran (2008) addresses the importance of the moral appeal within ethical consumption. In his/her study benevolence values of Fairtrade supporters were ranked higher than the in-group values. Within the consumers market, the moral component of ethical consumption is very important and Fairtrade markets are even called moral markets. (Andorfer, 2013)

According to the Research on consumers' behaviour in the Netherlands regarding Fairtrade food products, in 2013 59% of the Dutch households had consumed a minimum of at least one Fairtrade product. Among the 59%, the most dominant group that bought Fairtrade were family households. Retirees with a higher income are over-represented in terms of spending within the 59% group that buy Fairtrade. In absolute terms, households with children and a higher income spend the biggest amount. But what is noticeable is that the age groups below 30 and above 65 spend the biggest share of their income on Fairtrade products. (De goede, 2013) This high percentage of households that buy Fairtrade products at least once in combination with the rising number of Fairtrade Towns in the Netherlands could indicate favourable conditions for turning the municipality of Zevenaar into a Fairtrade Town.

Development of the questionnaire

With the aim on researching the perception of the municipality of Zevenaar on Fairtrade towns and based on our literature review, to measure perception, three concepts were identified. In order to research the consumers' *perception* towards fair trade products, the following definition of perception is used; "A way of regarding, understanding, or interpreting something." These concepts are further developed suitable as subjects for the questionnaire. The questionnaire is divided into the following concepts; knowledge/understanding, regard and willingness.

Knowledge/ understanding

The first concept analyses the basic knowledge on the certifications of Fairtrade. Can respondents distinguish the certificates? This will indicate the basic knowledge on the concept of Fairtrade. Furthermore, respondents are asked to fill in the survey of how much they associate Fairtrade with different terms such as quality, price and environment. The associations of the respondent can indicate if the respondent is aware of the concept of fair trade or that it may have come into contact with inaccurate information. It is expected that people need to know about and have knowledge of Fair Trade products as a preliminary step to form intentions to purchase them. Pedregal and Ozcağlar-Toulouse (2011) found that lack of information can explain consumers' refusal to purchase Fair Trade products

Regard

With these questions of the survey, the general attitude towards Fairtrade will be measured.

Support has been found for the moral norm extension for Fair Trade purchasing (e.g., Shaw, Shiu, & Clarke, 2000) and related ethical behaviours (e.g., purchasing organic products; Dean, Raats, & Shepherd, 2012).

Willingness

With the willingness questions of the report, we will measure how willing consumers are to buy Fairtrade products. This part of the survey will give more clarification on how important Fairtrade products are to consumers, and what can be done to make it more attractive for people to buy these products.

Operationalization:

Perception mixed with consumer behaviour

Moral norm is generally defined as personal feelings of moral correctness/incorrectness and obligation (e.g., Ajzen, 1991, Ravis et al., 2009).

Moral norms may be particularly salient when making fair trade purchasing decisions and, due to the nature of fair trade claims (e.g., alleviating poverty and addressing unfair work practices), are important to include in research examining these behaviours. Support has been found for the moral norm extension for Fair Trade purchasing (e.g., Shaw, Shiu, & Clarke, 2000) and related ethical behaviours (e.g., purchasing organic products; Dean, Raats, & Shepherd, 2012).

Self-identity refers to “the salient and enduring aspects of one’s self-perception” (Rise, Sheeran, & Hukkelberg, 2010). Self-identity has been found to account for 6% of unique variance in intention for a variety of behaviours (for a meta-analytic review, see Rise et al., 2010). Self-identity as a green consumer was found to be a predictor of intentions, distinct from attitudes, for organic food consumption (Sparks & Shepherd, 1992). For purchasing fresh and processed organic items, self-identity, moral norm, and past behaviour each accounted for a significant amount of unique variance in intentions (Dean, Raats, & Shepherd, 2012). Similarly, ethical self-identity has predicted intentions to purchase Fair Trade alongside the moral norm extension (Ozcaqlar-Toulouse et al., 2006, Shaw et al., 2000) and purchase sustainably-sourced foods alongside a moral attitudes measure (Dowd & Burke, 2013).

Conceptual framework



Methodology

To answer the research question and understand the research objective various methods will be used for several purposes. These can be divided into three categories: research design, data collection, and data processing. In the introduction several aspects are addressed, including a description of the study's research problem, several research purposes(objectives) and an identification of several terms key to the study.

Research design

First, a review of relevant literature related to Fairtrade towns and an overview of the demographics of Zevenaar will be explained in the literature review. This will summarize the existing literature on the named subjects to gain understanding of the current state of affairs.

To maximize response rate among the respondents and to make sure the size of data will be significant, the questionnaire will be conducted in person. Coupled with the conducted literature review on the demographics of Zevenaar, various regions will be identified as target areas in order to reach the required sample size and have representative sample regarding to age, gender and income. In order to provide a description of the sample from which data will be collected, descriptive information on age, gender, and residential setting will be asked.

Data collection

To reach the objective the researchers will conduct a quantitative survey in the form of a questionnaire. Because this study focusses on different groups of the society, separate questionnaires will be made for consumers, businesses and organisations. Data will be collected by a combination of multiple choice and rating scales will be used in the questionnaire. Zooming in on each sub question, different methods will be of more importance. Gaining insight in what methods could be implemented improving consumer concern (sub-question 4), this will need desk study on the various methods that exist and what their possible outcome will be in order to draw conclusions. Future results on sub question one, two and three, will be primarily drawn on the outcome of the conducted survey.

Additionally, while conducting surveys, some qualitative observations will be done by the researchers on how people act and respond to the subject of Fair Trade. These observations will be named and interpreted in the findings.

The population of this study is the people of Zevenaar. A research sample of this population will be extracted to research, to draw conclusions about the whole population. The sample size, so the amount of people to interview, is one hundred (129 consumers where interviewed eventually). This will be a large enough sample size to make sure the target population is accurately represented, and our claims have a good chance of being statistically significant. To extract this sample, a combination of two types of sampling techniques will be used. First, people will be selected by purposive sampling. Because the three different groups need to be equally represented and questionnaires are designed specifically for them, members of the sample will be selected according to the purpose of the study. Purposive sampling will be combined with convenience sampling, because members of the sample will be selected based on their convenient accessibility.

Data processing

The quantitative data obtained after the research is conducted will be processed using the computer program SPSS. The data will be analysed with statistical analysis using this program. First, the final sample will be described using by taking some characteristics and describing their centre and spread with descriptive statistics. Then, to draw conclusions, inferential statistics will be used.

Limitations

This chapter will explain factors which may have influenced the research, of which the research group was not aware before conducting the field work. The impact of these factors on our results will be discussed here. These factors were encountered during and after the fieldwork.

High non-response

During the field work we encountered a high rate of non-response. While we were under the assumption that our approach was quite inviting, many people and companies were unwilling to respond. This might have influenced the results because the groups that was willing to respond might have been structurally different from the group that was not willing.

Questionnaire

In many questions in the questionnaire designed for the research it was assumed that the participant already had known of the term Fair Trade. During the field work the opposite was found. Many people seemed unaware of the existence of Fair Trade products, which made the questionnaire difficult to fill in for these people. This may have influenced the results of the research because questions could be filled in without knowledge of terms used.

Respondents

Our respondent group often indicated doing their groceries rather in Germany than The Netherlands, as all respondents live very close to the Dutch-German border. As we did not take this into account, we did not involve German certification and labels. Also, prices differ between The Netherlands and Germany.

Time & Date

Due to time we did not have the opportunity to include all organizations and businesses, which were supposed to be used by other research groups. While we did the survey during daytime, many shops were closed for an unknown reason. Also, when arriving at our last village, it was already past 17:00, which is a common time for Dutch shops to close.

Another point to mention is the date being close to the December festivities. Most people were busy with their Christmas shopping, groceries and other preparations. This can be a reason for a higher non-response.

Location

It is unknown which questionnaire has been done at which specific location. Some questionnaires were filled in in front of a supermarket, while some have been done at people their homes. People in front of a supermarket might have more affinity with doing groceries and know more about products, product choices and the shop's availability, than the people interviewed at homes.

Demographics

Unfortunately, not all groups have labelled their questionnaire with the corresponding neighbourhood, therefore we cannot compare differences between the town Zevenaar and the villages around it. Furthermore, there is no information asked regarding income classification. This would have been valuable information to find out if there are correlations between income and attitudes towards Fair Trade labels. There is also a lack of information different working sectors. It would have been interesting to see differences or correlations between attitude towards Fair Trade and people's professions or income, as we also did this in our literature study. An improvement for this could be more freedom in designing the questionnaire. However, the research had to be done in close relation with other students, teachers and the commissioner.

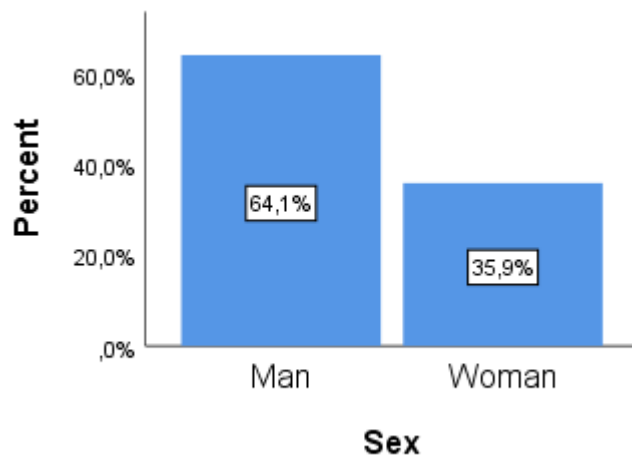
Findings

This chapter gives an overview of the results which are analysed using statistics.

Quantitative findings

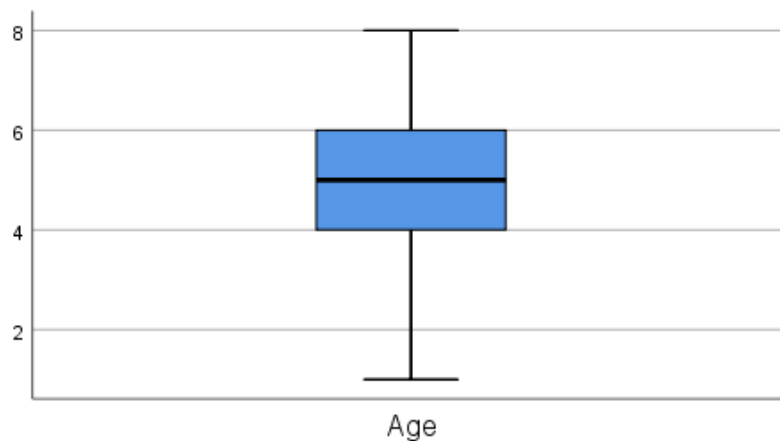
1: Sample Demographics

For this research 129 consumers were interviewed. Of them, 64,1% was male and 35,9% female.



The central tendency for 'Age' is category 5 (50-60). The Standard deviation is 1,75 and as can be seen in the boxplot below, the age is clustered around the median quite tightly.

Q1=4 (40-50) Q3=6 (60-70)



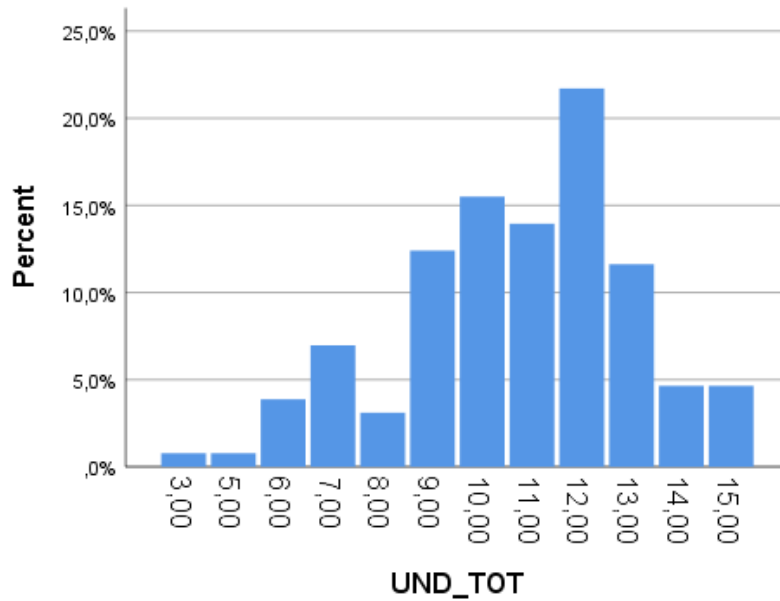
What do consumers, organisations and businesses in the municipality of Zevenaar perceive about Fair Trade products and what is their behaviour and willingness to increase the use concerning these products

2: Understanding

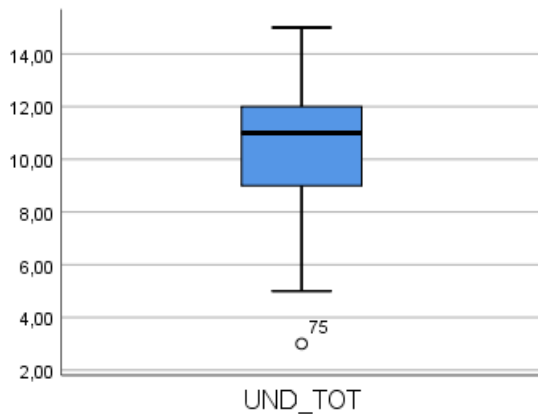
This part of the findings gives answer to the subquestion:

What do consumers in Zevenaar already know about Fair Trade products?

Multiple questions have been merged to obtain one variable which represents the total understanding of each respondent.



Median: 11
St Dev: 2,36
Range: 3 – 15



Consumers in Zevenaar rate their understanding of Fair Trade to be above average. So, they have some knowledge but are not confident they know everything.

There is a difference in willingness between respondents with better understanding on Fair Trade and respondents with less understanding on Fair Trade.

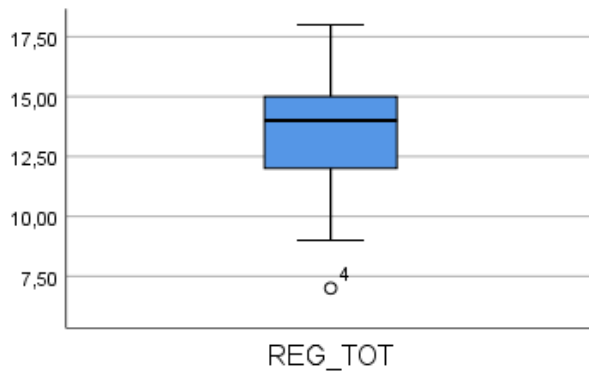
There is no difference in willingness between respondents with better understanding on Fair Trade and respondents with less understanding on Fair Trade.

3: Regard

The findings for the following sub question are mentioned below:

How do consumers in Zevenaar regard Fair Trade products?

A measure has been made to calculate how people regard Fair Trade where a higher value can be seen as a more positive regard.



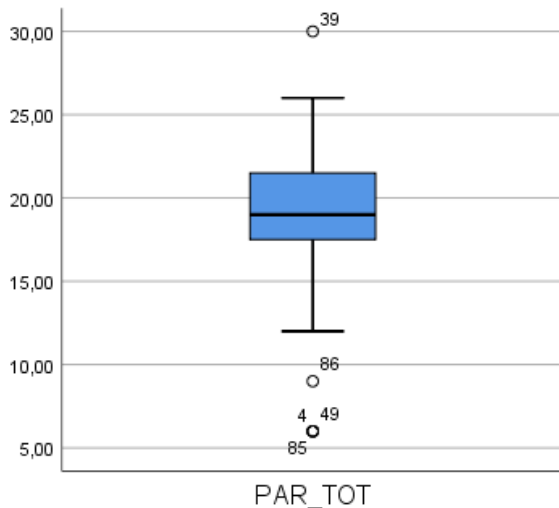
Median: 14
Q1: 12
Q3: 15
St Dev: 2,12
Range: 7-18

4: Willingness

This variable gives insight to whether people are already active in Fair Trade buying and it estimates current customer behaviour. It deals with the following subquestions:

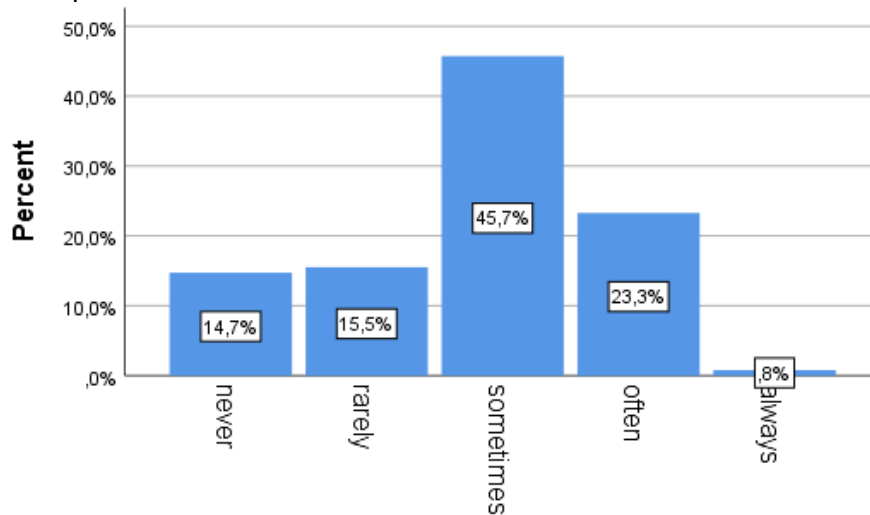
*What do consumers in Zevenaar already do concerning Fair Trade products?
How willing are consumers to increase their Fair-Trade buying/supplying?*

The questions concerning participation were combined into one variable with a Cronbachs Alpha of 0,816.



Median = 19
St dev = 4,1
Min = 6 max = 30
Q1 = 17 Q3 = 22

The reported consumer behaviour is visible in the bar chart below.



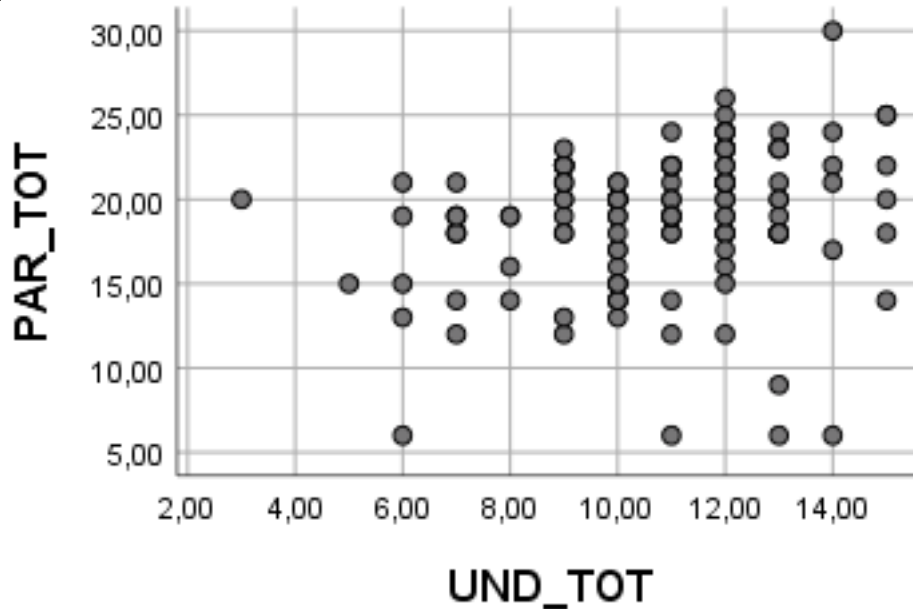
How often do you buy Fair Trade products?

Understanding and Participation:

H0 = There is no difference in participation between different levels of understanding

H1 = There is difference in participation between different levels of understanding

Spearman's correlation:



Correlations

		UND_TO	PAR_TO	
		T	T	
Spearman's rho	UND_TOT	Correlation Coefficient	1,000	
		Sig. (2-tailed)	.	
		N	129	
	PAR_TOT	Correlation Coefficient	,275**	1,000
		Sig. (2-tailed)	,002	.
		N	127	127

This is a weak correlation (0,275) and therefore it can be said that there is a correlation but it is very weak. $P < 0,05$ so the correlation is significant. H0 is rejected. H1 is verified but the correlation is very weak.

5: Regard and participation

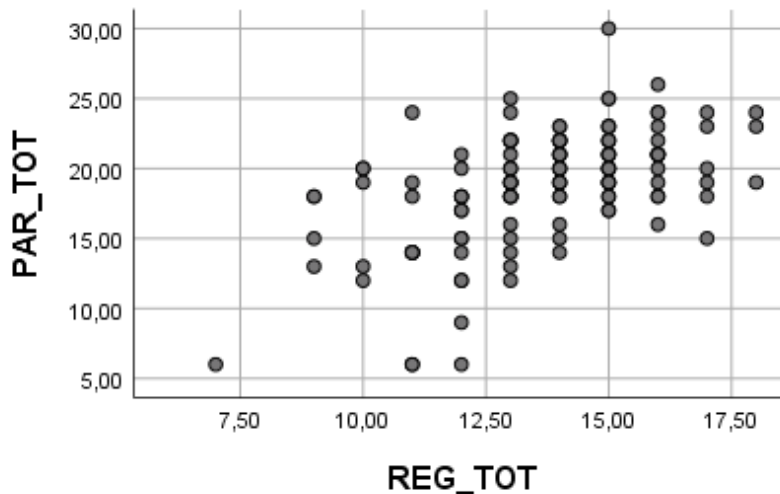
H0= There is no difference in participation for different levels of regard

H1= there is difference in participation for different levels of regard

Spearman's correlation:

Correlations

		PAR_TO T	REG_TO T	
Spearman's rho	PAR_TO T	Correlation Coefficient	1,000	
		Sig. (2-tailed)	,509**	
		N	127	
	REG_TO T	Correlation Coefficient	,509**	1,000
		Sig. (2-tailed)	,000	.
		N	126	128



A spearman's correlation of 0,509 means there certainly is a correlation between regard and understanding. The correlation is significant as $p < 0,05$. H0 is rejected.

6: Participation and behaviour

To test if people's willingness results in actual buying behaviour it is tested if their willingness/participation results in actually buying more often.

H0 = there is no correlation for reported willingness to participate and actual buying behaviour

H1 = there is correlation for reported willingness to participate and actual buying behaviour

Spearman's correlation:

Correlations

		PAR_TO T	Hoe vaak koopt u Fair Trade producten?
Spearman's rho	PAR_TOT	Correlation Coefficient	1,000
		Sig. (2-tailed)	,000
		N	127
	Hoe vaak koopt u Fair Trade producten?	Correlation Coefficient	,616**
		Sig. (2-tailed)	,000
		N	129

** . Correlation is significant at the 0.01 level (2-tailed).

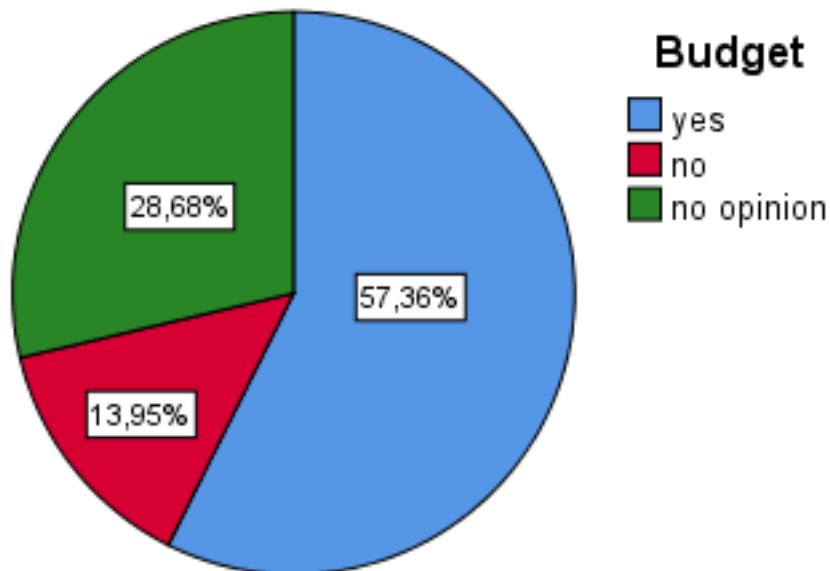
A Spearman's correlation of 0,616 is considered a strong connection between buying behaviour and willingness. The correlation is significant as $p < 0,05$. So H0 is rejected.

7: Budget plans regarding Fair Trade in the municipality of Zevenaar

The Core Team Fair Trade Town from the municipality of Zevenaar wanted to know whether people would agree to a budget reservation of €1.000,- per year to be spend on achieving the title of Fair Trade Town. In the table below, the results of this question are shown.

The municipality Zevenaar wants to reserve €1000,- per year to achieve and maintain the title Fair Trade Town, do you agree with this?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	74	57,4	57,4	57,4
	no	18	14,0	14,0	71,3
	No opinion	37	28,7	28,7	100,0
	Total	129	100,0	100,0	



Qualitative findings

To gain more insight about the reaction of people to the survey's that were taken, the research group decided to highlight some qualitative findings to this report as well. These qualitative findings will discuss the way people reacted to the questionnaires. This is an important part of this research because the Core Team Fair Trade Town from the municipality of Zevenaar will get more information from the researcher's personal experiences.

While taking survey's in the villages of Pannerden, Aerdt, Herwen, the research team went to different houses to ask people whether they want to participate in this research. While asking whether they wanted to participate, there was quite a large amount of people that weren't keen on participating, as discussed in the limitations. Many people who did participate, didn't immediately understand what we meant with the term 'Fair Trade'. They often needed some time (and sometimes even help from the researchers,) to remember what the term meant. After remembering, they often drew confused faces while answering the questions. They often chose the second third or fourth box while answering the question. The researchers perceived this as a lack of knowledge about Fair Trade, which caused the participants to be cautious with taking strong opinions (choosing for box 1 or 5).

The research team also came across many people in Pannerden who seemed to be familiar with the term 'Fair Trade' but had a certain amount of aversion against the municipality of Zevenaar. Pannerden hasn't been part of the municipality for too long. The inhabitants of this village were often not very delighted with joining the municipality of Zevenaar. They complained about many changes over the past couple of years. When the research team introduced themselves as part of the municipality to the inhabitants of Pannerden, many people reacted with quite a lot of aversion towards them, and especially the research about Fair Trade. They wanted things to stay the way they were familiar with and had aversion to the idea that the municipality wanted to change something in their village.

In conclusion, the inhabitants of the small towns Pannerden, Aerdt and Herwen didn't always understand what the term 'Fair Trade' meant. While asking them for an opinion about something they didn't know that much about, the people often reacted confused. In Pannerden people sometimes had aversion against the municipality of Zevenaar. They didn't want anything to change in their village and therefore, they were less interested in becoming a Fairtrade town.

Discussion

To be able to draw conclusions the main findings discussed in the previous chapter will be compared to the results found in the literature discussed in the Literature Review chapter.

1: Out of the 129 respondents, 64% is male (36% female) with the largest group being around the age of 55. This does not indicate the demographics of the municipality of Zevenaar. However, it does show the composition of our total respondents.

2: Multiple questions have been combined to a number that represents the total understanding rate per respondent. Consumers in Zevenaar rate their understanding about Fair Trade above average. However, most were not able to link Fair Trade to the correct associations. Many respondents stated that they associate Fair Trade with ecological and environmentally friendly products, while this is not the case. Fair Trade is focussing more on fair wages and production circumstances for farmers than those other aspects.

3: The main perception of the respondents regarding Fair Trade is positive. Although this insight is not comparable to our desk study, it is an important fact for the municipality to be able to take into account.

4: The willingness to increase Fair Trade consumption is equally distributed among all respondents. According to literature study (Strong, 1996 & De Pelsmaker et al, 2006), consumers who are well informed, have a higher participation in the consumption of Fair Trade products. In this research it can be confirmed that the people in the municipality of Zevenaar also are willing to increase Fair Trade consumption based on the level of their understanding and knowledge about Fair Trade. As can be seen in the scatter plot; there is a difference in participation and willingness to participate between different levels of knowledge and understanding. Although the correlation is verified, it is very weak.

5: In contrast to the correlation between understanding and participation, there is a significantly difference between participation and regard. The better the respondent perceived Fair Trade, the higher the willingness to participate in the consumption. This is consistent to the literature of Andorfer (2013), who said Fairtrade markets can be called moral markets. More information can be found in the literature review.

6: There is a correlation found between willingness to participate and the actual buying behaviour. This means that people who are willing to participate also change their actual buying behaviour.

7: On the question regarding the reserved €1000, - for achieving to become a Fair Trade Town, 57% of the respondents agreed. Only 14% disagreed. Unfortunately, there is no labelling of location, therefore it is unknown if the disagreeing respondents disagreed because of aversion against the municipality of Zevenaar.

Conclusion

A concluding answer on the research question and subquestions will be given, extracted from the Findings and Discussion chapters.

To give answer to the main research question; *‘What do consumers in the municipality of Zevenaar perceive about Fair Trade products and what is their behaviour and willingness to increase the use concerning these products?’*, it is important to reflect on the sub questions. In this chapter, there will be drawn a conclusion to the sub question, that will give an answer to the main research question combined.

- *How do consumers in Zevenaar regard Fair Trade products?*

The main perception of Fair Trade products by the consumers in Zevenaar is positive, with a few outliers that distrust the label or do not share the same ideology. A larger part of the consumers stated Fair Trade being too expensive, with divided opinions on whether they perceive the product as a higher quality.

- *What do consumers in Zevenaar already know about Fair Trade products?*

Consumers in Zevenaar think they have an above average understanding of Fair Trade, however, were not able to link Fair Trade to the correct associations. Consumers in Zevenaar often relate Fair Trade to ecologically and environmentally aspects, while this is not always the case. Fair Trade producers adhere to regulations on labour circumstances and protection of the farmers more often compared than on ecology and environment.

- *What do consumers in Zevenaar already do concerning Fair Trade products?*

In the questionnaire, the respondents were asked how often they buy Fair Trade products. According to the results, there were almost no respondents who always buy Fair Trade products, 0.8%. Most people, however, do buy Fair Trade products sometimes; 45,7%. 14,7% of the people never buy any Fair Trade products.

- *How willing are consumers to increase their Fair Trade buying/supplying?*

The willingness to increase the consumption of Fair Trade products is, according to the literature review, partially depended on the knowledge the people have on Fair Trade. This is consistent to the research held in Zevenaar. The respondents with a higher level of understanding were more willing to increase their consumption of Fair Trade products.

To answer the research question: *‘What do consumers in the municipality of Zevenaar perceive about Fair Trade products and what is their behaviour and willingness to increase the use concerning these products?’*. It can be stated that most people are quite positive about the term Fair Trade. There are some people that distrust the label or don't share the same ideology. Some people also don't agree on the price/quality ratio. For the willingness to increase the consumption of Fair Trade products, it's important that people understand the concept of Fair Trade. This can be substantiated from both the literature review and the questionnaires themselves.

Recommendations

Here, recommendations for the municipality of Zevenaar and the Core Group will be given. These recommendations logically come from our research and function as advice for further actions taken in the process of the municipality becoming a Fair Trade Town.

To conclude this report, the research team will give some recommendations to the Core Team Fair Trade Town of the municipality of Zevenaar.

- Within 2 years time, the Core Team Fair Trade Town will have made the knowledge about Fair Trade amongst the inhabitants of Zevenaar more significant, so that everybody between the age 18-65 can explain the concept of Fair Trade within 1 sentence.
- Within 2 years time, the Core Team Fair Trade Town will have made the image of Fair Trade better amongst the inhabitants of Zevenaar better. This will be done by marketing Fair Trade in a positive way all over the municipality. The goal is to market at least 3 posters per village.
- Within 2 years time, the Core Team Fair Trade Town will have made their own work & goal more known amongst the inhabitants of Zevenaar. This will be done by marketing their goal to become a Fair trade town with posters, flyers and speakers at schools. The goal is to attract 3 more participants for this project within 2 years time.

These recommendations were based on the findings from this research. The knowledge about Fair Trade is still lacking amongst the inhabitants of the Municipality. Fair Trade needs to be more elaborated and the people need to be more aware of what the Core Team does, so that the Municipality of Zevenaar can really become a Fair Trade Town.

Annex 1: Bibliography

Nicholls, A. (2007). The New Social Entrepreneurship. What Awaits Social Entrepreneurial Ventures? Edited by Francesco Perrini. The New Social Entrepreneurship. What Awaits Social Entrepreneurial Ventures?. Edward Elgar, Aldershot, 2006. 341 pp., ISBN: ISBN 1845427815. *Equal Opportunities International*, 26(7), pp.729-732.

King, B. and Loomba, A. (1999). Colonialism/Postcolonialism. *World Literature Today*, [online] 73(2), p.399. Available at: <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781444367072.wbiee763> [Accessed 15 Dec. 2019].

Raynolds, L. (2007). *The challenges of transforming globalization*. London: Routledge.

Samuel, A. and Emanuel, L. (2012). Fairtrade Towns: Place(ing) Responsibility. *Spaces and Flows: An International Journal of Urban and ExtraUrban Studies*, 2(2), pp.191-202.

Strong, C. (1996). Features contributing to the growth of ethical consumerism - a preliminary investigation. *Marketing Intelligence & Planning*, [online] 14(5), pp.5-13. Available at: <https://www.emerald.com/insight/content/doi/10.1108/02634509610127518/full/html> [Accessed 6 Jan. 2020].

Pelsmacker, P., Janssens, W., Sterckx, E. and Mielants, C. (2006). Fair-trade beliefs, attitudes and buying behaviour of Belgian consumers. *International Journal of Nonprofit and Voluntary Sector*

Marketing, [online] 11(2), pp.125-138. Available at: <https://web-a-ebSCOhost-com.proxy.uba.uva.nl:2443/ehost/pdfviewer/pdfviewer?vid=1&sid=15b630c2-8e8d-4d11-bbb6-a6e2dc9ea4fb%40sdc-v-sessmgr03> [Accessed 8 Jan. 2020].

MORI, 2000. European Attitudes Towards Corporate Social Responsibility, Research for CSR Europe. MORI: London

Sikula A, Sr., Costa AD. 1994. Are women more ethical than men? *Journal of Business Ethics* 13: 859-871.

Vitell S, Singhapakdi J, Thomas J. 2001. Consumer ethics: an application and empirical testing of the Hunt-Vitell theory of Ethics, *Journal of Consumer Marketing* 18(2): 153-178.

Andorfer, V. and Liebe, U. (2013). Consumer Behavior in Moral Markets. On the Relevance of Identity, Justice Beliefs, Social Norms, Status, and Trust in Ethical Consumption. *European*

Sociological Review, [online] 29(6), pp.1251-1265. Available at: <https://academic.oup.com/esr/article-abstract/29/6/1251/452860>.

Doran, C. (2008). The Role of Personal Values in Fair Trade Consumption. *Journal of Business Ethics*, [online] 84(4), pp.549-563. Available at: <https://link.springer.com/content/pdf/10.1007/s10551-008-9724-1.pdf>.

Europe, W. (2020). The 10 Principles of Fair Trade. [online] WFTO Europe. Available at: <https://wfto-europe.org/the-10-principles-of-fair-trade/> [Accessed 24 Jan. 2020].

Fair Trade Towns. (n.d.). About us. Retrieved December 2, 2019,
from <http://www.fairtradetowns.org/about-us>

Fairtrade Gemeente. (n.d.). Over Fairtrade Gemeente. Retrieved December 2, 2019,
from <http://www.fairtradegemeenten.nl/over-ons/over-fairtrade-gemeente/>

WFTO. (n.d.). Definition of fair trade. Retrieved December 2, 2019,
from <https://wfto.com/who-we-are#definition-of-fair-trade>

Wikipedia. (2019). Fair Trade. Retrieved December 2, 2019,
from https://en.wikipedia.org/wiki/Fair_trade

Annex 2: Short Reflection

Using SPSS, it became apparent that the questionnaire was lacking reliability. In almost all cases, the Cronbach alpha was questionable. Moreover, the questionnaire unfortunately lacked in demographic measurements. For example, income category and type of profession. This would have been useful information for comparing and correlating differences in the perception on Fairtrade of respondents. This would have been particularly useful regarding income. When reviewing the literature on the concept of Fairtrade, income was a big factor included in research on consumers buying behaviour and consumer's perception towards Fairtrade. Verifying the relation between income, rate of profession or education level with the consumers perception on Fairtrade would have been interesting. Unfortunately, this was not allowed as it was said not to be of importance.