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BECOMING A FAIR TRADE TOWN

HOW CONSUMERS PERCEIVE FAIR TRADE WITHIN ZEVENAAR

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Introduction

This report contains a quantitative research, which is conducted in order to help the municipality of Zevenaar gain insight in the perception of consumers on Fair Trade (hereafter; FT). It is written by a group of students of van Hall Larenstein – university of Applied sciences in Velp, who, with the help of the municipality, designed and conducted the research.

The municipality of Zevenaar wants to become a FT-town, which means the municipality promotes FT, buys FT products and several shops and restaurants within this municipality should sell FT products. The initiative, that started in 2007, puts effort in increasing the supply and the demand of FT products on town or municipality level. This is done with the participation of all local stakeholders: The community works together to inform consumers, companies and organisations about the fair-trade concept, and to encourage them to choose fair-trade.

For Zevenaar to become a FT-town, a project group was appointed to start the transition, the Fair-Trade Town Team. In order for their project to be successful, students from van Hall Larenstein were asked to provide information on the current perception of consumers on FT. Because all local stakeholders need to be involved, it is important to understand their ideas and perception on the subject.



The report starts by providing some background information about Zevenaar, the concept of FT-towns and the stakeholders involved. It then continues with the problem statement, which leads to the research objective. In order to reach the objective, a main research question and three sub-question were formulated. To support this research, a literature review was conducted. The literature review enables the reader to understand the conceptualisation and operationalisation which resulted from this. In the subsequent chapter the methodology can be found. Here, the ways data collection and processing are explained. In the chapter thereafter the limitations are mentioned.

The findings are described in chapter 6, followed by a discussion of those findings in chapter 7. In the subsequent chapter these are combined into a conclusion, answering the main- and sub-questions. Finally, in chapter 9, recommendations are made for the municipality to take into consideration.

1. Background

1.1 Fair Trade & Fair-Trade Towns

Fair-trade (FT) is an alternative trading practice based on dialogue, transparency and respect, that seeks greater equality in international trade. The overarching FT body WFTO [2019] states FT contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially workers in the South.

Therefore, the concept of Fair-Trade Towns, where sourcing of FT products becomes the standard, is gaining momentum. The concept of FT town that started in 2007, puts effort in increasing the supply and the demand of FT products on town or municipality level. This is done with the participation of all local stakeholders: The community works together to inform consumers, companies and organisations about the fair-trade concept, and to encourage them to choose fair-trade.

There are 6 criteria that are to be met before a town or municipality can become a part of the initiative:

1. *There must be a local Fair-Trade Town team.*
2. *The city council of the municipality must support FT.*
3. *30 shops, hotels and restaurants sell fair trade products.*
4. *20 organisations (schools, churches e.g.) consume fair trade products.*
5. *Media attention and FT events.*
6. *Corporate Social Responsibility.*

1.2 Zevenaar's vision

As for today, there are 89 Dutch Fair-Trade towns that meet these six requirements part of the initiative. The yearly report of Max Havelaar [2018] states that a large consumption growth of fair-trade products is partially the result of Fair-Trade Town initiatives.

As mentioned above, the number of Fair-Trade products consumed has risen. The global consumption of FT products is increasing each year. Moreover, the yearly report of Max Havelaar [2018] shows that the amount of FT products sold in the Netherlands has risen with 26% since 2017. The Netherlands are in the top 5 of FT consumers worldwide [Max Havelaar, 2016] However, this still does not mean that FT products have become mainstream in the Dutch market.

To make the consumption of FT products more mainstream in the area, the municipality of Zevenaar is interested to become a Fair-Trade Town. The municipality is actively working with a local Fairtrade initiative group to explore this opportunity. To achieve this goal, the local Fair-Trade Town initiative would like to gain an insight into how the stakeholders in Zevenaar perceive FT. This information could support the FT initiative of the council of Zevenaar to invest in ethical and sustainable sourcing.

Zevenaar is a municipality in the Dutch region of Gelderland. The total area is 106.10 km². The population of the municipality as for 01-01-2019 was 43.472. (Gemeente Zevenaar, 2020) The municipality consists of 13 towns, namely: Zevenaar, Lathum, Giesbeek, Angerlo, Ooij, Pannerden, Oud-Zevenaar, Babberich, Herwen, Aerdt, Tolkamer, Lobith and Spijk. By far the largest of these towns in terms of population is Zevenaar, including Oud-Zevenaar (25.282) Which is followed by Lobith (3.106) and Giesbeek (2.814).

Within Zevenaar there are also various businesses and organisations that are of an interest for the local FT Town initiative. The FT Town initiative would not only like to gain an insight on how consumers perceive FT, and whether they are willing to buy connected products. The FT town team of Zevenaar would also be interested to know whether businesses and organisations are willing to cooperate in the process. For example by using and/or selling more FT products, and actively encouraging their consumers in choosing FT rather than conventional products.

2. Problem Statement

During the spring of 2020, Zevenaar's Fair-Trade Town team would like to start their campaign after approval by the Zevenaar city council. To achieve this goal, an insight on the perception of fair-trade products is needed to test the significance and viability of the campaign. However, the campaign team is still lacking this vital information on the perception of local businesses, citizens and organisations (schools, hospitals e.g.) on fair-trade. In order for their campaign to be successful, this lack of knowledge about the perception needs to be looked into.

3. Research objective

This research aims to provide the FT-Town campaign team with this lacking information about the perception of FT among citizens, also described as consumers, within the municipality of Zevenaar. This information could help to understand the motives of stakeholders to be (or not be) involved in fair-trade, and the level of awareness of the concept of fair-trade overall. By obtaining this knowledge the campaign team will be able to formulate a strategy to become and to remain a FT town.

4. Main research question and sub-questions

In order to answer the above formulated research objective, the following main research question was formulated:

What is the perception of local businesses, citizens and organisations on FT within the municipality of Zevenaar?

The following sub questions are formulated in order to answer the main research question:

1. To what extend do consumers within the municipality of Zevenaar have knowledge about FT? (meaning of FT + Where to buy)
2. To what extend are the consumers within the municipality of Zevenaar willing to contribute to FT? (willingness to buy + Importance compared to other features)
3. What is the attitude of consumers within the municipality of Zevenaar towards FT? (attitude)

5. Theoretical considerations

The first step in creating a research design was to review existing literature about the perception of fair-trade products. Six articles were reviewed and compared as to create a better understanding about different concepts and indicators used in previous research. Based on what was found, a conceptual design was created to structure the research for this report.

5.1 Literature review

Most outstanding is the fact that four out of the six reviewed articles look at characteristics and social norms in relation to the willingness to buy fair trade products and consumers' perception on the fair-trade market. The articles indicate that consumers' personalities and ethics are a main driver in their buying behaviour. Perez and Garcia (2018) even go as far as saying that social orientation is the most important driver for buying or not buying fair trade products. However, each research used different indicators to measure these social orientations or characteristics. For instance, Rios et al. (2014) investigated whether a high Social Dominance Orientation (SDO) influenced the willingness to buy a fair-trade option versus a non-fair-trade option. The level of SDO was indicated by a question about social justice. De Pelsmacker et al. conducted a study in 2005 about the willingness to buy FT as well. However, to indicate personal values respondents were categorised based on answers to questions about conventionalism, competence, sincerity and socialness, ideals and personal gratification.

Since this research' objective is to deliver information about the perception of fair-trade products, defining 'perception' is key. A cross-cultural research on the perception of fair-trade conducted in 2010 divided perception into the following subcategories: willingness to pay more, trust in FT brands, necessity of FT and the influence of availability on buying behaviour (Bulut, 2010). Perez and Garcia used indicators closer related to the products themselves, such as price, quality and shopping convenience, whereas a Swedish research conducted in 2007 looked at the association consumers have with FT (Gustavsson and Lundberg, 2007). It must be mentioned that the method used for obtaining these associations is questionable, for a set of pre-defined, mostly positive, answers were given, which could subsequently result in steering people towards an answer. Other sub-categories found in the literature were trust, importance of features of the products such as taste and packaging, awareness on the effects of FT and so on. The wide range of sub-categories underlines the importance of having a clear definition for the term 'perception'.

Bulut's cross-cultural study shows that knowledge and awareness about the FT market and its effects has a significant impact on the willingness to purchase FT products. This, however, is not the only factor, as willingness to pay a higher price, trust in the concept of FT and feelings of responsibility seem to play a fairly big role as well (Bulut, 2010). Gustavsson and Lundberg (2007) measured knowledge about products, rather than about the market, by indicating how often citizens of a fair-trade town buy FT and what their associations with FT are. As it becomes clear that knowledge about both these subjects affect the buying behaviour, which is crucial in becoming a FT-town, this concept must be defined.

Two articles about the willingness to buy and pay for FT products were conducted and used for this literature review. Consumers' buying intentions and the willingness to buy were investigated in both studies, although a different approach was used. Konuk (2019) used four dimensions; consciousness for fair consumption, environmental concern, trust in FT labels and consumer innovativeness. Consciousness for fair consumption came out as the most important driver for willingness to buy, which leads again to the assumption that knowledge about FT is key to building a successful FT market. The previously mentioned study conducted by Perez and Garcia (2018) used four dimensions as well, although these deviate from Konuk's research. The following dimensions were used; social orientation, the credibility of non-profit organisations, perceptions of FT products and attitude towards the FT brand. Here, social consumer orientation came out as most important, as mentioned earlier.

Furthermore, their results show that convenience is more important than quality and whether a product is FT or not.

To conclude, it seems that the term 'perception' can be defined rather broad. Multiple previously conducted studies show that knowledge and personal traits are main drivers in willing to buy FT, as well as the availability of products in the area. Convenience in the concept of FT came out as important, although to a lesser extent than knowledge and personality. This implicates that for a FT town to become a reality, the availability of products must be good. Therefore, this should be considered when looking for the perception on fair trade within the municipality of Zevenaar.

5.2 Conceptual framework

From the outcomes of the literature review several dimensions can be derived. As finding information about the perception of FT is the main objective of this research, this will be used as the over-arching term. Perception is then divided into two dimensions; knowledge and personal traits. These are divided into two or three sub-dimensions. Information about these sub-dimensions will be collected by using indicators, which are described below.

Labeling certification: Certification is a procedure by which a third party gives written assurance that a product, process or service is in conformity with certain standards (FAO, 2003). The label is a symbol which indicates the certification is in compliance with certain standards. The standards of the fair trade certification are in coherence with the fair trade movement.

Perception: Perception is a complex concept to understand. The 'Cambridge Dictionary' explains 'perception' as the following: "the way that someone thinks and feels about a company, product, service, etc.:" This research measures the perception on FT by different target groups. In order to make the concept more concrete, perception has been split up into two subdivisions; 'knowledge' and 'personal traits'. By analysing already existing research, it came forward that 'knowledge' and 'personal traits' were the most used tools to measure perception.

Personal traits: Understanding and analysing 'personal traits' is an important part to eventually come up with a conclusion on peoples' perception on FT. When sketching one scenario and showing it to several people, each individual will most likely have a different perception on that particular scenario. This has to do with 'personal traits' which are in other words, characteristics of persons. The exact way how personal traits can influence one's perception on a certain topic is very complicated and whole studies can be done on just that. To stay within the boundaries of our research, 'personal traits' have been brought down to two sub-categories that are relevant in order to measure the perception on FT of the different target groups; 'willingness to buy FT' and 'attitude towards FT'. By gaining information about these two sub-categories through the surveys, this research analyses how that contributes to the perception of FT.

Willingness to buy: As explained above, it is too complicated to measure all characteristics of consumers and how this influences their buying behaviour. And although, as mentioned in the literature review, it seems an important part of whether people are likely to buy FT or not, it is irrelevant for this research to know the reasons. What is important, however, is to know if people are willing to buy these products. Several reasons for being willing to buy goods exists, such as availability and location, price, and other features compared to regular products. These features are quality, brand loyalty and, for edible goods, taste. In order to find out if people are willing to buy FT, the survey which will be used in this research will contain questions which will help find an answer.

Attitude towards fair trade: The attitude towards FT is a possible driver for the consumer's willingness to buy said products. As mentioned in the literature review, several studies used attitude towards fair trade as a category to measure people's perception. To be able to measure their attitude towards FT, two sub-categories are created: 'Association with FT' and 'Trust in FT'. These sub-categories will be formulated into questions as part as the survey.

Knowledge: Knowledge is very broad, therefor it is divided into knowledge about: 'meaning of FT', and 'where to buy FT'. The meaning of FT is linked to a 'right definition', the 'impact on farmers and products' and the 'differences between FT and other certifications. FT has an impact not only on farmers but also on products. Therefore, FT leads to better working conditions and improved terms of trade for farmers and workers in developing countries. It is about supporting the development of thriving farming and labour communities to have more control over their future and to protect the environment in which they live and work. This leads to increased savings and enables investment in productivity and quality, which in turn has a positive impact on income. The minimum price set for many products and the FT premium are important instruments. The purpose of all fair-trade labels and logos is to help consumers decide which products to buy. Main principles are common to all Fair Trade certification bodies, but the requirements or the way in which Fair Trade principles are achieved vary somewhat between Fair Trade organisations. A larger proportion of the organisations also focus on different certified products or countries of origin. Where to buy a product also depends on knowledge of the location (shops, retailers etc.) and recognition of a FT product/certification. Fair Trade products can be recognised by their sale in World Shops, by the brands of recognised Fair Trade importers, by the label of the World Fair Trade Organisation (WFTO) and by the recognised Fair Trade product seals.

Below, a visualisation of the conceptualisation of the research is inserted. It clearly shows that perception is divided into personal traits and knowledge, which are both divided into two sub-categories, as described above.

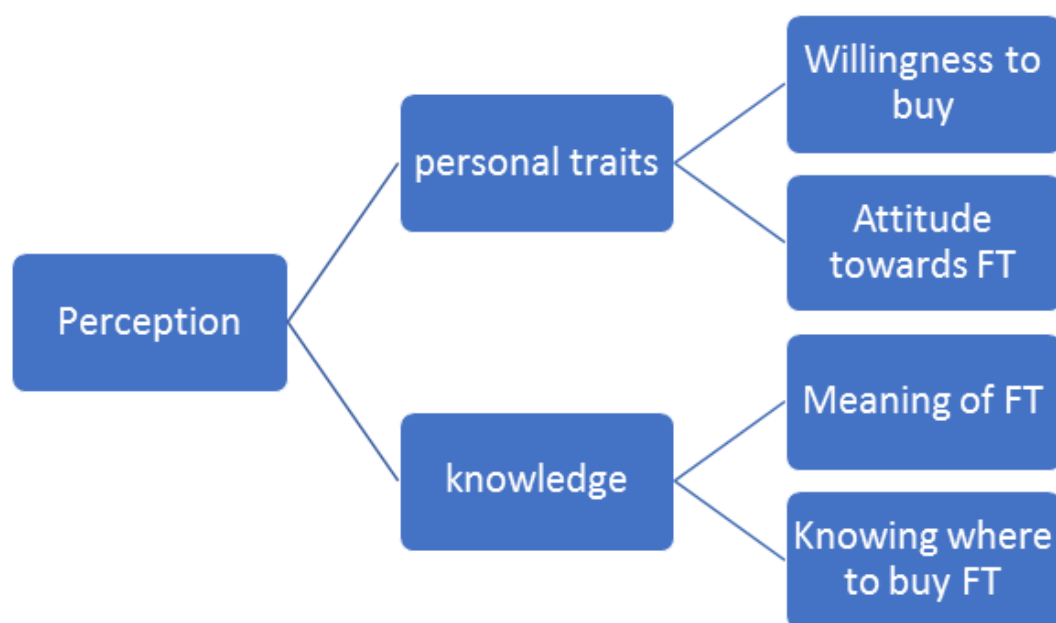


Fig. 1 – Conceptual framework

5.3 Operationalisation

After the concepts were clear, ways of measurement had to be clarified. In the paragraphs below each concept is operationalised. The exact questions belonging to the concepts can be found in annex 3.

Willingness to buy was measured by 4 indicators. First of all, the amount of FT products a consumer already buys, indicates whether one is willing to buy them or not. However, when someone does not buy them often, does not mean they are not willing to. Several other factors can play a role, such as availability. As mentioned in the literature review, price plays a significant role, which is the third indicator. How much more are consumers willing to pay for a FT option? The last indicator is the amount of time people are willing to travel for FT products. When FT is not available in the local supermarket, would they want to take the time to travel to the next store?

To measure the attitude towards FT it was important to know which associations consumers have with the term. Four associations were thought of: quality, ethical, beneficial to farmers and environmental friendliness. Trust was another aspect of this concept, meaning that consumers believe that FT makes a difference. Lastly it is important to know whether people have a positive attitude towards a wider spread availability of FT products.

The meaning of FT was measured by first of all checking whether people were familiar with the term FT at all. Checking whether consumers knew how to distinguish several quality marks was done as a 'hidden test', to verify whether people actually knew what FT certification is. Knowing where to buy is almost self-explanatory and was indicated by exactly the question whether people know where to get FT products.

6. Methodology

The objective of this research was to provide the municipality of Zevenaar with information about the perception of fair trade among citizens. In order to provide the municipality with this information, a qualitative research was designed and executed as described in the following chapter.

Research design

Before the start of this research various relevant literature was reviewed in the form of a desk study to guide the cause of the research to some extent. First, the literature was used to compare the results of various researches. The aim of this research was not to build a new model or theory, but merely to find out the perception of fair trade in a certain municipality in The Netherlands. Various existing models and measurements on perception were evaluated to conclude which were relevant for the aim of this report. The following terms needed to answer the research questions “willingness to buy”, “Knowledge about Fair Trade” and “Attitude towards Fair Trade” were defined on the basis of this literature review. The relevant measurements of these concepts are all thoroughly described in the chapter above and the conceptual framework (Figure 1).

These relevant concepts have contributed to the design and content of a survey. In dialogue with the FT town Zevenaar representatives, other additional inputs have been added in the survey. It is important to gain an adequate amount of data to assess the possible success of becoming a Fairtrade-town, as well have data of a certain quality standard. Therefore, data of just one of the stakeholder groups was collected and processed. For this research the focus lies merely on the consumer group and the businesses and organisations will be considered out of the scope of this research.

Data collection

In order to collect all relevant data, a questionnaire was created. Unstructured interviews are also a means to gather data, but usually produce results that cannot be generalized beyond the sample group. They do provide a more in-depth understanding of participants' perceptions, motivations and emotions. However, to enable the researchers to generalise the data for a quantitative research a larger N is needed. (Baarda, 2010) Therefore there was chosen for a questionnaire. These questionnaires were conducted in person among a random sample taken from all inhabitants of the municipality, ranging from 18 to 99 years old. The total N=129. There has been chosen to conduct the questionnaires in person, since it makes it less complicated to clear out any confusion among respondents about questions or possible answers. Also, for respondents it could be more satisfactory to explain their perception of Fairtrade in person.

The questionnaire consists of binary questions (yes/no e.g.), a five point Likert-scale (ranging from “strongly disagree” to “strongly agree” and also ranging from “Never” to “Always”) and multiple choice (age categories e.g.) Before conducting the questionnaires, 10 pilot questionnaires were filled out by a comparable sample group and reviewed by the researchers. This has been done to take out any faults before finalising. The full questionnaire can be viewed in Dutch in annex I and English in annex II.

Data processing

The quantitative data gathered can be analysed statistically (Saunders et. Al. 2007). To analyse the data, the statistics the software program SPSS was be used. Before analysis the gathered data was prepared. The dataset was checked for missing data and outliers. For this the “outlier labelling rule” (Hoaglin & Iglewicz, 1987). will be used. All values outside the calculated range are considered outliers and will be labelled “-999”

The survey was divided into three sections in order to be able to distinguish correlations between; ‘Willingness to buy FT’, ‘Attitude towards FT’ and ‘Knowledge about FT’. Various questions related to each of these sections were grouped together on the basis of the indicators (chapter 2) of the three attributes. and labelled as following:

1. Willingness to buy FT
 - Q1 If Fair Trade products were wider available, I would buy more
 - Q2 I would like to see that my municipality does more to stimulate the availability of FT
 - Q3 When there is a FT option available, I choose that option
 - Q4 I am willing to pay more for a product that is FT certified
 - Q5 I am willing to travel a little more to a place where FT products are sold
 - Q6 How often do you buy FT products
2. Knowledge about FT
 - Q1 I am familiar with the term FT
 - Q2 I think I can distinguish between various quality marks
 - Q3 I know where I can buy FT products
3. Attitude toward FT
 - Q1-Q4 To what extent do you associate the following concepts with Fair Trade? (1. environmentally friendly, 2. Ethical 3. Good for Farmers 4. High Quality)
 - Q5 I trust that products with a Fair Trade certificate deliver fair produce
 - Q6 It is important to me to know the origin of the products I buy
 - Q7 I would like to see that my municipality does more to stimulate the Availability of FT products
 - Q8 I would like to see that my municipality does more to contribute to Fair trade initiatives.
 - Q9 I would like to see more Fair Trade products available in local Restaurants/cafés

Per section, each respondent gained a personal score which indicates, for instance, to what extent the consumer is willing to buy FT or has knowledge about FT. A low score means little willingness to buy FT whereas a high score means that the willingness to buy FT is significant. The maximum score for Willingness is 30. For Knowledge this score is 15 and for attitude 50.

7. Limitations

Various unforeseen limitations came up during the research process. The following chapter will identify these limitations and discuss the importance of them. The nature of these limitations is explained and possible notes on how to overcome such limitations in future research will be made.

First, the sample size. The $N=129$, meaning that there is a lack of an adequate sample size in this research. This sample is simply too small for the researcher to make generalisations. This also means that some correlations that look significant could be deemed insignificant. In future research it would be key to create a larger sample. When taking into account a confidence level of 95% and the confidence intervals, calculations show that a sample size of around 592 will be needed for the research to be significant for this population.

It was soon noticed that many participants of the community Zevenaar were not informed in advance that the group of young researchers were doing fieldwork that day. This led to frequent rejections or a lack of interest because they did not have the necessary information or time. However, this can be solved in another specific way by informing all residents with an e-mail, letter, flyer or an announcement in the local newspaper. This will inform the residents that there will be a survey on a certain day. This might lead to less rejection and more results in the end.

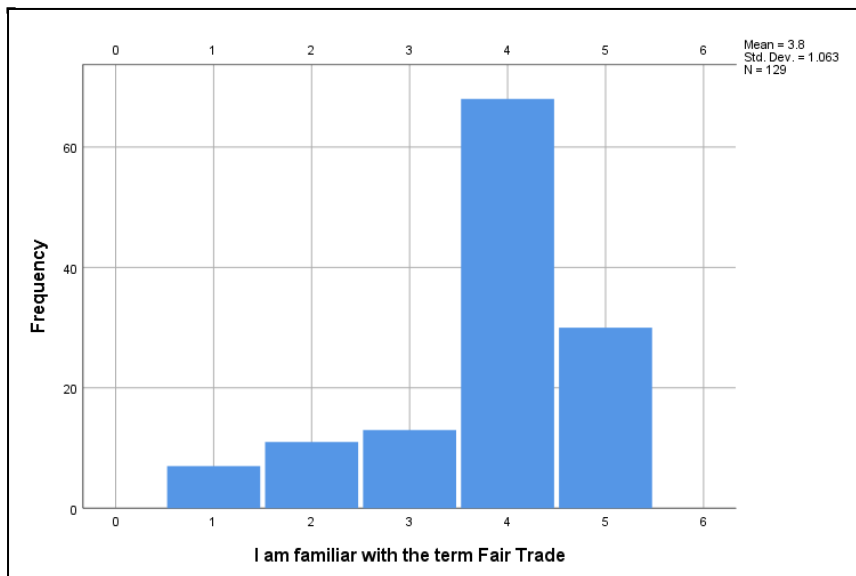
Then, it is important to note that the questionnaires were conducted all in one day, and even though the units were selected from the population at random, this could have caused unintentional bias. The questionnaire was conducted during office hours, so individuals with a full-time job were unintentionally left out of the sample. For future research it would be advised to conduct the survey on various days, during various time-slots.

Furthermore, there is a lack of analysis whether those respondents who scored high in terms of "knowledge about FT" have indeed legitimate knowledge about fair trade. The three questions related to knowledge all come down to an individual's own assessment of their own knowledge. For this research there were no justifiable means available to test a respondent's actual knowledge about FT. In the questionnaire was one mere question to test a respondent's actual knowledge. However, this question was later considered unusable, and taken out due to the lack of significance. A framework would be needed for future study, which enables the researcher to truly investigate an individual's knowledge of fair trade.

8. Findings

During the fieldwork, surveys were conducted among consumers and organisations and companies in the municipality of Zevenaar. However, this report limits itself to consumers only. In total, 129 consumers responded. So N=129. The survey was divided into three sections in order to be able to distinguish correlations between; 'Willingness to buy FT', 'Attitude towards FT' and 'Knowledge about FT'.

At first it was important to know whether people are familiar with the term 'Fair Trade' to get an indication about the familiarity of Fair Trade among consumers in the municipality of Zevenaar. In **figure** Below, the results of the question are shown. The measurement scale used for the chart is as follows: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree. Most of the respondents (mode) agree with the statement. 76% Of the respondents is familiar with the term Fair Trade, and 14% is not familiar.



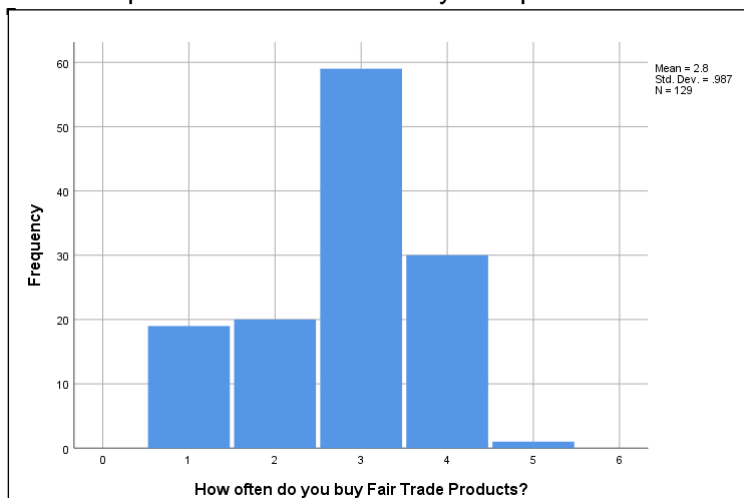
Graph 1 - Familiarity with FT

I am familiar with the term Fair Trade					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	5.4	5.4	5.4
	disagree	11	8.5	8.5	14.0
	neutral	13	10.1	10.1	24.0
	agree	68	52.7	52.7	76.7
	strongly agree	30	23.3	23.3	100.0
Total		129	100.0	100.0	

Table 1 - Familiarity with FT

8.1 Willingness to buy FT

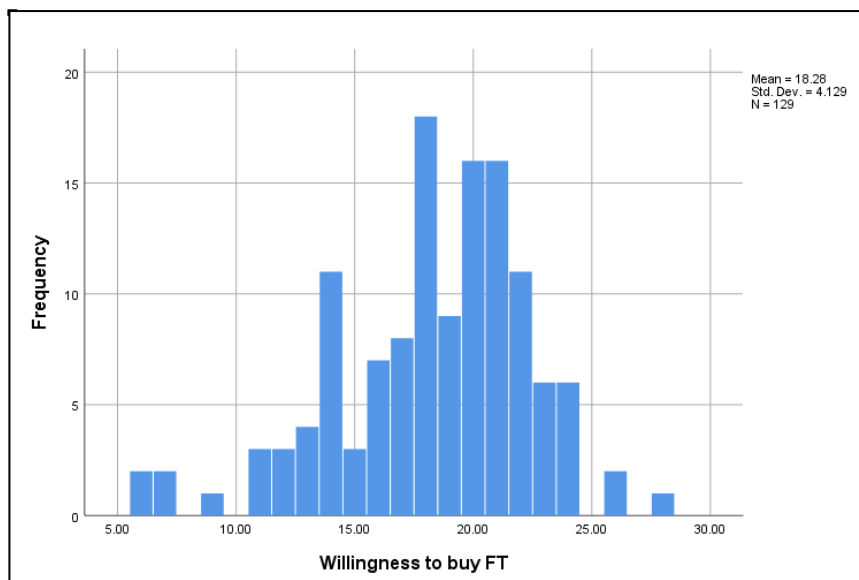
The question “How often do you buy FT products?” was asked in order to find out how willing people are to buy FT. The results of this question are shown below in graph 2. The measurement scale is the following: 1= never, 2= rarely, 3= sometimes, 4= often, 5= always. This graph shows that less than 1% of the respondents always buys FT, but the majority of the respondents sometimes buys FT products.



Graph 2 - Frequency of buying FT

Below, the statistics about combined questions that have to do with the willingness to buy FT products are shown. 6 Questions (all with a 5 point scale) were combined, which means that the total score is 30 points (5x6). As the statistics show, the minimum score, scored by 2 individuals, is 6 points. (to clarify, that would mean they answered most of the questions with “disagree” and “strongly disagree”). The maximum points given out to 1 individual is 28 points (meaning this person would have answered most questions with “strongly agree”). All people that have a score above 18 (because 18 means “neutral” in this case) tend to be more willing to buy FT. That means that $100\% - 48.1\% = 51.9\%$ of the people have a score which indicates

they are more willing to buy FT products.



The graph above should be read as follows; 6 points (the minimum) means not willing at all to buy FT ascending to 30 points (maximum) means very willing to buy FT. On the next page, the supporting table is inserted to clarify the numbers.

Graph 3 – Willingness to buy FT

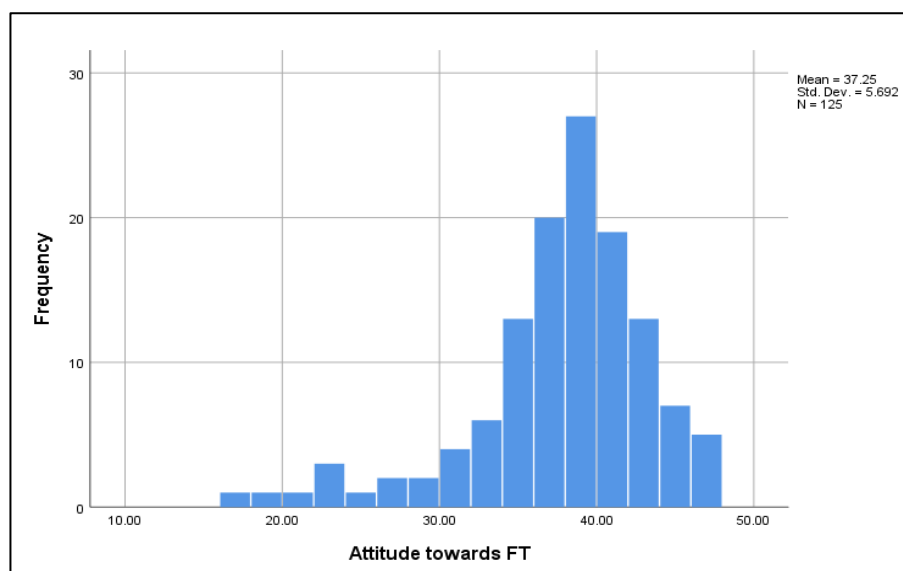
Willingness to buy FT				
		Frequency	Percent	Cumulative Percent
Valid	6.00	2	1.6	1.6
	7.00	2	1.6	3.1
	9.00	1	.8	3.9
	11.00	3	2.3	6.2
	12.00	3	2.3	8.5
	13.00	4	3.1	11.6
	14.00	11	8.5	20.2
	15.00	3	2.3	22.5
	16.00	7	5.4	27.9
	17.00	8	6.2	34.1
	18.00	18	14.0	48.1
	19.00	9	7.0	55.0
	20.00	16	12.4	67.4
	21.00	16	12.4	79.8
	22.00	11	8.5	88.4
	23.00	6	4.7	93.0
	24.00	6	4.7	97.7
	26.00	2	1.6	99.2
	28.00	1	.8	100.0
	Total	129	100.0	

The table on the left was found by combining the following data. It was found that 41.07% of consumers find FT products too expensive, although 52% is willing to pay more. 37.2% Chooses FT when possible, and only 34% is willing to travel further to get a FT variant of a product. Almost a quarter (24.1%) buys FT products regularly and nearly half (45.7%) does this sometimes.

Table 2 – Willingness to buy FT

8.2 Attitude towards FT

Graph X, the statistics about combined questions that have to do with the attitude towards FT products are shown. 10 Questions (all with a 5 point scale) were combined, which means the total score is 50 points. As the statistics show, the minimum score of 1 individual (frequency) is 17 points. The maximum points given out to 4 individuals is 47 points. No individuals answered “strongly disagree” all 5 times, which would be a score of 10 and below (1/5 of 50 = 10). All people that have a score above 30 (because 30 means “neutral” in this case) tend to have a better attitude towards FT. That means that $100\% - 9,6\% = 90,4\%$ of the people have a score which indicates that they have a better attitude towards FT. Only 9,6% of the respondents tend to have a less positive attitude towards FT then the neutral score of 30.



Graph 4 – Attitude towards FT

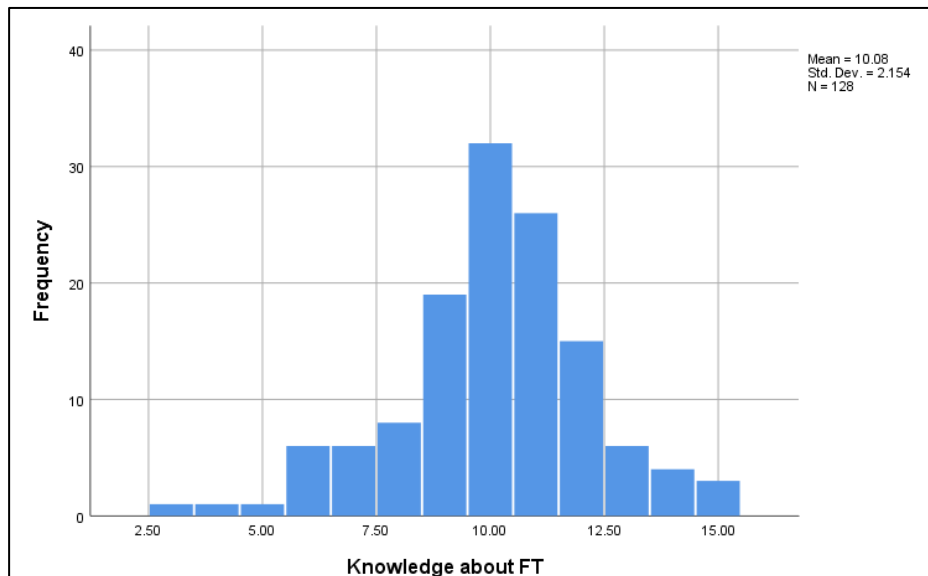
Attitude towards FT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17.00	1	.8	.8	.8
	18.00	1	.8	.8	1.6
	20.00	1	.8	.8	2.4
	22.00	1	.8	.8	3.2
	23.00	2	1.6	1.6	4.8
	25.00	1	.8	.8	5.6
	26.00	1	.8	.8	6.4
	27.00	1	.8	.8	7.2
	29.00	2	1.6	1.6	8.8
	30.00	1	.8	.8	9.6
	31.00	3	2.3	2.4	12.0
	32.00	3	2.3	2.4	14.4
	33.00	3	2.3	2.4	16.8
	34.00	4	3.1	3.2	20.0
	35.00	9	7.0	7.2	27.2
	36.00	13	10.1	10.4	37.6
	37.00	7	5.4	5.6	43.2
	38.00	12	9.3	9.6	52.8
	39.00	15	11.6	12.0	64.8
	40.00	11	8.5	8.8	73.6
	41.00	8	6.2	6.4	80.0
	42.00	11	8.5	8.8	88.8
	43.00	2	1.6	1.6	90.4
	44.00	5	3.9	4.0	94.4
	45.00	2	1.6	1.6	96.0
	46.00	1	.8	.8	96.8
	47.00	4	3.1	3.2	100.0
	Total	125	96.9	100.0	
Missing	System	4	3.1		
Total		129	100.0		

Table 3 – Attitude towards FT

Furthermore, it is important to mention that the biggest group of respondents (41.9%) are neutral towards the price. The biggest associations people had were environmental friendliness and organic (42.6%), followed by ethically responsible (41.9%) and beneficial for farmers (38%).

8.3 Knowledge about FT

The statistics below show the combined questions that have to do with the knowledge about FT. 3 Questions (all with a 5 point scale) were combined, which means the total score is 15 points (5x3). As you can see from the statistics the minimum score of 1 individual (frequency) is 3 points. The maximum points given out to 3 individuals is 15 points. All people who scored above 9 (which means neutral in this case) tend to have knowledge about FT, meaning that $100\% - 32,8\% = 67,2\%$ of the people have more knowledge about FT. Most of the people scored 10 (somewhere in the agree section) and the median is about the same, namely 9.



Graph 5 – Knowledge about FT

knowledge				
		Frequency	Percent	Cumulative Percent
Valid	3.00	1	.8	.8
	4.00	1	.8	1.6
	5.00	1	.8	2.3
	6.00	6	4.7	7.0
	7.00	6	4.7	11.7
	8.00	8	6.2	18.0
	9.00	19	14.7	32.8
	10.00	32	24.8	57.8
	11.00	26	20.2	78.1
	12.00	15	11.6	89.8
	13.00	6	4.7	94.5
	14.00	4	3.1	97.7
	15.00	3	2.3	100.0
	Total	128	99.2	100.0
Missing	System	1	.8	
Total		129	100.0	

Table 4 – Knowledge about FT

In addition, 51,2% of consumers think they can distinguish several certifications, 76% of people is familiar with the term FT and 71.3% knows where to buy FT.

8.4 correlations

When analysing graph 3, 4 and 5 it is noticeable that the respondents score highest on “attitude towards FT”. 90,4% Of respondents scored higher than the middle score, whereas this was 51,9% with “willingness to buy FT” and 67,2% with “knowledge about FT”. Attitude towards FT, knowledge about FT and willingness to buy FT were the three main indicators to measure consumers perception on FT within the municipality of Zevenaar. It is helpful to distinguish correlations between the three indicators to see whether significant relations are visible. Firstly the correlation between ‘attitude towards FT’ and ‘willingness to buy FT’ is shown in figure 2 and table 5 below.

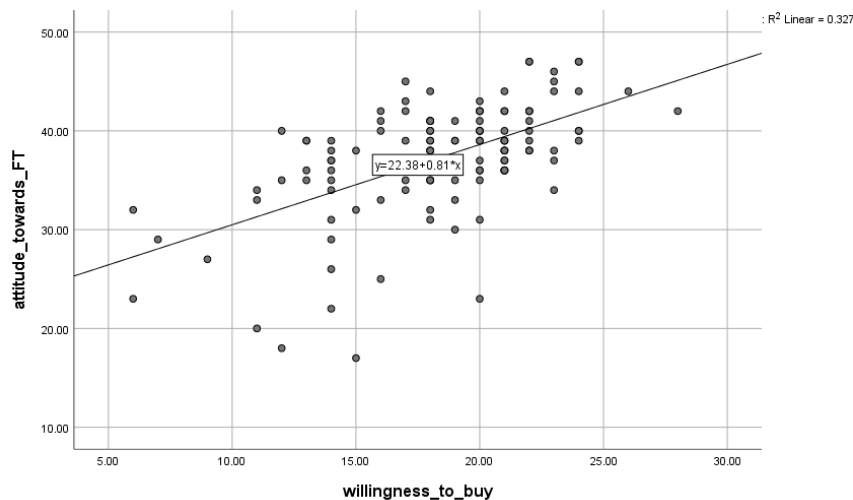


Figure 2 – scatterplot willingness and attitude

		willingness_to_buy	attitude_towards_FT
Spearman's rho	willingness_to_buy	Correlation Coefficient	1.000
		Sig. (2-tailed)	.000
		N	129
	attitude_towards_FT	Correlation Coefficient	.529*
		Sig. (2-tailed)	.000
		N	125

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

Table 5 – correlation between willingness and attitude

In figure 2 a scatterplot is shown, which indicates a linear positive correlation between attitude towards FT and willingness to buy. The correlation coefficient is 0,529 and is significant. This ascends a medium/ high correlation.

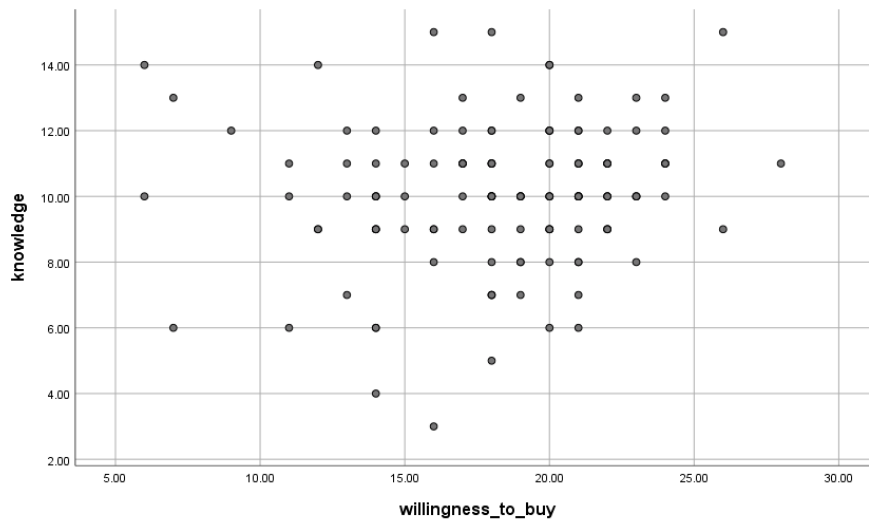


Figure 3 – scatterplot knowledge and willingness

The scatter plot (fig. 3) shows that between ‘knowledge about FT’ and ‘willingness to buy FT’ no significant correlation is visible. The correlation coefficient is 0,117, which means it is not significant. The table below specifies these correlations, or rather, the lack thereof.

		willingness_to_buy	knowledge
Spearman's rho	willingness_to_buy	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	129
	knowledge	Correlation Coefficient	.117
		Sig. (2-tailed)	.188
		N	128

Table 6 – correlations between knowledge and willingness

In figure 4, a scatterplot is shown, which indicates a linear positive correlation between “knowledge about FT” and “attitude towards FT”. The correlation coefficient is 0,344 and is significant. It is an ascending medium correlation.

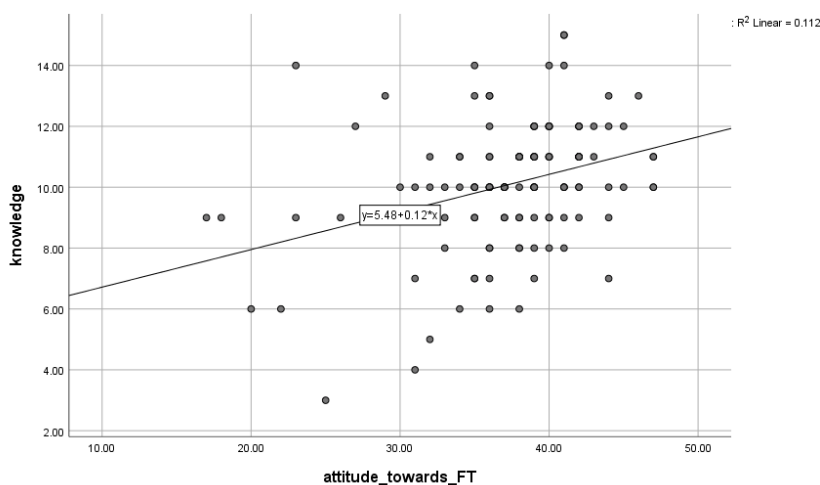


Figure 4 – scatterplot knowledge and attitude

Table 7 – correlations between knowledge and attitude

		knowledge	attitude_towards_FT
Spearman's rho	knowledge	Correlation Coefficient	1.000
		Sig. (2-tailed)	.
		N	128
	attitude_towards_FT	Correlation Coefficient	.344**
		Sig. (2-tailed)	.000
		N	124

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

The strongest relation analysed was the correlation between “attitude towards FT” and “willingness to buy FT”. This could mean that the attitude towards FT influences the willingness to buy. No correlation between “willingness to buy FT” and “knowledge about FT” was found. This could indicate that knowledge about FT does not mean that people are more likely to buy FT products.

9. Discussion

First of all it is important to mention that the studies used in the literature review were very elaborate and in-depth. One of the findings from the literature mentioned that knowledge about FT is a very important aspect regarding willingness to buy FT and that the two are strongly correlated. However, the results from this study show no correlation between willingness to buy and knowledge about FT at all. A reason for this difference could be that the survey conducted for this research was only filled in by 129 respondents and there were only three valid questions about knowledge of FT. This makes it difficult to compare to other studies. Another reason is that the questions about knowledge were not necessarily on the real definition about FT but rather on how the respondents estimate their own knowledge about FT.

It is doubtful whether the results of this research are valid since the number of respondents was relatively low. Due to the lack in respondents it was not possible to differentiate different target groups in the results. Differences might exist between, for example, age category and knowledge about Fair Trade, but when a difference test was conducted, no significant outcome was found due to a lack in respondents. The same goes for correlations between the questions from the survey.

Even though not many respondents cooperated, the results from this research are usable and can serve as an indicator or basis for further research on the topic.

10. Conclusions

This chapter continues by answering the sub-questions by making use of the in chapter 8 described results. The three sub-questions combined answer the main research question.

10.1 Sub-questions

To what extend are consumers within the municipality of Zevenaar willing to contribute to fair trade consumerism?

As mentioned in chapter 9, several reasons for being willing to buy fair trade exist, such as availability and location, price and quality of products. Several questions were asked through a survey, through which became clear to what extend people are willing to buy fair trade products. How often people buy fair trade products was used as a starting point. Almost a quarter (24.1%) buys FT products regularly and nearly half (45.7%) does this sometimes. 69.8% Of people buy FT products sometimes, often or always. How often exactly this is, was not specified. However, it does indicate that over two-third of people buy FT products on a fairly regular basis. It was found that 41.07% of consumers find FT products too expensive, although. 37.2% Chooses FT when possible, and only 34% is willing to travel further to get a FT variant of a product. This means that if the municipality would make products wider available more people might buy it. 52% Is willing to pay more for FT products.

In total 6 questions about the willingness to buy FT were asked. Annex 3 explains which questions from the survey relate to which sub-questions. The results as described in the previous chapters show that 51.9% of consumers are willing to buy FT products. This is a bit more than half of the respondents. Based on these findings it can be said that more than half of the consumers within the municipality of Zevenaar are willing to contribute to fair trade consumerism. However, is must be noted that the sample used for this research may not be representable for Zevenaar's inhabitants.

To what extend do consumers within the municipality of Zevenaar have knowledge about FT?

The results show that most consumers within the municipality of Zevenaar do not have deep knowledge about FT. It is difficult to evaluate the knowledge of the inhabitants as knowledge is relative. To illustrate this in numbers, the analysis shows that 67% of the participants show a value estimation that they know about the meaning of FT. It does, however, become clear that a correlation between knowledge and willingness to buy FT products exists. This might be a starting point for the municipality, as informing people about FT and the consequences might lead to more interest in buying these products.

What is the attitude of consumers towards FT within the municipality of Zevenaar?

90,4% Of consumers have a score above the neutral point, indicating they have a positive attitude towards FT. Only 9,6% of the respondents tend to have a less positive attitude towards FT, indicating that they view the concept of FT positively. However, a lot of people did associate FT with topics with other concepts such as environmental friendliness and organic production, which does not necessarily have to do with FT. This relates back to knowledge about the topic. The overall positive attitude towards FT possibly points towards a good starting point for the Municipality of Zevenaar.

10.2 Main- Question

What is the perception of local businesses, citizens and organisations on FT within the municipality of Zevenaar?

Overall it can be said that the attitude of Zevenaar's consumers towards FT is positive, based on the outcomes of this research. People relate FT to other positive aspects, meaning that people perceive the topic in a positive way. Perception, however, contains more than just attitude towards a subject. Willingness to buy FT is a second element through which the perception was measured. It appears that 52% of people is willing to pay more for FT products, however, only 34% would go as far as traveling a longer distance to get specific FT products. This could mean that, by making FT products wider available, the buying behaviour of people could change. In order to complete the information about perception, the knowledge of Zevenaar's consumers was measured. It seems that this is a medium scoring category, with 67% of respondents having some to a lot of knowledge about the subject. A medium correlation between "knowledge about FT" and "attitude towards FT" exists, which means that an increased level of knowledge might lead to a more positive attitude. The correlation between the "willingness to buy" and "attitude towards FT" is rather strong, indicating that a positive attitude could lead to better buying behaviour or vice versa.

11. Recommendations

Based on the results of this research only, the municipality of Zevenaar could improve the perception on FT by improving the level of knowledge about the subject. This could be done by spreading flyers, posters, articles in news papers or commercials. This increased knowledge could lead to a more positive attitude towards FT, which could subsequently lead to the willingness to buy more FT.

However, in order for this to prove true or false, more research needs to be conducted. This study should look into how strong these correlations are, and whether knowledge does indeed lead to a better attitude and willingness to buy, or if it is the other way around.

As mentioned earlier, the number of respondents was too low to represent the entire municipality of Zevenaar. Would the commissioner decide to do a follow-up research, making sure a significant amount of respondents participates is recommended. By informing the inhabitants beforehand about the survey being taken, the amount of rejections is likely to decline. Another way of increasing the amount of participants could be by providing an online variant of the survey.

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Annex 1 – Survey (Dutch)

Wij zijn een groep studenten van Hogeschool van Hall Larenstein in Velp. Wij zijn bezig met een onderzoek voor de gemeente van Zevenaar en een werkgroep 'Fair Trade Gemeente'.

Een Fair Trade gemeente is een gemeente waarin consumenten, organisaties en bedrijven toegewijd zijn aan Fair Trade consumeren en stimuleren. De gemeente Zevenaar heeft het doel om een Fair Trade gemeente te worden en wil daarom weten hoe mensen woonachtig in de gemeente aankijken tegen Fair Trade.

Datum:

Geslacht: M / V / Anders

Leeftijd:

1. <20
2. 20-30
3. 30-40
4. 40-50
5. 50-60
6. 60-70
7. 70-80
8. 80>

Wijk:

	Heel erg oneens	Oneens	Neutraal	Eens	Heel erg eens
Ik ben bekend met de term 'Fair Trade'					
Ik denk dat ik verschillende keurmerken kan onderscheiden					
Ik weet waar ik Fair Trade producten kan kopen					
Ik denk dat Fair Trade producten te duur zijn					

Als u boodschappen doet, kijkt u dan naar keurmerken op producten?

1. Ja
2. Nee
3. Soms

Als u boodschappen doet, naar welke keurmerken zoekt u dan?



In hoeverre associeert u de volgende concepten met Fair Trade?

Geef een waarde van 1 tot 5 waar 1= totaal niet, en 5 = heel erg

	1	2	3	4	5
Hoge prijs					
Milieuvriendelijk					
Marketing truckje					
Ethisch verantwoord					
Goed voor de boeren					
Biologisch					
Hoge kwaliteit					

	Heel erg oneens	Oneens	Neutraal	Eens	Heel erg eens
Ik vertrouw er op dat Fair Trade gecertificeerde producten ook daadwerkelijk eerlijke producten leveren					
Als Fair Trade producten meer beschikbaar zouden zijn zou ik meer kopen					
Ik vind het belangrijk om te weten waar de producten die ik koop vandaan komen					
Ik zou graag zien dat de gemeente meer doet om de beschikbaarheid van Fair Trade te bevorderen					

	Heel erg oneens	Oneens	Neutraal	Eens	Heel erg eens
Wanneer er een Fair Trade optie beschikbaar is, kies ik die					
Ik ben bereid iets meer te betalen voor een product dat Fair Trade gecertificeerd is					
Ik ben bereid om wat verder te reizen naar een plaats waar Fair Trade production verkocht worden					
Ik zou graag zien dat mijn gemeente meer doet om Fair Trade te stimuleren					
Ik zou graag meer Fair Trade producten zien in lokale horeca					
Ik vind kwaliteit belangrijker dan Fair Trade certificatie					

	Nooit	Zelden	Soms	Vaak	Altijd
Hoe vaak koopt u Fair Trade producten?					

De gemeente van Zevenaar wil €1000 euro per jaar reserveren van hun budget om de titel van Fair Trade Town te behalen en behouden. Bent u het hiermee eens?

1. Ja
2. Nee
3. Geen mening

De Core Team Fair Trade Town heeft meer mensen nodig, als u interesse heeft om te helpen kunt u uw email adres hieronder noteren.

Annex 2 – Survey (English)

We are students from University of Applied Sciences van Hall Larenstein in Velp. We are conducting a research commissioned by the municipality of Zevenaar and the Core team 'Fair Trade Town'. A Fair Trade Town is a municipality in which consumers, organisations and businesses are dedicated to and promote Fair Trade. Your municipality aims to find out if there's support within the people of Zevenaar.

Date:

Name Interviewer:

Sex: M / F / Other

Age:

1. <20
2. 20-30
3. 30-40
4. 40-50
5. 50-60
6. 60-70
7. 70-80
8. 80>

Neighbourhood:

	I strongly disagree	I disagree	Neutral	I agree	I strongly agree
I am familiar with the term 'Fair Trade'					
I think I can distinguish several quality marks					
I know where to buy FT products					
I think FT products are too expensive					

When you go shopping, do you look for quality marks on products?

1. Yes
2. No
3. Sometimes

When you look for products in a supermarket, which quality marks do you look for?



What do you foremost associate fair trade with? (choose max. 5 options)

	I strongly disagree	I disagree	Neutral	I agree	I strongly agree
High price					
Environmental care					
Marketing trick					
Ethics and morals					
Organic					
High quality					

	I strongly disagree	I disagree	Neutral	I agree	I strongly agree
I trust that products with FT certifications deliver fair produce					
If FT products would be wider available, I would buy more					

I think it is important to know the source of the products I buy					
I would like to see my municipality actively contribute to the FT availability					

	I strongly disagree	I disagree	Neutral	I agree	I strongly agree
When a FT option is available, I will choose that one					
I am willing to pay a little extra for a product with a FT certification					
I am willing to travel a bit further to a place where I can buy FT products					
I would like to see more initiatives concerning FT in Zevenaar					
I would like more FT products to be available in cafes/restaurants.					
I think quality is more important than FT certification					

	Never	Rarely	Sometimes	Often	Always
How frequently do you buy FT products					

The municipality of Zevenaar wants to reserve €1000 per year to achieve and maintain the title of Fair Trade Town. Do you agree with this?

1. Yes
2. No

The Core Team Fair Trade town needs more people, if you are interested in helping, please can we note down your e-mail address?

.....

Annex 3 – Survey related to sub-questions

Willingness to buy

- 18: If Fair Trade products would be wider available, I would buy more
- 20: I would like to see that my municipality does more to stimulate the availability of Fair Trade
- 21: When there is a Fair Trade option available, I choose that option
- 22: I am willing to pay more for a product that is Fair Trade certified
- 23: I am willing to travel a little more to a place where Fair Trade products are sold
- 27: How often do you buy Fair Trade Products?

Attitude

- 11: To what extent do you associate the following concepts with Fair Trade? (environmental friendly)
- 13: To what extent do you associate the following concepts with Fair Trade? (ethical)
- 14: To what extent do you associate the following concepts with Fair Trade? (good for the farmers)
- 16: To what extent do you associate the following concepts with Fair Trade? (high quality)
- 17: I trust that products with a Fair Trade certificate deliver fair produce
- 19: It is important to me to know the origin of the products I buy
- 20: I would like to see that my municipality does more to stimulate the availability of FT
- 24: I would like to see that my municipality does more to contribute to Fair Trade initiatives
- 25: I would like to see more Fair Trade products available in local restaurants/café

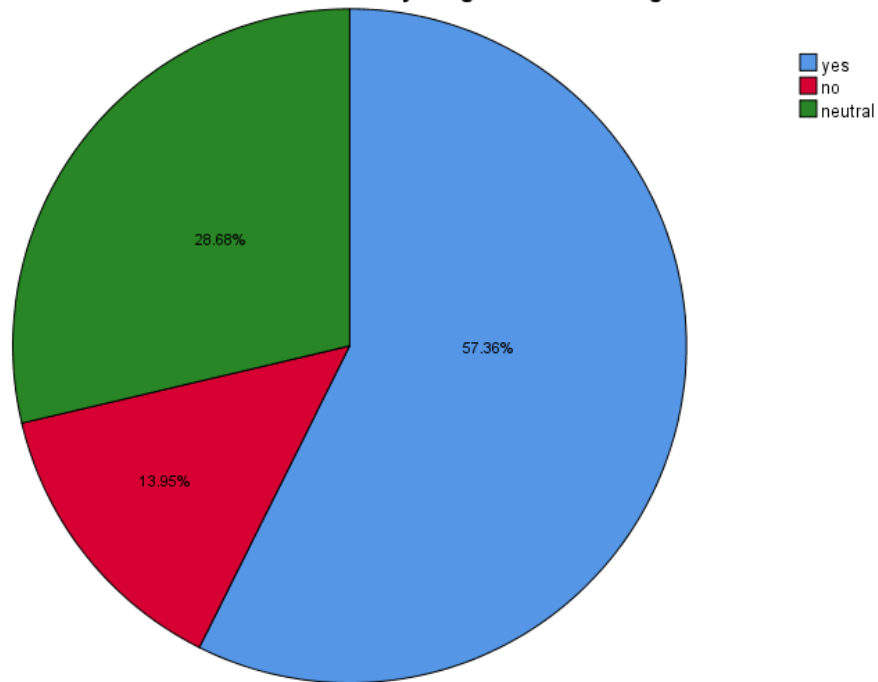
Knowledge (what is FT and where to buy it)

- 4: I am familiar with the term Fair Trade
- 5: I think I can distinguish between different quality marks
- 6: I know where I can buy Fair Trade products

Annex 4 – Budget municipality

As the commissioner added an extra question which was not necessarily part of this research, the outcome of the answers is added below.

The municipality of Zevenaar would like to reserve a budget of €1000 a year to become and stay a Fair Trade Town. Do you agree with this budget?



57.36% Of respondents agrees with the budget. However, many respondents mentioned that the budget should be higher. In their opinion 1000 euro would not be enough for the project to succeed. This was the reason for some respondents to answer with no.