FUNDAÇÃO GETULIO VARGAS
ESCOLA DE ADMINISTRAÇÃO DE EMPRESAS DE SÃO PAULO

# EXPLORING ATTITUDES AND BEHAVIORAL INTENTION OF BRAZILIAN CONSUMERS TOWARDS FAIR TRADE AND FAIR TRADE PRODUCTS.

THIAGO FERREIRA PREDIGER

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Knowledge Field: Gestão e Competitividade em Empresas Globais

Adviser: Prof. Dr. Maurício Morgado

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*“...que a importância de uma coisa não se mede com fita métrica nem com balanças nem barômetros etc. Que a importância de uma coisa há que ser medida pelo encantamento que a coisa produza em nós.”*

*Manoel de Barros*

## Abstract

Global sales of FT products have been growing consistently in the last years. According to the FLO, they jumped from less than €1 billion in 2004 to around €5,5 billion in 2013. Although the movement is still beginning in Brazil, some efforts aiming the institutionalization of FT are already being done. For instance, Schneider (2012) shows that there is a potential market for the FT products in Brazil, however the it is still not well developed. Therefore, there is a need to better understand the variables affecting purchase intention of these product. Past studies have identified factors that are considered predictors of Intention to Buy FT products. Considering these factors, this study aims to determine the variables that are most related to the consumers' intention to buy and willingness to pay for FT products in Brazil. Based on the answers of 124 respondents, results show that intention to buy FT products in Brazil is linked to the consumers' ethical consumption attitudes, product interest and quality, low skepticism and positive interest regarding the FT concept. The results also showed two antagonistic clusters of consumers regarding their attitudes. The group "Activists" have positive attitudes, high intention to buy and willingness to pay. On the other hand, the "Unbelievers" have negative attitudes, low intention to buy and are not willing to pay more. Based on the results of this study, organizations and individuals who aim to foster the FT market in Brazil can better understand the consumer and take more assertive marketing decisions, considering the relevance of factors affecting Intention to Buy, and differences between consumers.



**Key words:** Fair trade; consumer behavior; attitudes; intention to buy; ethical consumption, fair trade in Brazil

## Resumo

As vendas globais de produtos FT cresceram de forma consistente nos últimos anos. De acordo com a FLO, as vendas cresceram de menos de € 1 bilhão em 2004 para cerca de € 5,5 bilhões em 2013. Apesar do movimento ainda estar engatinhando no Brasil, alguns esforços visando a institucionalização da FT estão sendo tomados. Por exemplo, o Schneider (2012) mostrou que existe um mercado potencial para os produtos FT no Brasil. Entretanto, ele ainda não é bem desenvolvido. Portanto, há uma necessidade de compreender melhor as variáveis que afetam a intenção de compra destes produtos. Estudos anteriores identificaram fatores que são considerados previsores de intenção de comprar produtos FT. Considerando esses fatores, o presente estudo tem como objetivo determinar as variáveis que estão mais relacionadas com a intenção de compra e disposição para pagar por produtos FT no Brasil. Com base nas respostas de 124 entrevistados, os resultados mostram que a intenção de compra de produtos FT no Brasil está ligada a atitudes de consumo éticas dos consumidores, o interesse e qualidade dos produtos, baixo ceticismo e percepção de relevância acerca do conceito FT. Os resultados também mostraram dois grupos antagônicos de consumidores a respeito de suas atitudes. O grupo dos "ativistas" tem atitudes positivas, de alta intenção de compra e disposição a pagar mais. Por outro lado, os "incrédulos" têm atitudes negativas, baixa intenção de compra e não estão dispostos a pagar mais. Com base nos resultados deste estudo, organizações e indivíduos que visam fomentar o mercado FT no Brasil podem entender melhor o consumidor e tomar decisões de marketing mais assertivas, considerando a relevância dos fatores que afetam a intenção de comprar, como também as diferenças entre os consumidores.

**Palavras Chaves:** Fair trade; Comportamento do Consumidor; Atitudes; Intenção de Compra; Disposição a pagar; Consumo Ético; Comércio Justo

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## List of Acronyms

TPB – Theory of Planned Behavior

FT – Fair Trade

FST – Fair and Solidary Trade

FLO – International Fair Trade Labelling Organization

WFTO – World Fair Trade Organization

IFTA – International Fair Trade Association

FST – Fair and Solidary Trade

NGO – Non-Governamental Organizations

SNCJS – Sistema Nacional do Comércio Justo e Solidário

# I. Introduction

In the last decades, the world faced the expansion of the economic globalization process, resulting in the increase of quantity and diversity of goods available to the consumer in the retailers. On the other hand, it also resulted in higher competition coming from technological innovations aiming efficiency, which resulted on the unfair exploitation of the workforce of small rural producers and their communities. This situation reflects the traditional trade model, where the prices paid to producers and raw material suppliers are very low, while the price paid by the final consumer is high.

Facing this situation, social initiatives have emerged, with the creation of groups and associations in order to create fairer trade rules between consumers and producers in developing countries. With that, it was expected to reduce poverty and provide better living conditions for producers and their families (Rocha and Mendes; 2010).

It was in this context that the Fair Trade (FT) concept, which is focus of this study, emerged. The FT occurred as an alternative to traditional trade, aiming to fight the remuneration inequality in the product value chain. However, it is important to notice that in the FT there is the concern with profitability, meaning that it is for profit, as well as in the traditional trade. The difference between the two forms of trade lays in the way they are practiced. The focus of FT, differently from what happens in the traditional trade, is on having profits with the pre-condition that all the tiers in the value chain also share a fair part of it, improving the life condition of small producers and their communities.

Since then, the FT movement was expanding quickly until the point where it was necessary to institutionalize, in order to formally define and delimitate the criteria to judge a product as originated in the FT or not. Consequentially, many organizations were formed, aiming to conceptualize FT and to certificate products, in order to better control and regulate the market.

Among the factors that differentiate the FT certification is that the requirements for getting the label considers the value chain as a whole, including concerns with nature and society. Thus, among the factors to be eligible for the label is compliance with environmental sustainability, promoting clean production. Other important points are the respect to the labor laws, respect towards ethnic and gender differences, and relegation of children workforce abuse. The FT is concerned not only with the fair value distribution, but also with the improvement of life standards of marginalized producers and communities.

At the same time, also occurred the rise of the society´s concern with environmental sustainability and ethical production, regarding both labor conditions and product distribution. In this sense, the increase in the product diversity coming from different origins, together with a higher concern of a group of consumers regarding ethical consumption creates a favorable environment for certification and information over the production process of the products. (Cantalice et al., 2010). With the FT movement becoming better organized, the consumers are getting better informed about developing countries´ problems, especially those related to life standards, environmental aggression and labor abuse. Therefore, more consumers are getting interested and purchasing products from FT (Rocha and Mendes; 2010).

As a result, FT grew strongly, reaching impressive numbers. For instance, the Fairtrade Labelling Organizations International (FLO), which is the most important FT organization, reported sales of €5.5 billion in 2013. The growth of market and relevance also started to be noticed in the academy, being considered a hot topic for scientific production (Cantalice et al., 2010). The growing importance of FT is clear, well as the increasing relevance of this market.

Given the importance of the topic, researches have been done in order to better understand the purchase decision process of FT consumers, notably aspects related to variables predictable of purchase intention, and also attitudes towards FT and FT products. Ajzen (2002), with the Theory of Planned Behavior (TPB), point that the behavior derives from attitudinal variables formed from the person preferences. These attitudes can be positive or negative, which can influence the perception over a topic and thus the performance of the behavior. Thus, the challenge is to identify which factors influence consumer attitudes towards FT and FT products.

Regarding to FT, De Pelsmacker and Janssens (2007), Ozcaglar-Toulouse et al. (2006), Shaw and Shiu(2003), Adams and Raisborough (2010) and Sunderer and Rössel (2012) have identified and presented factors that determine attitudes which may predict and produce the behavior specifically towards FT and FT products. Among this factors are attitudes towards ethics – from both companies and personal ethical behavior -; skepticism and concern towards FT; perceived consumer efficacy; product interest and quality; knowledge of FT; price perception and demographics.

Although FT have been growing around the globe, most of the trade is still done in a south-north flow. However, the FT aiming consumer markets in the developing countries is developing, though still incipient. In Brazil, this is not different. There is still little of information on the Brazilian FT consumer market.

For this reason, the objective of this project is to better understand the attitudes shaping the Brazilian consumer behavior towards FT and FT products, in order to provide resources to enable a grounded development of FT concept among consumers and more accurate marketing strategies to increase FT product sales in the country. In other words, this project aims to evaluate components of the attitude of Brazilian consumers' towards FT and FT products.

The method developed to achieve this objective was constructed based on De Pelsmacker and Janssens (2007) model to analyze factors predictive of behavior towards FT and FT products. This model is based on Theory of Planned Behavior proposed by Ajzen (2002), but adapted to consider only the relevant factors regarding FT. To evaluate the consumer attitudes, a self-administered questionnaire was elaborated, grounded on the scales identified in the literature as being important predictors of purchase behavior of FT products.

This aim to contribute to FT organizations, marketing professionals, retailers and students that wish to better understand the Brazilian attitudes towards FT and FT products, as well as to discriminate factors that can mostly predict the FT products purchase intention. This knowledge is of great importance to better calibrate FT marketing strategies in Brazil and, consequentially, to help developing the FT market in the country.

### a. Objectives

The main objective of this project is to evaluate components of the attitude of Brazilian consumers' towards FT and FT products that are related to intention to buy.

Among the specific objectives of the project are:

- To identify the elements that mostly predict purchase intention of FT products
- To measure and segment the consumer attitudes and knowledge towards FT.

### b. Research Questions

Considering the aspects exposed before, this project aims to answer the following questions:

- How do attitudes affect the Brazilian consumers´ intention to buy FT products in the Brazilian context?
- What are the factors that most predict consumers´ intention to buy FT products in the Brazilian context?
- How are Brazilian consumers classified regarding their attitudes towards FT?

## II. Literature Review

### 1. The Fair Trade

#### 1.1. Conceptualizing "Fair Trade"

Fair trade is a form of trade that seeks the sustainable development of marginalized producers, making available better commercial conditions with fair prices. It also embraces fair work conditions and environmental sustainability. Consequently, it is possible to increase the life standards of people involved, respecting human rights and the environment, in a solidary and sustainable human development perspective. The production techniques should be favorable to the environment and the production should be managed democratically (Fretel and Simoncelli-Bourque, 2003; McMurtry, 2009; Bossle, 2011).

Regarding the business model, FT tries to reduce the number of intermediaries between producers and consumers. Therefore, it is possible to pay a better price to the producer, contributing to the increase of their income. Fretel and Simoncelli-Bourque (2003) compares the FT and traditional trade value chain in the figures below:

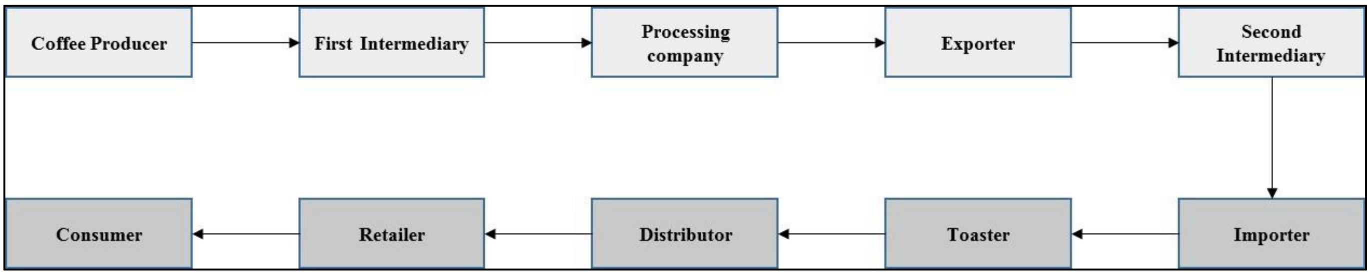



*Figure 1 - Traditional Coffee value chain (Fretel and Simoncelli-Bourque, 2003, p.23)*

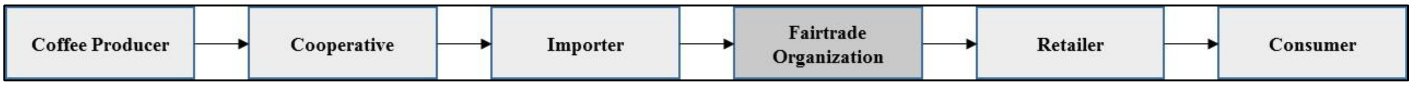



*Figure 2 - FT Coffee value chain (Fretel and Simoncelli-Bourque, 2003, p.23)*

The reduction of intermediaries makes it possible to have the value distributed between less participants. Thus, the final product do not have a much higher price, although it is possible to give a better and fairer price to the producers.

According to the Fair Trade Labelling Organization International (FLO), FT is an alternative approach to conventional trade and is based on the partnership between consumers and producers, offering producers better market conditions, and consequentially allowing them to improve their life standards (Schmitt, 2011). In this sense, FT is more than just aid. It is a new development model that starts with the empowerment of small producers in developing countries, searching for efficient tools to overcome the actual socioeconomic problems. (Hira and Ferrie, 2006).

In an attempt to provide an ultimate definition to Fair Trade, the World Fair Trade Organization (WFTO) and the International Fair Trade Association (IFTA) (2009), which are global networks of FT organizations, propose the following concept:

> "Fair Trade is a trading partnership, based on dialogue, transparency and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade organizations have a clear commitment to Fair Trade as the principal core of their mission. They, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade."

The Fair Trade has been acknowledge by European Institutions and National Governments as a great contributor to poverty reduction, increase of the sustainable development and consumer awareness-raising. (WFTO Europe, 2014). The World Fair Trade Organization (2013) establishes 10 basic principles that must be followed by the production groups in order to be considered FT:

1) Creating Opportunities for Economically Disadvantaged Producers – Reducing poverty through trade should are of utmost importance for reaching the objectives of the organization. The FT should develop communities.

2) Transparency and Accountability – The organization should be transparent in the management and commercial relations level.

3) Fair Trading practices – The trading practices should search for social, economic and environmental benefit to the marginalized producers, and not only profit maximization.

4) Payment of a Fair Price – Price should be mutually agreed between all parts, resulting in a fair price to the producers. At the same time that the price should be benchmarked with the market, it should reflect the real value of the producers´ work.

5) Ensuring no Child Labor and Forced Labor – The organizations must assure that there is no forced work and follow all resolutions regarding child labor.

6) Commitment to Non Discrimination, Gender Equity and Women´s Economic Empowerment and Freedom of Association – The organizations must promote equality and freedom.

7) Ensuring good working conditions –Work conditions must be safe and healthy, complying with the laws.

8) Providing Capacity Building – The organizations should help marginalized producers to improve production and management skills, as well as market access.

9) Promoting Fair Trade – The organizations must promote and raise awareness of the FT objectives and of the need for more justice in the global trade. It should be used marketing and advertisement techniques.

10) Respect for the environment – The organizations of FT should maximize the use and the production of products coming from sustainable sources.

The certification grants that the producer organizations comply with the principles of FT in the production process. The expected result is the contribution to a more sustainable development, offering better commercial conditions and assuring producers and workers' rights (Schmitt, 2011).

In the end of the day, what differentiates the FT product is not the product characteristics or the marketing. What makes FT different is that consuming its products contributes to the local development. What is also important to FT is that, regarding to chocolate, tea and coffee, the FT products also embraced the organic label, although it represents a different movement (Bossle, 2011; McMurtry, 2009).

The big question regarding the efficacy of FT is on how it can be sustainable in the free market principle. There is a concern on how FT can provide fair prices, low interest rates, long term contracts and sustainable production practices. In a market where the goals are profit maximization and cost reduction, the FT proposal appears to be incoherent, since it is seen in the traditional market spectrum, and not with the concept of ethics and human development (McMurtry, 2009). However, FT is viable even in this spectrum, since the goals are also to have profits. The point is that in the FT, the capitalist will search for profits and value creation but also allowing a similar benefit for all the players in the value chain (Bossle, 2011). Therefore, it is necessary that the FT gains scale and becomes a bigger market, and for that, not only the certification should be strong, but also the consumer awareness should be addressed.

Regarding the consumers, the FT organizations face similar challenges to any other traditional business. As well as all conscious consumers, FT consumers also want to satisfaction and value in the products they purchase. However, they also pay attention to other matters, such as environment protection and human rights (Ferran and Grunert; 2007). The FT products compete not only with traditional products, but also with other FT products. In addition, although consumers are willing to pay more for FT products, it is still unknown how high is this premium, nor what are the key characteristics that should be exposed to advertise the product value. Although many studies have addressed the FT consumer, there is still much to be explored to truly understand their characteristics, and this is of utmost importance for the success of such organizations (Loureiro and Lotade, 2005; Doran, 2009; Bossle, 2011).

## 1.2. History of "Fair Trade"

The concept of Fair Trade (FT) was created with the idea of challenging the traditional trade, which is based on profit maximization by few parts (capitalists and intermediaries), and labor being paid low wages (Schmitt, 2011). Although the FT movement is relatively young, Low and Davenport (2005) points that its principles were already present in the XIX century through cooperatives in the UK. These cooperatives had the objective of challenging the current economic model of the Industrial Revolution, in which workers were being pushed to extremely bad economic and life conditions. With the cooperatives, workers started to have the perception of actually being able to change trade (Low and Davenport, 2005), reaching a more equalitarian economic model.

The FT movement arouse around the 50´s, with uncoordinated movements in different countries. In 1946 in the USA, the Ten Thousand Villages started to purchase needlework from workers from Porto Rico. In 1958, the first FT shop to sell these items was opened. In parallel, FT appeared in Europe when the Oxfam UK started to sell crafts from Chinese refugees, and in 1964, the first Fair Trade Organization was established. In 1967, in the Netherlands was created the Fair Trade Original, when Dutch groups started to sell sugar cane and further handicrafts of countries from the South, until finally the "Third World Shops" were opened in 1969 (European Fair Trade Association, 2006). All these organization were contributing to the increase of life standards from marginalized population of developing countries (Low and Davenport, 2005).

In the 60´s and 70´s, NGO´s and social movements in countries from Africa, Asia and Latin America understood that joining the FT organizations would be important to provide better opportunities and support to disadvantaged producers. Thus, it was created fair trade relationships between North and South, based on partnerships, dialogue, transparency and respect, aiming to establish better equality in the international trade (European Fair Trade Association, 2006).

In spite of tensions between countries of different development level in terms of liberalization, market openness and access, the FT movement spread (Vieira and Maia, 2009). However, the FT market was still very small, having limited impact on marginalized producers. The growth of the movement was also limited by the hard access to products by the consumers, limits of voluntary workforce to sell the products, poor marketing and a bad perception of consumers over the FT products' quality (Bossle, 2011). Hence, to overcome these difficulties, the FT organizations realized that it was necessary to be present in the traditional markets if they wanted to scale up FT products. For this reason, in the 80´s the movement started to be institutionalized. Through certification, the commercialization of FT products in the traditional market, competing with traditional products, would be possible (Fridell, 2004).

The first efforts in the direction of creating a certification happened in 1988, when the first label was created in the Netherlands, through the organization Max Havelaar (Schmitt, 2011; Hira and Ferrie, 2006). In this initiative, the idea was to purchase the products from small producers at a relatively higher price than the ones practiced by the market and label with the certification. On the other hand, these producers should respect the environment and pursue democratic and solidary relationships (Fretel and Simoncelli-Bourque, 2003). Before that, FT products were sold in specialized shops in developed countries. By late 90´s, the Fair Trade Labelling Organization International (FLO) was created from the union from 17 FT label initiatives (Dammert and Mohan, 2014).

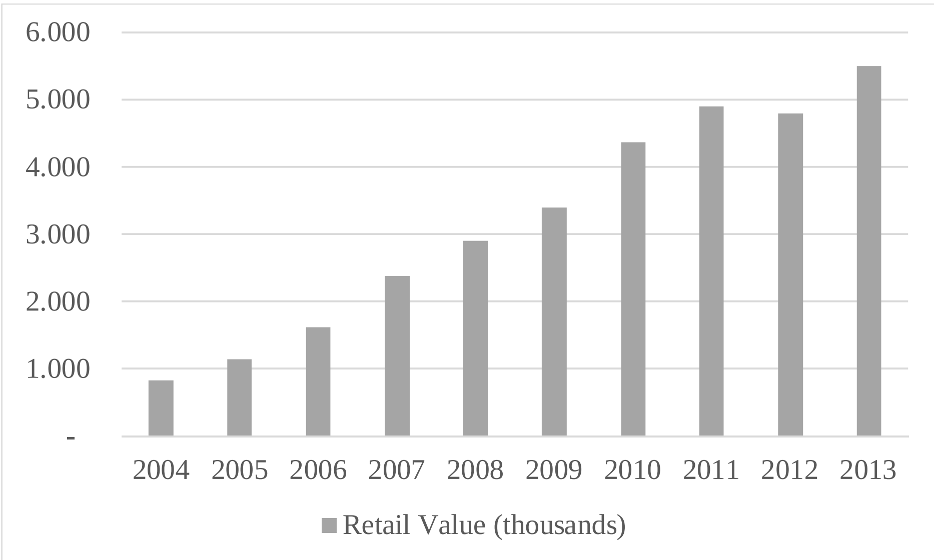
When the expression Fair Trade was created, the idea was to assure consumers that the labelled product were produced following ethical standards regarding social and environmental conditions (Cantalice et al., 2010). Labelling it as Fair Trade was the solution found to differentiate the product and stimulate the concept behind it. The institutionalization of FT was of great importance, since it allowed FT organizations to improve marketing and awareness campaigns (European Fair Trade Association, 2006). Moreover, the increase of information about FT contributed to increase consumer trust, hence reinforcing their attitudes towards the concept (D'Astous and Mathieu, 2008).

### 1.3. The "Fair Trade" Market

In this section, it will be presented an analysis of the Fair Trade Market, based on the Annual Reports provided by the FLO. In this way, it will be possible to understand the market numbers and consequentially the relevance of FT.

The global retail value of products certified by FLO has grown on an average close to 21% per year in the last 10 years. According to the FLO Annual Reports from 2004 and 2014, the peak of growth happened between 2004 and 2007, when the sales increased on average at a rate of 42% annually. From 2008 on, sales increase has slowed down, however still kept an impressive annual average of 15%, reaching a total global retail value of €5,5 billion in 2013. The evolution of FT certified products sales is detailed on Graphic 1:

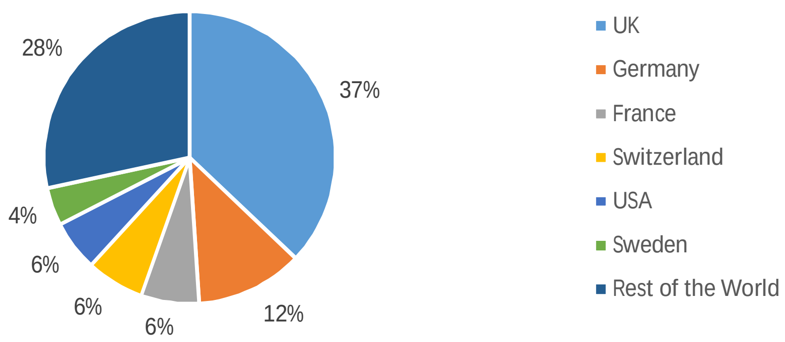
*Graphic 1 – Global Retail Value of FT certified products (thousand Euros). Source: FLO*




#### 1.3.1. Main FT markets

According to the FLO Annual Report 2013-2014, the main markets for FT products are the UK, Germany and France, with respectively sales of €2,04 billion, €653 million and €354 million in 2013.

*Graphic 2 – FT Sales Share in 2013. Source: FLO*




However, it is important to notice that sales have grown substantially in other countries between 2012 and 2013. FT have had a gain of popularity in new markets such as Eastern Europe, Eastern Asia and South Africa. The countries with greatest relative sales growth were Czech Republic (142%), Hong Kong (95%), South Korea (92%) and Estonia (65%). In the USA, sales increased 501% reaching €309 million. Big FT markets such as Germany and Sweden also have experienced sales growth over 20%. Furthermore, FT has spread around the globe. According to FLO (2014), there are FT certified producers in 74 countries and products are sold in over 125 nations.

In the next section will be presented the FT certified products and a description of the relevance of each one of them in the context of the FT market.

### 1.3.2. FLO Certified Products

There is a large range of products that are FT certified. According to FLO, there are 16 different product categories, comprising of over 30 thousand FT products on sale worldwide (Fairtrade International, 2014). The categories are: Bananas, Cocoa, Coffee, Cotton, Flowers, Fresh Fruit, Honey, Gold, Juices, Rice, Spice and Herbs, Sport Balls, Sugar, Tea, Wine and Composite Products. This last category is composed of products which are made from more than one ingredient, such as chocolate bars, ice-cream, clothes and music instruments. To grant the certification, a product must be 100% made from FT ingredients. If it is a Composite Product, all the ingredients that can be FT certified must be FT ingredients, and at least 20% of the product must be FT in order to grant the FT stamp. Table 1 shows the sales of the product categories in 2012 and 2013, according to the FLO Annual Report 2013-2014:

*Table 1 - FT Global Sales Volumes in 2012 and 2013*

| Product | Unit | 2012 | 2013 |
|---|---|---|---|
| Banana | MT | 332 | 373 |
| Cocoa | MT | 43 | 54 |
| Coffee | MT | 77 | 84 |
| Cotton | MT | 9 | 8 |
| Flowers | stems | 537 | 624 |
| Fresh Fruit | MT | 12 | 13 |
| Juice | litres | 37 | 43 |
| Gold | Gramme | - | 8 |
| Spice and Herbs | MT | 637 | 2 |
| Honey | MT | 1 | 2 |
| Quinoa | MT | 590 | 658 |
| Rice | MT | 6 | 5 |
| Sport Balls | items | 152 | 108 |
| Sugar | MT | 159 | 194 |
| Tea | MT | 12 | 11 |
| Wine | litres | 16 | 21 |

Furthermore, beside these products, there are others, which are sold without certification, because the criteria for certification is still inexistent. In these cases, the national organizations that are part of FLO create their own criteria for the new products and are responsible for the control until the product is able to receive the FLO stamp. Among these products are toys, confections and others. Among products sourced in Brazil are some organic soy beans derivatives such as milk and oil, and guaraná derivatives such as powder and syrup (Gomes, 2010).

## 1.4. The Fair Trade movement in Brazil

In this section, the FT concept is brought to the Brazilian context. There is still little amount of information over the Brazilian FT market. However, Schneider (2012), through the SEBRAE, which is the Brazilian agency for entrepreneurship and small companies, has elaborated a research on the FT market, which was a big attempt to consolidate the information available on FT in the country. In Brazil, for many years the FT has been expressed as "*Comércio Ético e Solidário*", meaning Solidary and Ethical Trade (Schneider, 2012).

In Brazil, FT initiatives have started in 1980. However, the FT movement has developed only along the last decade. Although there were already groups of organized producers and cooperatives, an organized movement to generate supportive mechanisms only began in the years 2000. At this time, many actors such as NGOs, government representatives, companies and workers representatives started to discuss topics related to alternative economics and trade (Schneider, 2012).

Consequently, in 2001 the *FACES* was created, which is the platform for the Solidary and Ethical Trade. The purpose was to elaborate a national alternative for the FT, adapted to the Brazilian reality and with Brazilian actors (Schneider, 2012).

From 2004 on, began the discussions on the Brazilian FT certification system (Schmitt, 2010). In 2006, following the discussions over the implementation of the Solidarity Economy norms in the Brazilian legislation, the Solidary and Ethical Trade has been named as "*Comércio Justo e Solidário"* (Fair and Solidary Trade). The definition of Fair and Solidary Trade, according to the norm, is the differentiated commercial flow, based on fairness and solidarity in the trade relations, resulting on the protagonism of Solidarity Economy Enterprises. In 2008, the National Fair and Solidary Trade System, "*Sistema Nacional do Comércio Justo e Solidário (SNCJS)*", was created. The principles of Fair and Solidary Trade (FST) are (Schneider, 2012):

- <u>Fair production conditions, value adding and trade</u> – The FST must provide fair work and remuneration conditions, as well as the balance and respect in the relationship between the economic actors, aiming the economic and socio-environmental sustainability and product quality.

- Support local development towards sustainability – The FST practices must promote social inclusion through actions that generate work, income and maintenance of biodiversity.
- Respect for the Environment – The FST practices must be responsible and less harmful for the environment. They must also respect women and children rights, as well as ethnical groups.
- Information to the consumer – the FST practices must be transparent in the relations of production, trade and consumption, respecting the consumers´ rights and promoting the solidary consumption.

The movement happens in parallel to the solidarity economy. According to Schmitt (2010), the National Bureau of Economic Solidarity named about 23 thousand enterprises related to FT and/or Solidarity Economy, generating 2 million jobs and moving around US$5 billion per year (Schmitt, 2010).

According to Schneider (2012), the SNCJS defines and delimitates the parameters in the Brazilian FT context. The objectives of the system are:

- To promote Fair and Solidary Trade as a differentiated trade flow.
- To strengthen the national identity through the diffusion of the concept and practices of Fair and Solidary Trade in Brazil.
- To divulgate products, services and organizations that comply with the SNCJS parameters.
- To promote the practice of fair price to producers, intermediaries and consumers.
- To create and monitor the mechanisms to control the compliance with the SNCJS principles and objectives.
- To give information on Solidarity Economy and related topics.
- To contribute with the improvement of trade conditions to Solidarity Economy Enterprises.
- To support efforts on promoting FT consumption and habits.

Although Brazil still has a small participation in the global FT comparing to other Latin American countries, it is increasing its presence in the international scenario (Schneider, 2012).

In order to map the potential consumer of FT products in Brazil, Schneider (2012) has interviewed representatives from 25 organizations that have relevant experience in the FT market, as well as being representative in the sector. The results were based on practical experience or opinion of the interviewee. The results show that the potential consumers of FT products have the following characteristics:

- between 25-55 years old,
- mostly women,
- middle to high income,
- lives in the urban zone,
- have superior education,
- have a formed opinion and is interested about topics regarding socio-economic and environmental development, and probably is actively engaged in some related movement,
- Possibly have as the main motivation the concern with a healthy environment and small producers,

Furthermore, according to Schneider (2012) their consumer behavior characteristics include:

- Product quality is of utmost importance,
- Usually willingness to pay is overestimated,
- Willingness to pay is higher for organic food,
- Convenience is fundamental to recruit the consumer. In other words, the consumer is not willing to change his normal route to purchase ethical products.

In conclusion, the consumer is apparently way less conscious and motivated to contribute to FT cause, and decide the purchase considering market factors more than idealism. There is also a congruence between consumers of organic products and FT consumption behavior, since this public is already more social and environmental conscious, and thus is more prone to support FT (Schneider, 2012).

Furthermore, social and economic fair products have a marketing differential to the conscious consumer if the perceived quality and cost-benefit of the alternative product is equal or higher than the traditional one. On the other hand, this value probably cannot resist in a situation of lower quality product or an incompatible price to the perceived value provided to the consumer (Schneider, 2012).

The main challenge to consolidate the FT market in Brazil, according to Schneider (2010) is to increase awareness and conscience of the consumer in all levels of the value chain.

## 2. Factors affecting consumer behavior

### 2.1. Theory of Planned Behavior (Ajzen, 2002)

The Theory of Planned Behavior (TPB) is an evolution of the Fishbein and Ajzen (1975) Theory of Reasoned Action. It is based on the assumption that individuals take decisions rationally, using available information and knowledge, considering possible implications of the action before taking the decision to behave or not in a certain manner (Ajzen, 2002). Thus, the TPB is a link between beliefs and behaviors.

In the TPB, Ajzen (2002) argues that the human behavior is a result of three different key variables: Behavioral Beliefs, Normative Beliefs and Control Beliefs. For instance, Figure 3 exemplify the TPB and the relations between beliefs, attitudes and behavior.

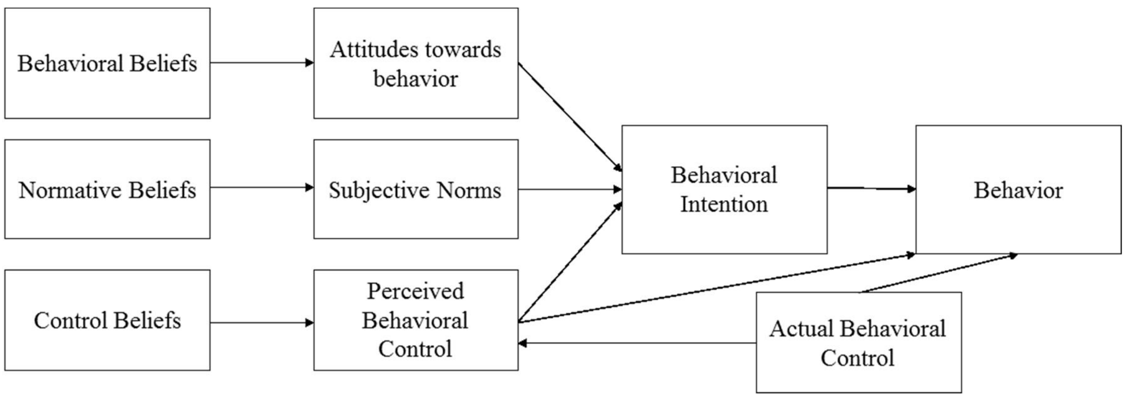



*Figure 3 - Theory of Planned Behavior Scheme (Ajzen, 2002)*

- The behavioral beliefs are the belief that an individual have about the consequences of the behavior. These beliefs generate attitudes towards behavior, and they can be positive or negative.
- The normative beliefs are a result from social normative pressure. The normative beliefs leads to the subjective norm, which is the individual´s perception of the behavior, based on the judgment of significant others.

- Perceived behavioral control is the individual´s perception on the difficulties of taking the behavior. This perception precedes the control beliefs, which is the individual belief about the existence of factors that can impede or facilitate the behavior.

Furthermore, attitude towards the behavior, subjective norm and control beliefs leads to a behavioral intention. Usually, the more positive are these factors, higher is the personal intention to perform a behavior. Lastly, given that there is a reasonable degree of behavioral control, the individual tend to perform a behavior as soon as there is an opportunity. Thus, intention can be considered as the immediate antecessor of behavior. In order to influence the behavior, interventions can be directed towards the factors impacting the intentions (Ajzen, 2002).

Moreover, the author also argues that, since the three variables antecessors of the behavioral intentions are based on beliefs, it is important to know which ones are the most preponderant in the individual´s memory, in order to measure them. After the preponderant beliefs are identified, it is possible to elaborate a standardized TPB questionnaire, including constructs to measure beliefs, attitudes, subjective norms, control beliefs, intentions and actual behavior. With statistical tools, it is possible to determine with good certainty the contribution of attitudes, subjective norms and perceived control to predict intentions. Further, with predicted intentions and perceived control, it is possible to predict the behavior. Beliefs provides the cognitive basis of behavior of the sample, allowing the understanding on why individuals have specific attitudes, subjective norms and perceived behavioral control (Ajzen, 2002).

According to Armitage and Christian (2003), the TPB is the dominant model relating attitudes toward behaviors, as it allows the prediction of intentions using a small number of antecedent variables.

## 3. Consumers attitudes towards Fair Trade and Fair Trade Products

This section will discuss consumer attitudes and behavior regarding FT and FT products. Most of the previous studies on consumer attitudes and behaviors over FT and FT products have been implicitly or explicitly based on the TPB (De Pelsmacker and Janssens, 2007). In this context, translating into Ajzen´s model, the decision to perform the behavior of purchasing FT products is based on the individual´s intention to do so. In turn, the intention is formed from the attitudes (positive or negative) toward FT, the subjective norms (perception of judgment by significant others) and perceived behavioral control (easiness or difficulty to purchase).

Some researchers also included other important factors that shape attitudes and intention to purchase FT products. Ladhari and Tchetgna (2014) pointed that, in the literature, the following aspects were also mentioned as determinants of attitudes and intentions towards FT and FT products: knowledge, quality and quantity of information about FT, ethical obligations and self-identity, moral reasons, socially responsible attitudes, environmental and political, corporate evaluation and global cognitive orientation. Furthermore, willingness to pay, price perception and product accessibility were mentioned as factors affecting the behavior (De Pelsmacker et al., 2005; De Pelsmacker and Janssens, 2007; Kirezli and Kuscu; 2012).

In this dissertation, individual attitudes toward FT and FT products in Brazil will be not analyzed through the TPB model because, as stated by Shaw and Shiu (2003), control beliefs and subjective norms were not important determinants concerning fair trade grocery buying decisions. Thus, the TPB probably is not appropriate for low involvement decisions, such as buying groceries (De Pelsmacker and Janssens, 2007). On the other hand, Ozcaglar-Toulouse et al. (2006) revealed that ethical obligation and subjective norm positively influenced FT buying intention of people who rarely purchase FT products. Based on that, this research will be based in the attitudes toward FT determinants from De Pelsmacker and Janssens' (2007) model, but also including other possible determinants such as ethical consumerism, external factors affecting behavior, such as willingness to pay and product accessibility and socio-demographics characteristics. Figure 4 illustrates the conceptual model for fair trade buying behavior (De Pelsmacker and Janssens, 2007):

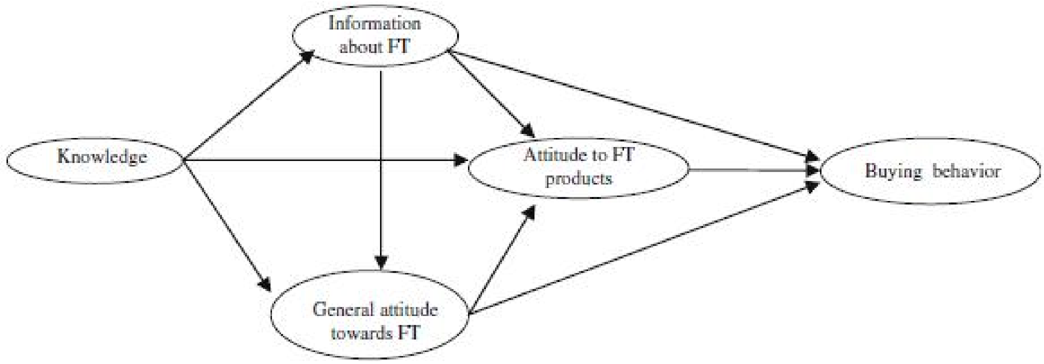



*Figure 4 - Conceptual model for FT buying behavior (De Pelsmacker and Janssens, 2007, p.366)*

### 3.1. Consumer knowledge regarding FT

Knowledge and attitudes have been presented in the literature as strong determinants of FT consumption behavior. Lack of knowledge affects directly the capacity of the consumer to analyze information, generating uncertainty towards performing a behavior (Vermeir and Verbeke, 2006; Dickson, 2001).

Flynn and Goldsmith (1999) developed a scale to measure consumer knowledge based on the three knowledge dimensions proposed by Brucks (1985): objective, subjective and experience with the product. The objective knowledge refers to everything the consumer in fact knows about the product. On the other hand, the subjective refers to the perceived knowledge that the consumer have. In other words, subjective knowledge is what the consumer thinks he knows. Finally, experience refers to the knowledge acquired from the purchase and consumption of the product in the past.

Regarding FT, De Pelsmacker and Janssens (2007) argue that the knowledge that the consumer have over a product category shapes the attitude, positive or negative, towards that product, affecting purchase intention. Research also shows that the better the knowledge towards FT, more positive is the attitude, and consequently higher is the purchase intention of these products. Murphy and Jenner-Leuthart (2011) showed that consumers with better knowledge of FT were more concerned about the availability of FT coffee in the coffee shops. More broadly, Wright and Heaton (2006) suggest that in order to increase FT products purchase, it is necessary to promote FT product awareness, branding and communication to develop FT knowledge.

### 3.2. Generic attitudes toward FT and Attitude towards FT products

Generic Attitude towards FT were segregated by De Pelsmacker and Janssens (2007) in two different dimensions: negative and positive. The negative dimension is characterized by skepticism, which reflects the lack of belief in FT as a business principle (De Pelsmacker and Janssens, 2007). This skepticism may occur from the fact of FT being considered as charity or simply from lack of trust of consumers in the efficacy of FT. On the other hand, the positive dimension is characterized by concern with FT. In other words, this dimension evaluates how much individuals are interested and support FT.

On the other hand, attitudes toward FT products is constructed from four dimensions: product interest, product likeability shopping convenience and price acceptability (De Pelsmacker and Janssens, 2007). A positive perception over the quality of the product shows that the consumer considers these products better, tastier and healthier than the ones not coming from FT. Shopping convenience express the easiness or difficulty to purchase FT products. A negative perception on this construct shows that consumers think they must make an additional effort to purchase FT products comparing to regular ones. Lastly, a negative perception on price acceptability shows that consumers wish that FT products were traded in a lower price.

In the conclusion regarding generic attitudes towards FT, De Pelsmacker and Janssens (2007) argue that skepticism/concern with FT also influence indirectly the purchase behavior of FT products. Thus, the generic attitudes affect the four dimensions attitudes toward FT products, since, according to the model, the generic attitudes towards FT are antecedents of the ones toward FT products. De Pelsmacker and Janssens (2007) also points “interest” as the variable with most impact on FT purchase behavior, followed by “concern”.

### 3.3. The Ethical Consumer

Another aspect that has been acknowledged as an important part of the decision of purchasing FT products is the ethical obligation and self-identity. According to François-Lecomte and Valette Florence (2006), the social responsible consumer knows that his behavior has public consequences. Thus, the consumer uses his own purchase power to pressure changes in the society and express his own social concerns. Ethical consumers perceive that, although acting individually, they are part of a wider group of concerned consumers (Ozcaglar-Toulouse et al., 2006).

Shaw et al. (2000) argued that attributes related to ethical issues are even more relevant in the performance of the behavior than attitudes and subjective norm. With the rising importance of ethical aspects in consumer decision-making, ethical obligation and self-identity are pointed as relevant factors affecting consumers' attitudes and behaviors (Shaw and Shiu, 2003). Self-identity is the "pertinent part of an individual self that relates to a particular behavior", while ethical obligation is "an individual´s internalized ethical rules" (Shaw and Shiu, 2002, p.287). These researchers also concluded that the average consumer chooses products based on quality and price, while ethical consumers' intentions are influenced by the sense of obligation and identification with the ethical cause (Shaw ans Shiu, 2002).

In the FT context, ethical obligation and subjective norm influences more the purchase intention of occasional or non-FT consumers, whereas attitude, self-identity and perceived behavioral control affect regular consumers (Ozcaglar-Toulouse et al., 2006). Kim et al., 2010 went further exposing that ethical consumption factors also influences beliefs and attitudes towards FT products, as well as FT loyalty. Likewise, the purchase of FT products shows commitment to ethical behavior (Adams and Raisborough, 2010). In the purchase decision-making moment, moral motives are more important than economic factors for the ethical FT consumer (Sunderer and Rössel, 2012).

### 3.3.1. Perceived Quality and Quantity of Information about FT and FT products.

According to Vermeir and Verbeke (2006), the access to reliable information is a relevant factor affecting intention to buy, since it allows the consumers to have a more rational decision. The lack of information about the quality, quantity and characteristics of products coming from FT, as well as FT itself, creating an uncertainty feeling that can negatively impact the perceived consumer efficacy, and consequentially, impoverishing the chances of purchase. Hence, a low availability of information makes the consumers unsure about which product to choose (Vermeir and Verbeke, 2006). In the same direction, De Pelsmacker and Janssens (2007) showed that more than half of British consumers have some difficulty in finding enough information to help in the purchase decision. This shows that scarce and low quality information about FT products interferes in the behavior.

De Pelsmacker and Janssens (2007) also observed that consumers perceptions of FT information to be scarce, hard to access, unprofessional and not trustable. In the research, they show that the lack of information together with the low quality of it make the FT products less attractive. Furthermore, there is an image of FT products to be expensive. Therefore, the low quality and quantity of information affects negatively intention to buy, and increases skepticism. Moreover, if there is a positive perception of quality and quantity of information, provokes not only a reduction of skepticism towards FT, but also influences positively the concern in this regard. In other words, quality and quantity of information affects directly and indirectly the consumption behavior, since it affects both general attitudes towards FT and attitudes towards FT products. (De Pelsmacker and Janssens, 2007). Shaw and Clark (1999) go in the same direction, saying that information makes the individual more involved in consumption, but only if the information is credible and trustworthy. In complementation, François-Lecompte and Valette-Florence (2006) argue that one of the strongest barriers limiting the development of consumption as a form of social change is the lack of information about the companies involved.

## III. Methodology

After reviewing the literature on consumers' attitudes and behavior towards FT and FT products, in which relevant factors - such as knowledge, quality and quantity of information about FT, ethical obligations and self-identity, moral reasons, socially responsible attitudes, corporate evaluation, price perception and willingness to pay – were identified. This chapter presents the methodology used in the data collection and analysis.

As the objective of this research is to analyze factors related to Brazilian consumers' attitudes towards FT and FT products, it is possible to classify it as an exploratory study, since it provides knowledge of variables that might be related to the topic and greater familiarity with the research problem. The research is also descriptive, since sample characteristics and relation between them were performed. The exploratory study is ideal to clarify the concepts and create a greater knowledge on the topic, allowing for better hypothesis development and important variables that might be related to the topic (Cooper and Schindler, 2003).

The first part of the research was the development of the literature review. This stage is extremely important, since it provides better knowledge on the studied field so that the subsequent stages can be grounded (Gil, 2002). After the review of past literature, it was possible to delimitate the main constructs that underlie the model responsible for the answer of the objective of this study.

### 1. Model

Many of the studies researching consumers´ attitudes towards fair trade product, as presented in the literature, were based on the Ajzen´s (2002) Theory of Planned Behavior (TPB). Specifically to FT, De Pelsmacker and Janssens (2007) have created and tested a model, based on the TPB, measure consumers' attitudes towards FT and FT products in Belgium. The model used on this study was based on the model created by De Pelsmacker and Janssens (2007). It was also included price as situational factor and willingness to pay as a moderator of intention to buy and actual behavior (Kirezli and Kuzcu, 2012). Since FT is still a recent concept among Brazilian consumers, and the sources of information on the topic are still scarce in the Brazilian context, the scales “perceived quality and quantity of information” has not been tested.

Based on the factors presented in the literature review, the following model will guide the analysis of this study, which aims to test Brazilian consumers´ attitudes towards FT and FT products:

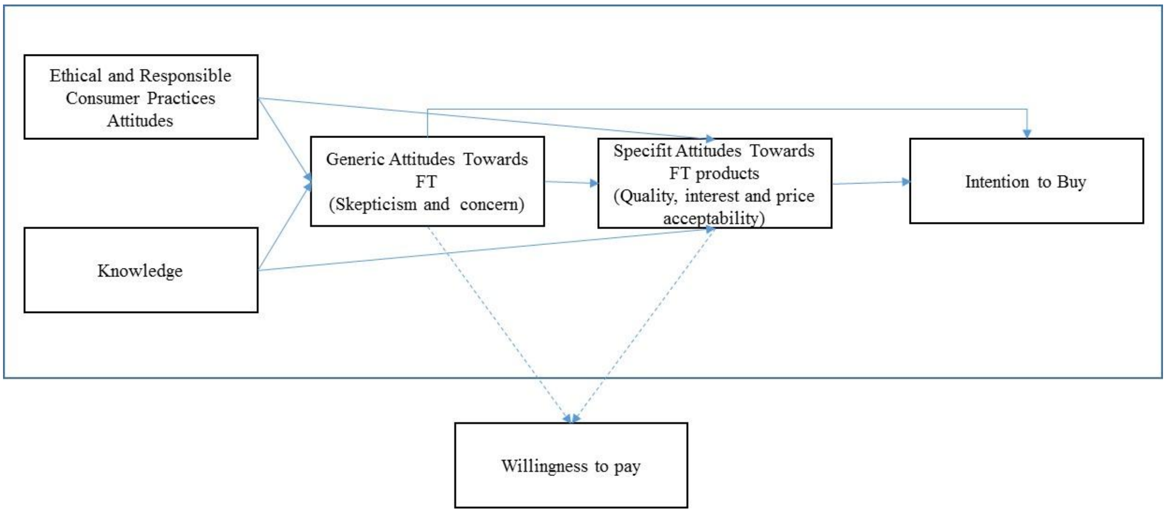



*Figure 5 - Conceptual Model*

The model is the adaptation of DePelsmacker and Janssens (2007) model, without the construct “Perceived quality and quantity of information”. Furthermore, two additions were made, without changing the root of the model. The first one was Ethical and Responsible Consumer Practices Attitudes, which was exposed in the literature as an important factor affecting FT behavior. Since the literature presented shows that there is lack of information and knowledge of FT in Brazil, it was decided to add this variable in the model to also make a parallel with ethical consumption. The second one was Willingness to pay, which was presented as a moderator variable that will infer what the limit price at which an intention could still become behavior is. The constructs used to collect the data were adopted from previous literature and are listed on the table below.

*Table 2 - Scales used in the Methodological Model*

| **Dimension** | **Scale** | **Related Literature** | **Number of Items** |
|---|---|---|---|
| Ethical and Responsible Consumption practices attitudes | Attitude towards companies' ethical behavior | Ozcaglar-Toulouse et al. (2006); Shaw and Shiu(2003); Adams and Raisborough (2010); Sunderer and Rössel (2012) | 12 |
| | Attitudes towards ethical behavior | | |
| | Perceived consumer efficacy | | |
| Knowledge | Knowledge | De Pelsmacker and Janssens (2007); Murphy and Jenner-Leuthart (2011) ;Wright and Heaton (2006) ; Vermeir and Verbeke, (2006); Dickson, (2001); Flynn and Goldsmith (1999) ; Brucks (1985): | 4 |
| Demographics | Demographics | De Pelsmacker and Janssens (2007) ; Kirezli and Kuscu (2012) | 7 |
| Attitudes towards FT and FT products | Skepticism | De Pelsmacker and Janssens (2007); Kirezli and Kuscu; 2012 | 16 |
| | Concern with FT | | |
| | Product Interest | | |
| | Perceiver product quality | | |
| | Price Perception | | |
| Intention to buy | Intention to buy | De Pelsmacker and Janssens (2007) | 4 |
| Willingness to pay | Willingness to pay | Kirezli and Kuscu; 2012 | 2 |

In the Table 3, the questions used in the survey are translated to English, with the respective scale and the reference of the literature from where the questions were adapted:

*Table 3 - Survey´s questions*

| Scale | Question | Adapted from: |
|---|---|---|
| Attitude towards companies' ethical behavior | In my daily purchases, I try to: | François-Lecompte and Valette-Florence (2006) |
| | Not to buy products from companies that I know that have relationship with illegal or non-transparent organizations. | |
| | Not to buy products from companies that I know that uses child labor. | |
| | Not to buy products from companies that do not respect the labor rights. | |
| | Not to buy products from companies that do not respect the environment. | |
| Attitudes towards ethical behavior | I my purchase decision, I try to: | |
| | Inform myself about the way the products are manufactured before purchasing them. | |
| | Limit my consumption to what I really need. | |

| | | |
|---|---|---|
| | Purchase products in which part of the price is destined to humanitarian causes. | |
| | Purchase products that provides better price and conditions to small and marginalized producers. | |
| Perceived Consumer Efficacy | My individual purchase does not make any difference in resolving social problems | Roberts (2006) |
| | My individual purchase does not make any difference in resolving economic inequalities. | |
| | Since most of people are not interested in contributing, my behavior is useless. | |
| | Each individual consumer can have a positive impact in the society. | |
| Knowledge | Do you know or have ever heard about Fair Trade? | Elaborated by the author |
| | If yes, in your opinion... | De Pelsmacker and Janssens (2007) |
| | I consider myself well informed about FT (products, objectives, etc.) | |
| | I feel comfortable to debate about FT. | |
| | Comparing to most of the people, I know much about FT. | |
| Skepticism | In my opinion... | De Pelsmacker and Janssens (2007) |
| | Purchasing this coffee of products with the same concept does not help in the long term. It is just to aliviate the conscience. | |
| | There is no guarantees that these products really benefits the marginalized producers. | |
| | I don´t think that this concept can work in large scale, thus it will always be a small and irrelevant market. | |
| | I don´t think that it is possible to make profits with this type of products. | |
| Concern with FT | In my opinion... | De Pelsmacker and Janssens (2007) |
| | The concept of this coffee brand is important. | |
| | The concept of this coffee brand should be more spread, in a point to become the main trade format. | |
| | I think it is important that my purchases have positive social impact. | |
| Product Interest | I do not buy this coffee or products with the same concept because I do not know anyone that also does it | De Pelsmacker and Janssens (2007) |
| | Products with the concept of this coffee does not interest me. | |
| | I am not interested in this product or products with similar concept because I prefer my habitual | |

| | | |
|---|---|---|
| | brands. | |
| Perceived Product Quality | I believe that... | De Pelsmacker and Janssens (2007) |
| | This coffee and products with similar concept have higher quality than others. | |
| | This coffee and similar products are healthier than the others. | |
| | This coffee and similar products probably taste better than the others. | |
| Price Perception | It is a shame that products like this coffee usually are more expensive. | De Pelsmacker and Janssens (2007) |
| | This coffee and  products with similar concept should not be more expensive than the other products. | |
| | It does not make sense to pay more for this coffee and products with similar concept. | |
| Intention to Buy | If it is available, I would like to this product or products with similar concept. | Elaborated by the author |
| Past Purchase Experience | Have you ever purchased FT products? | |
| Willigness to pay | How much do you pay for a standard 500g pack of coffee of your prefered brand? | Kirzeli and Kuscu (2010) |
| | Taking in consideration that the standars 500g pack of coffee from the most popular brands cost R$8,00, how much would you pay for a FT product? | |

**Design**

The data was collected through a self-administered questionnaire and was performed online. In order to run the questionnaire online, it was chosen the survey tool available at www.surverymonkey.com, where it was possible to create a webpage exclusively for the data collection of this research. In order to stimulate the respondents to complete the questionnaire, it was donated R$1,00 for each complete questionnaire of this project. In the first page of the survey was communicated that this amount would be donated to the Lar

Nossa Senhora Menina, which is an orphanage for poor children in the neighborhood of Morumbi, in São Paulo.

The questionnaire was divided in six distinct parts. The scales used in each parts are described later in this section. The first part was designed to verify the consumers' attitudes towards ethical and responsible consumption practices. The second, was the measurement of consumers' attitudes facing FT and FT products. In the third part, it was asked questions related to the intention to buy and past purchase experience. The fourth part consisted of questions regarding price and willingness to pay. In the fifth part it was assessed the knowledge and awareness of FT. Lastly, the sixth part was composed of demographic questions. The questionnaire structure is presented in the Appendix 1. All the scales were translated to Portuguese and adapted to the Brazilian context.

- **Attitudes towards ethical and responsible consumption practices**

To measure the attitudes towards ethical and responsible consumption practices, the constructs were based on the studies of Ozcaglar-Toulouse et al. (2006); Shaw and Shiu(2003); Adams and Raisborough (2010); Sunderer and Rössel (2012). The questions were adapted from Roberts (2006) and François-Lecompte and Valette-Florence (2006).

This dimension was divided in two constructs, named Attitude towards companies´ ethical behavior and attitude towards ethical consumption. Each construct was measured through four questions, totaling eight questions. To evaluate each question, it was asked to the respondents to answer a Likert scale of five points, from strongly disagree to strongly agree.

- **Attitudes towards FT and FT products**

In order to measure this dimension, it was decided to exemplify FT in a product. Labelling FT product is still a recent movement in Brazil, but the FT concept is already present in projects such as Faces do Brasil with the name of "Comércio Justo e Solidário" (Schneider, 2012). For this reason, it was decided to test attitudes towards FT and FT products by giving an example of a hypothetical FT coffee brand, the concept behind it and the FT label, however without mentioning explicitly a product coming from FT.

After describing the products, it was applied the scales of De Pelsmacker and Janssens (2007) aiming to assess attitudes towards FT and FT products. The two constructs used to measure the Generic Attitudes dimension were Skepticism and Concern. For the first one was used four question and for the latter, three. In order to understand the Specific Attitudes, it was used three constructs. Product Interest, Perceived Quality and Price Perception, all of them with three questions each.

The questions were translated to Portuguese and adapted to the Brazilian context in order to assess the attitudes towards the concept presented by the product exemplified, and towards the product itself and others with similar concept.

In this same part of the questionnaire, it was also included the perceived consumer efficacy questions. This construct comprised of four questions which were also adapted from De Peslmacker and Janssens (2007) model. Scale was also adapted to assess the product and the concept of the product exemplified.

All the seventeen questions of this part of the questionnaire were answered through a five points Likert scale, from strongly disagree to strongly agree.

- **Intention to buy**

In this part of the questionnaire, the questions were also translated and adapted from De Pelsmacker and Janssens (2007) model. It was used four questions to assess intention to buy. The questions were translated to Portuguese and adapted to quantify the intention to purchase products with the same concept of the hypothetical product presented. These four questions were structured on a Likert scale with five points, from strongly disagree to strongly agree.

Furthermore, it was also input in this section two multiple choice questions to access past purchase experience. The first one asked if the respondent has ever purchased any FT products, and the second one asked how many times, giving four choices from Never until Seven times or more. These questions were elaborated by the author.

- **Price and Willingness to Pay**

The constructs Price Perception (Specific Attitude Towards FT products) and Willingness to Pay were designed in the same part of the questionnaire. In order to assess Price Perception, it was translated the questions proposed by De Pelsmacker and Janssens (2007). It comprised of three questions answered in a Likert Scale of five points, from strongly disagree to strongly agree.

In order to collect answers to test consumers´ willingness to pay, it was elaborated two questions based on Kirezli and Kuscu (2012). Firstly it was asked if the consumer would be willing to pay more for the product, and the answer choices were Yes or No. Then, for those who answered positively, it was asked an open question inquiring how much they would pay. Before asking to answer the question, it was presented as a comparison the average price of 0,5kg pack of coffee from the four most popular Brazilian brands.

It was also included an optional open question asking how much the respondent actually pay for a 0,5kg pack of their preferred coffee brand.

- **Knowledge**

The scale used to evaluate knowledge of the product was an adaptation from the De Pelsmacker and Janssens (2007) study. For this part, it was chosen to finally introduce the definition of Fair Trade / “Comércio Justo”. Then it was asked four questions to evaluate knowledge. The first one was if the respondent knew or ever heard something about FT. The possible answer could be Yes or No. For those who answered Yes, it was then asked three questions translated from De Pelsmacker and Janssens (2007) model, all of them with a five point Likert scale, aiming to assess the subjective level of knowledge of the respondent.

- **Demographics**

The last part of the questionnaire was the set of questions to define the respondent demographics characteristics. The questions were those regularly used in studies in Brazil, asking for:

- Gender;
- Age;
- Education
- Household income

## 2. Participants

The target population is an agglomerate of elements that have the data required by the researcher (Malhorta, 2012). In order to collect the data, it was used a non-probabilistic convenience sampling. According to Malhorta (2012), this technic of data collection allows for a quicker and easier data collection and with reduced financial costs. On the other hand, the drawback is that this technique has the probability to provide a biased sampling, and that it is not representative from the whole population, thus it cannot be generalized. Nevertheless, although non-representative, small samples used in exploratory studies can provide a good comprehension over the studied topic (Malhorta, 2012).

In this study, the focus was Brazilian people with more than 18 years old, from both genders. Since this research is based on a non-probabilistic convenience sampling, it was not used any statistic technic to calculate the sample. Furthermore, as the collection was made through a self-administered survey, with an online questionnaire, the respondents can be chosen or self-selected. Hence, the survey was promoted in the social networks, as well as among employees from a chemical industry, a food distributor and an advisory firm focused on agribusiness. The data collection happened in the months of December/2014 and January/2015.

## 3. Analysis plan

For the data analysis, it was used the software SPSS (Statistical Package for Social Sciences). First of all it was made a descriptive analysis of the sample, in order to define its profile, including means, frequencies and standard deviations. Then, it was made a multiple regression analysis, with intention to buy being the dependent variable and attitudes and the other predictive factors as independent variables. The objective of this technique was to predict the result of the dependent variable with changes in the independent variables. Thus, this technique was used with the objective of defining which dependent variables have most influence in changes of the dependent variable. It was also performed correlations and mean tests to elucidate how variables are correlated to each other, and means to verify differences between demographics characteristics. In order to test the reliability of the scales, it was also performed a Cronbach´s Alpha analysis. Lastly, the sample was characterized in clusters taking in consideration attitudinal factors.

## IV. Data Description and Analysis

### 1. Sample Characteristics

It was collected a total of 152 questionnaires, in which only 124 were completely answered, consisting in a completion rate of 78%. In order to perform the analysis, only the complete questionnaires were used.

Among the total sample, 59 (47,6%) were female and 65 (52,4%) were male, which represents a balanced number of respondents per gender.

Regarding to age, the average respondent age is 32 years old, with a standard deviation of 11,35. However, there was a higher concentration of respondents younger thant 30 years old (65%) than older. Furthermore, 14% of the sample were between 31 and 40 years old and 21% were older than 40.

Regarding to marital status, 81 respondents (65%) were Single or Divorced, while 43 (35%) were Married or lived in a common-law relationship. This is unbalance might be explained by the fact that most respondents were younger than 30 years old. The same happens with people who have children. Only 36 respondents (29%) have one or more children, which is in line with the number of married respondents.

Regarding to the Educational level, the sample comprises of 47% of people with a Bachelor´s Diploma, followed by 33% with a superior education degree (PhD/Masters/Post-Graduation/MBA). Then it has 14% of people with an incomplete Bachelor degree and only 7% with High School or less. It is important to notice that most of the sample (almost 94%) has at least an incomplete bachelor, which exposes that the sample is mostly formed by high cultural level individuals.

Lastly, in what Monthly Household Income is concerned, most of the sample is comprised by people coming from the A and B classes, with respectively 31% and 24%. Then, 44% from C or below. This shows that the sample is overrepresented by people from upper social classes, which might explain the high average educational level of the individuals.

*Table 4 - Demographic Characteristics*

| **Demographic Characteristic** | **N** | **%** |
|---|---|---|
| ***Gender*** | | |
| Female | 59 | 47,6% |
| Male | 65 | 52,4% |
| Total | 124 | 1 |
| ***Age*** | | |
| <= 25 years old | 39 | 31% |
| 26-30 years old | 42 | 34% |
| 31-40 years old | 17 | 14% |
| Over 41 years old | 26 | 21% |
| Total | 124 | 100% |
| ***Educational level*** | | |
| Incomplete High School | 1 | 1% |
| High School´s Diploma | 7 | 6% |
| Incomplete Bachelor | 17 | 14% |
| Bachelor´s Diploma | 58 | 47% |
| PhD/Masters/Post-graduation/MBA | 41 | 33% |
| Total | 124 | 100% |
| ***Monthly household income*** | | |
| Up to R$1.449,99 | 5 | 4% |
| From R$1.450,00 to R$2.899,99 | 13 | 10% |
| From R$2.900,00 to R$7.249,99 | 37 | 30% |
| From R$7.250,00 to R$14.499,99 | 30 | 24% |
| R$14.500,00 or more | 39 | 31% |
| Total | 124 | 100% |

Furthermore, regarding the Awareness of the FT concept, 52% of the sample knew or heard about FT before, while for 48% of the sample the concept was unknown. The high level of awareness might be explained by the high cultural level of the sample.

The same situation is observed by the Past Purchase Experience. It was verified that 46% of the sample have already purchased a FT product or a product with the same concept. On the other hand 54% have never purchased such products. Although most of the sample has never purchased, it is still notable that an expressive 46% of the sample engaged in the consumption of FT products, which can be considered high when faced to the fact that FT is still a recent and not very spread movement in Brazil (Schneider, 2012).

*Table 5 - Awareness, Past purchase experience and Willingness to pay more*

| Dimension | N | Yes (N) | No (N) | Yes (%) | No (%) |
|---|---|---|---|---|---|
| Knowledge (aware of ft?) | 124 | 64 | 60 | 52% | 48% |
| Past purchase experience | 124 | 57 | 67 | 46% | 54% |
| Willing to pay more | 124 | 86 | 38 | 69% | 31% |

## 2. Internal consistency of the scales / Cronbach´s Alpha

The consistency of the scales is an important indicator to identify the reliability of the items. In the data collection, the Cronbach´s Alpha is over 0,7 in all scales, except in Price Acceptability, which was 0,57. Values over 0,6 already shows an acceptable level of consistency, which means that, on average, the consistency of the scales used in the study are excellent. In the Table 6 is possible to verify the Cronbach´s Alfa for each scale and subscale.

*Table 6 - Cronbach´s Alfa*

| **Scale** | **Cronbach´s Alfa** | **Number of Items** |
|---|---|---|
| **Ethical and Responsible Consumption practices attitudes (Total)** | **0,812** | **12** |
| Attitude towards companies' ethical behavior | 0,855 | 4 |
| Attitudes towards ethical behavior | 0,717 | 4 |
| Perceived consumer efficacy | 0,757 | 4 |
| **Knowledge** | **0,849** | **3** |
| Demographics | - | - |
| **Attitudes towards FT and FT products (Total)** | **0,842** | **13** |
| **Generic Attitudes (Total)** | **0,768** | **7** |
| Skepticism | 0,763 | 4 |
| Concern with FT | 0,806 | 3 |
| **Specific Attitudes (Total)** | **0,700** | **9** |
| Product Interest | 0,843 | 3 |
| Perceiver product quality | 0,927 | 3 |
| Price acceptability | 0,579 | 3 |
| Intention to buy | - | - |
| Willingness to pay | - | - |

### 3. Descriptive statistics

Table 7 shows all the descriptive statistics of the sample.

*Table 7 - Sample´s Descriptive Statistics*

| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Min | Max | Mean | Std Deviation |
| Age | 124 | 20 | 63 | 32,08 | 11,35 |
| **Ethical and Responsible Consumption practices attitudes** | **124** | **2** | **5** | **3,95** | **0,61** |
| Attitudes towards companies´ ethical behavior | 124 | 1 | 5 | 4,28 | 0,81 |
| Attitudes towards ethical consumption behavior | 124 | 1 | 5 | 3,51 | 0,83 |
| Perceived consumer efficacy | 124 | 1 | 5 | 4,05 | 0,82 |
| **Knowledge** | **124** | **1** | **5** | **2,16** | **1,38** |
| Attitudes towards FT and FT products | 124 | 1,55 | 4,67 | 3,55 | 0,58 |
| **Specific Attitudes towards FT and FT products** | **124** | **1,67** | **4,67** | **3,28** | **0,59** |
| Product Interest | 124 | 1,33 | 5,00 | 4,29 | ,914 |
| Perceived Product Quality | 124 | 1,00 | 5,00 | 3,01 | 1,02 |
| Price Acceptability | 124 | 1 | 5 | 2,55 | 0,85 |
| **Generic Attitudes towards FT and FT products** | **124** | **1,43** | **5,00** | **3,82** | **0,74** |
| Skepticism | 124 | 1,00 | 5,00 | 3,47 | 0,98 |
| Concern with FT | 124 | 1,00 | 5,00 | 4,28 | ,79 |
| **Willingness to pay** | **124** | **-100%** | **275%** | **16,5%** | **37,9%** |
| **Intention to Buy** | **124** | **1** | **5** | **4,37** | **0,80** |

Regarding the dimensions used as scales for the model, it is possible to observe the following aspects:

- Ethical and Responsible Consumption practices attitudes: on average the respondents had a positive attitude in this attribute, with mean of 3,95 and SD of 0,61. This means that the sample is on average adherent and concerned with Ethical practices. According to the literature, a positive attitude in this dimension is favorable to Intention to buy. This scale is an aggregate of Attitudes towards companies’ ethical behavior, Attitudes towards ethical consumption behavior and Perceived consumer efficacy.
- Attitudes towards companies’ ethical behavior – This scale had mean of 4,28 and SD of 0,81. This shows that our sample is very much concerned about the companies´ practices regarding ethical behavior.
- Attitudes towards ethical consumption: This scale had mean of 3,51 and SD of 0,83. It shows a not so positive attitude regarding own consumption behavior in what concerns to

ethic. Thus, although not negative, it is not always that the respondent actually engage or pay attention to his own ethical consumption attitude.

- Perceived consumer efficacy: This scale had mean of 4,05 and SD of 0,82. This means that the sample believes that it is possible to shape the World and organizations by towards its own purchase decisions.

- Knowledge: This construct was measured in two steps. First, it was asked if the respondent was aware of the FT concept. 60 of them said No, while 64 answered Yes. Regarding the subjective knowledge, the mean was 2,16 and SD of 1,38. This shows that knowledge of our sample regarding FT is inexistent or, at most average. According to the Literature, the higher the Knowledge, the more positive is Intention to buy.

- Attitudes towards FT and FT products: This dimension was a little above average, with mean of 3,78 and SD of 0,6, showing that the sample has a not so positive attitude, but not negative. This dimension is the aggregate of the other two subscales Generic Attitudes and Specific Attitudes. According to the literature, positive attitudes influence positively Intention to Buy.

- Generic Attitudes: This subscale had mean of 3,82 and SD 0,74, slightly above average. The two scales component of Generic Attitudes are Skepticism and Concern with FT.

- Skepticism: A low mean on Skepticism says that the respondent is very skeptical regarding FT, and this affects Intention to Buy negatively. Our sample had average mean of 3,47 in this scale, meaning that is not so skeptical, but do not truly believes in the efficacy of the FT concept.

- Concern with FT - This scale had mean of 4,28 and SD of 0,79. This represents that on average the respondent of the sample is very much concerned with FT, meaning that the sample cares about the topic and believes that the concept is very relevant.

- Price Acceptability: when asked about the price acceptability, the respondents had on average a negative attitude. The mean was 2,55 with SD of 0,85. According to the Literature, a positive price acceptability should influence positively both Intention to Buy. Although the sample was on average comprised of high income individuals, Price acceptability was still negative, showing that the respondents on average is concerned with price.

- Willing to pay premium- This construct measures how much more or less the respondent is willing to pay for a FT product, using as benchmark the average price presented in the question. On average, the respondent is willing to pay 16,5% more for a FT product in comparison to a regular one, with a SD of 37,9%.
- Intention to Buy - This construct had mean of 4,37 and SD of 0,80, showing that, on average, the sample has a very positive response to the Intention to Buy. According to the Literature, the Intention to Buy is the precedent step to actual behavior, meaning that a high value in this construct is related to a higher probability to perform the behavior.

## 4. Differences between the sample´s subgroups

This section aims to identify if there are variables that influences directly the results of the constructs used in the model. The variables defined were, among the demographics' subgroups Gender, Age, Education and Income, plus the subgroup of "Past Experience", which segments consumers who had purchased FT products in the past. It was tested if there were statistically significant differences in these variables towards the constructs: Generic Attitudes, Specific Attitudes, Intention to Buy and Willingness to Pay. It was considered significant differences when $p<0,05$. It was also presented the $Eta^2$ (association coefficient), which measures the interactions between the variables and the constructs.

In order to perform the analysis, it was chosen to do the one-way Anova test.

### 4.1. Gender

According to Table 8, it was found significant differences between Male and Female in Generic Attitudes ($p=0,019$), Specific Attitudes ($p=0,034$) and Intention to Buy ($p=0,006$). Analysing the $Eta^2$, it is possible to affirm that Gender explains 4,5% of the Generic Attitudes, 3,6% of the Specific Attitudes and 6% of the Intention to Buy variances.

*Table 8 – ANOVA ( Gender)*

| | | | | | |
|---|---|---|---|---|---|
| **Generic Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Female | 3,9879 | 0,75978 | 5,699 | 0,019 | 0,045 |
| Male | 3,6747 | 0,701 | | | |
| **Specific Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Female | 3,4087 | 0,55687 | 4,603 | 0,034 | 0,036 |
| Male | 3,1829 | 0,60967 | | | |
| **Intention to Buy** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Female | 4,58 | 0,593 | 7,801 | 0,006 | 0,06 |
| Male | 4,18 | 0,917 | | | |
| **Willing to Pay More** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Female | 19,74% | 31,02% | 0,796 | 0,374 | 0,006 |
| Male | 13,65% | 43,32% | | | |

### 4.2. Age

Regarding to Age, there was not found any statistically significant differences between age group. Thus, it is not possible to affirm that differences in this subgroup affects any of the constructs considered. Table 9 demonstrate the figures for Age.

*Table 9 - Anova (Age)*

| | | | | | |
|---|---|---|---|---|---|
| **Generic Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| <= 25 years old | 3,8974 | 0,735 | 0,91 | 0,438 | 0,022 |
| 26-30 years old | 3,8333 | 0,75981 | | | |
| 31-40 years old | 3,5546 | 0,77077 | | | |
| Over 41 years old | 3,8736 | 0,71409 | | | |
| **Specific Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| <= 25 years old | 3,3751 | 0,5567 | 0,616 | 0,606 | 0,15 |
| 26-30 years old | 3,2462 | 0,6493 | | | |
| 31-40 years old | 3,1624 | 0,5223 | | | |
| Over 41 years old | 3,3162 | 0,6086 | | | |
| **Intention to Buy** | | | | | |
| | Descriptives | | ANOVA | | |

| | Mean | Std Deviation | F | Sig. | Eta² |
|---|---|---|---|---|---|
| <= 25 years old | 4,31 | 0,95 | 1 | 0,395 | 0,024 |
| 26-30 years old | 4,48 | 0,707 | | | |
| 31-40 years old | 4,12 | 0,857 | | | |
| Over 41 years old | 4,46 | 0,647 | | | |
| **Willing to Pay More** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| <= 25 years old | 15% | 35% | 0,742 | 0,529 | 0,018 |
| 26-30 years old | 15% | 28% | | | |
| 31-40 years old | 10% | 33% | | | |
| Over 41 years old | 26% | 56% | | | |

### 4.3. Education

Considering Education, it was found significant differences only in Willingness to Pay. However, the difference is presented only in the category “Incomplete High School”. Since there was just one respondent inside this category, it was not possible to make any affirmation, as it is not statistic relevant. Thus, it was not possible to conclude if there was differences among all the Education categories. Table 10 demonstrate the results:

*Table 10 - Anova (Education)*

| **Generic Attitudes** | | | | | |
|---|---|---|---|---|---|
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Incomplete High School | 3,7143 | 0 | 1,344 | 0,258 | 0,043 |
| High School´s Diploma | 3,4082 | 0,39922 | | | |
| Incomplete Bachelor | 3,5798 | 0,71691 | | | |
| Bachelor´s Diploma | 3,8596 | 0,80345 | | | |
| PhD/Masters/Post-graduation/MBA | 3,9477 | 0,69013 | | | |
| **Specific Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Incomplete High School | 3,7778 | | 0,352 | 0,842 | 0,012 |
| High School´s Diploma | 3,1270 | ,20716 | | | |
| Incomplete Bachelor | 3,2876 | ,51078 | | | |
| Bachelor´s Diploma | 3,2739 | ,65560 | | | |
| PhD/Masters/Post-graduation/MBA | 3,3306 | ,58977 | | | |
| **Intention to Buy** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std | F | Sig. | Eta² |

| | | Deviation | | | |
|---|---|---|---|---|---|
| Incomplete High School | 4 | 0 | 0,205 | 0,935 | 0,007 |
| High School´s Diploma | 4,57 | 0,535 | | | |
| Incomplete Bachelor | 4,29 | 0,588 | | | |
| Bachelor´s Diploma | 4,36 | 0,968 | | | |
| PhD/Masters/Post-graduation/MBA | 4,39 | 0,666 | | | |
| **Willing to Pay More** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Incomplete High School | 275% | 0% | 18,5 | 0 | 0,383 |
| High School´s Diploma | 17% | 20% | | | |
| Incomplete Bachelor | 15% | 44% | | | |
| Bachelor´s Diploma | 16% | 28% | | | |
| PhD/Masters/Post-graduation/MBA | 12% | 28% | | | |

### 4.4. Monthly Household Income

Regarding Income, it was not found any statistically significant difference between income groups, as shown in Table 11.

*Table 11 - Anova (Monthly Household Income)*

| **Generic Attitudes** | | | | | |
|---|---|---|---|---|---|
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Up to R$1.499,99 | 4,0286 | ,82313 | 1,046 | 0,387 | 0,034 |
| From R$1.450,00 to R$2.899,99 | 3,5275 | ,75002 | | | |
| From R$2.900,00 to R$7.249,99 | 3,9691 | ,81520 | | | |
| From R$7.250,00 to R$14.499,99 | 3,7476 | ,69347 | | | |
| Over R$14.500,00 | 3,8168 | ,69442 | | | |
| **Specific Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Up to R$1.499,99 | 3,5556 | ,57198 | 0,947 | 0,440 | 0,031 |
| From R$1.450,00 to R$2.899,99 | 3,1368 | ,61389 | | | |
| From R$2.900,00 to R$7.249,99 | 3,4054 | ,54131 | | | |
| From R$7.250,00 to R$14.499,99 | 3,2444 | ,54386 | | | |
| Over R$14.500,00 | 3,2336 | ,66997 | | | |
| **Intention to Buy** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |

| | | | | | |
|---|---|---|---|---|---|
| Up to R$1.499,99 | 4,40 | ,548 | 1,387 | 0,243 | 0,045 |
| From R$1.450,00 to R$2.899,99 | 4,08 | ,862 | | | |
| From R$2.900,00 to R$7.249,99 | 4,35 | ,789 | | | |
| From R$7.250,00 to R$14.499,99 | 4,63 | ,615 | | | |
| Over R$14.500,00 | 4,28 | ,916 | | | |
| **Willing to Pay More** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Up to R$1.499,99 | 26% | 20% | 1,748 | 0,144 | 0,056 |
| From R$1.450,00 to R$2.899,99 | 23% | 24% | | | |
| From R$2.900,00 to R$7.249,99 | 27% | 48% | | | |
| From R$7.250,00 to R$14.499,99 | 12% | 29% | | | |
| Over R$14.500,00 | 6% | 36% | | | |

## 4.5. Past Experience

When analyzing differences between respondents who have had past purchase experience of FT products, it was found statistically significant difference only in Generic Attitudes (p=0,019). Furthermore, it explains 4,4% of the variance of this construct.

*Table 12 - Anova (Past Purchase Experience)*

| **Generic Attitudes** | | | | | |
|---|---|---|---|---|---|
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Never purchased FT products | 3,6802 | 0,740259173 | 5,642 | 0,019 | 0,044 |
| Purchased FT products before | 3,9925 | 0,717046223 | | | |
| **Specific Attitudes** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Never purchased FT products | 3,2471 | ,58852 | 0,771 | 0,382 | 0,006 |
| Purchased FT products before | 3,3411 | ,60087 | | | |
| **Intention to Buy** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Never purchased FT products | 4,2537 | 0,841054237 | 2,003 | 3,177 | 0,025 |
| Purchased FT | 4,5088 | 0,734915132 | | | |

| | | | | | |
|---|---|---|---|---|---|
| products before | | | | | |
| **Willing to Pay More** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Never purchased FT products | 19,69% | 40,51% | 1,002 | 0,319 | 0,008 |
| Purchased FT products before | 12,85% | 34,67% | | | |

## 5. Correlation Analysis

In this section, it was performed the correlation between the variables using the linear correlation method (Pearson´s correlation coefficient), which measures the correlation intensity between two or more quantitative variables.

It was analyzed the correlation between the scales and purchase intention, as well as factors affecting attitudes towards FT. It was also analyzed the correlation of these factors with the Willingness to pay, which measures how much more the respondent is willing to pay for the FT product. The factors chosen were the constructs in the model, named: “Ethical and Responsible Consumption practices attitudes”, “Knowledge”, “Price Acceptability”, “Specific Attitudes” and “Generic Attitudes”. Furthermore, it was also included the demographic variables found with statistical significance differences in the t-student analysis of the last section, named: “Gender” and “Past Purchase Experience”.

*Table 13 - Correlation Analysis*

| Correlations | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1- Intention to Buy | 1 | ,221* | ,491** | ,154 | ,473** | ,518** | -,245** | ,159 |
| 2- Willingness to pay more | ,221* | 1 | ,187* | ,151 | ,265** | ,335** | ,032 | ,016 |
| 3- Ethical and Responsible Consumption practices attitudes | ,491** | ,187* | 1 | ,048 | ,542** | ,569** | -,213* | ,206* |
| 4- Knowledge (bi) | ,116 | -,085 | ,029 | 1 | ,040 | ,107 | ,012 | ,431** |
| 5- Specific Attitudes towards FT and FT products | ,473** | ,265** | ,542** | ,040 | 1 | ,542** | -,191* | ,079 |
| 6- Generic Attitudes towards FT and FT products | ,518** | ,335** | ,569** | ,167 | ,542** | 1 | -,211* | ,210* |
| 7- Gender | -,245** | ,032 | -,213* | -,065 | -,191* | -,211* | 1 | -,126 |
| 8- Past Purchase Experience | ,159 | ,016 | ,206* | ,454** | ,079 | ,210* | -,126 | 1 |

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

*. Correlation is significant at the 0.05 level (2-tailed).

Considering the main dependent variables of the model, “Intention to Buy” and “Willingness to pay”, it was possible to notice that:

***Intention to buy***

“Intention to buy” was significantly correlated to all variables chosen in the model, but “Knowledge, and “Past Purchase Experience”. The variables with significant correlation were “Ethical and Responsible Consumption Practices Attitudes” (0,491), “Specific Attitudes” (0,473), “Generic Attitudes” (0,518) and “Gender” (-0,245). This shows that the scales chosen are in accordance to DePelsmacker and Janssens (2007) model, which shows that the positive attitudes are predictors of positive intention to buy.

Intention to buy was also significantly correlated with Willingness to pay (0,221), although the latter, in the model, is not a variable predictor of the first.

***Willingness to pay***

“Willingness to pay” was significantly correlated to Ethical and Responsible Consumption Practices Attitudes” (0,187), “Specific Attitudes” (0,265) and “Generic Attitudes” (0,335).

***Attitudes towards FT***

Analyzing the factors precedent to Attitudes towards FT (Ethical and Responsible Consumption Behavior Attitudes, Knowledge, Demographics), it was observed that:

- “Generic Attitudes Towards FT and FT products” were significantly correlated to “Ethical and Responsible Consumption Behavior Attitudes” (0,569), “Specific Attitudes”(0,542), “Gender” (-0,211) and “Past Purchase Experience” (0,210).
- “Specific Attitudes Towards FT and FT products” is significantly correlated to “Ethical and Responsible Consumption Behavior Attitudes” (0,542), “Generic Attitudes (0,542) and “Gender” (-0,191).

In summary, the correlation analysis showed results according to what was expected from the model. Positive attitudes towards Ethical Consumption Behavior and Price acceptability explain a more positive Attitudes Towards FT and FT products. Demographic and Behavioral variables such as Gender and Past purchase experience also influences Attitudes. This means that being women have correlates positively with Attitudes. Also, having purchased FT products in the past also positively correlates with Attitudes. The only variable that showed unexpected results from was Knowledge, which has not significantly influenced the dependent variables.

## 6. Multiple Linear Regression Analysis

In this section, it was performed multiple linear regressions in order to examine the constructs presented in the model proposed.

### 6.1. Predictors of Generic Attitudes towards FT

First of all, the three models proposed in the stepwise regression were significant (P<0,01). After checking that the models were significant, the next step was to check the effectiveness of each independent variable on the dependent variable. Among the variables considered, Knowledge was not significant to explain the variance of Generic Attitudes since presented a significance level lower than 0,05 and was excluded from the model. Thus, it is possible to affirm that, rather than knowing about the product concept, Generic Attitudes products are formed by attitudes related to ethical consumption. Ethical and Responsible consumption practices explain 32,3% of the Generic Attitudes variance, which can considered good, considering that they are behavioral aspects.

*Table 14 - Regression Analysis (Dependent Variable = Generic Attitudes)*

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,569[a] | ,323 | ,318 | ,61395 |

a. Predictors: (Constant), Ethical and Responsible Consumption practices attitudes

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 21,978 | 1 | 21,978 | 58,306 | ,000[b] |
| | Residual | 45,986 | 122 | ,377 | | |
| | Total | 67,964 | 123 | | | |

a. Dependent Variable: Generic Attitudes towards FT and FT products

b. Predictors: (Constant), Ethical and Responsible Consumption practices attitudes

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | 1,107 | ,360 | | 3,075 | ,003 | | | | | |
| | Ethical and Responsible Consumption practices attitudes | ,688 | ,090 | ,569 | 7,636 | ,000 | ,569 | ,569 | ,569 | 1,000 | 1,000 |

a. Dependent Variable: Generic Attitudes towards FT and FT products

**Excluded Variables[a]**

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | Tolerance | VIF | Minimum Tolerance |
| 1 | Knowledge | ,090[b] | 1,217 | ,226 | ,110 | ,999 | 1,001 | ,999 |

a. Dependent Variable: Generic Attitudes towards FT and FT products

b. Predictors in the Model: (Constant), Ethical and Responsible Consumption practices attitudes

### 6.2. Predictors of Specific Attitudes towards FT products

In order to understand factors predicting Specific Attitudes, the stepwise regression was again performed. The models were significant and, the best one, which comprises of Generic Attitudes and Ethical and Responsible Consumption Practices Attitudes, explained 37,5% of the Specific Attitudes variance. Knowledge was again not significant.

*Table 15 - Regression Analysis (Dependent Variable = Specific Attitudes)*

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,542[a] | ,294 | ,288 | ,50087 |
| 2 | ,612[b] | ,375 | ,364 | ,47330 |

a. Predictors: (Constant), Ethical and Responsible Consumption practices attitudes

b. Predictors: (Constant), Ethical and Responsible Consumption practices attitudes, Generic Attitudes towards FT and FT products

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 12,745 | 1 | 12,745 | 50,801 | ,000[b] |
| | Residual | 30,606 | 122 | ,251 | | |
| | Total | 43,351 | 123 | | | |
| 2 | Regression | 16,246 | 2 | 8,123 | 36,262 | ,000[c] |
| | Residual | 27,105 | 121 | ,224 | | |
| | Total | 43,351 | 123 | | | |

a. Dependent Variable: Specific Attitudes towards FT and FT products

b. Predictors: (Constant), Ethical and Responsible Consumption practices attitudes

c. Predictors: (Constant), Ethical and Responsible Consumption practices attitudes, Generic Attitudes towards FT and FT products

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Correlations Zero-order | Correlations Partial | Correlations Part | Collinearity Statistics Tolerance | Collinearity Statistics VIF |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | 1,222 | ,294 | | 4,159 | ,000 | | | | | |
| | Ethical and Responsible Consumption practices attitudes | ,524 | ,073 | ,542 | 7,127 | ,000 | ,542 | ,542 | ,542 | 1,000 | 1,000 |
| 2 | (Constant) | ,916 | ,288 | | 3,180 | ,002 | | | | | |
| | Ethical and Responsible Consumption practices attitudes | ,334 | ,084 | ,346 | 3,956 | ,000 | ,542 | ,338 | ,284 | ,677 | 1,478 |
| | Generic Attitudes towards FT and FT products | ,276 | ,070 | ,345 | 3,953 | ,000 | ,542 | ,338 | ,284 | ,677 | 1,478 |

a. Dependent Variable: Specific Attitudes towards FT and FT products

**Excluded Variables[a]**

| Model | | Beta In | t | Sig. | Partial Correlation | Collinearity Statistics Tolerance | Collinearity Statistics VIF | Collinearity Statistics Minimum Tolerance |
|---|---|---|---|---|---|---|---|---|
| 1 | Knowledge | ,024[b] | ,318 | ,751 | ,029 | ,999 | 1,001 | ,999 |
| | Generic Attitudes towards FT and FT products | ,345[b] | 3,953 | ,000 | ,338 | ,677 | 1,478 | ,677 |
| 2 | Knowledge | -,007[c] | -,097 | ,923 | -,009 | ,987 | 1,013 | ,668 |

a. Dependent Variable: Specific Attitudes towards FT and FT products

b. Predictors in the Model: (Constant), Ethical and Responsible Consumption practices attitudes

c. Predictors in the Model: (Constant), Ethical and Responsible Consumption practices attitudes, Generic Attitudes towards FT and FT products

### 6.3. Predictors of Intention to Buy

- **Ethical and Responsible Consumption Practices Attitudes, Knowledge, Generic and Specific Attitudes towards FT and FT products on Intention to Buy**

First of all, the three models proposed in the stepwise regression were significant ($P<0,01$). After checking that the models were significant, the next step was to check the effectiveness of each independent variable on the dependent variable. Analyzing the results, it is possible to infer that intention to buy FT products is formed by attitudes related to ethics, perceived importance of FT and trust in the concept, as well as product characteristics, such as quality and other factors that might trigger interest on the product. Both Generic Attitudes and Specific Attitudes were significant to predict the variance of Intention to Buy.

The power of the regression is represented by the $R^2$. Considering these three factors as independent variables, it was observed that they can explain 32% of the variance of Intention to buy FT products. Since it is a behavioral study, this number can be considered satisfactory, since there are many variables that might influence behavior and that can be very difficult to measure. Table 16 demonstrates the results.

*Table 16 - Regression Analysis (Dependent Variable = Intention to Buy)*

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,575[a] | ,331 | 0,320 | ,661 |

a. Predictors: (Constant), Generic Attitudes towards FT and FT products, Specific Attitudes towards FT and FT products

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 26,108 | 2 | 13,054 | 29,899 | ,000[b] |
| | Residual | 52,828 | 121 | ,437 | | |
| | Total | 78,935 | 123 | | | |

a. Dependent Variable: Intention_to_Buy

b. Predictors: (Constant), Generic Attitudes towards FT and FT products, Specific Attitudes towards FT and FT products

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1,735 | ,346 | | 5,013 | ,000 |
| | Specific Attitudes towards FT and FT products | ,315 | ,094 | ,295 | 3,350 | ,001 |
| | Generic Attitudes towards FT and FT products | ,388 | ,095 | ,360 | 4,081 | ,000 |

a. Dependent Variable: Intention_to_Buy

### 6.4. Predictors of Willingness to Pay More

- **Ethical and Responsible Consumption practices attitudes, Knowledge, Generic and Specific Attitudes towards FT and FT products on Willingness to Pay**

Regarding Willingness to Pay more, it was performed the stepwise regression with the same independent variables. As the results show, the model was significant ($p<0,05$), however it was week to explain Willingness to Pay more.

When checking the independent variables, it is possible to observe that only Specific Attitudes actually has significant, although weak, influence on Willingness to Pay a premium price. Nonetheless, other factors determining Willingness to Pay for FT products are unknown.

*Table 17 - Regression Analysis (Dependent Variable = Willingness to pay)*

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,265[a] | ,070 | ,063 | 36,7347% |

a. Predictors: (Constant), Specific Attitudes towards FT and FT products

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 12419,697 | 1 | 12419,697 | 9,204 | ,003[b] |
| | Residual | 164631,303 | 122 | 1349,437 | | |
| | Total | 177051,000 | 123 | | | |

a. Dependent Variable: % Willingness to Pay

b. Predictors: (Constant), Specific Attitudes towards FT and FT products

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part | Tolerance | VIF |
| 1 | (Constant) | -39,146 | 18,652 | | -2,099 | ,038 | | | | | |
| | Specific Attitudes towards FT and FT products | 16,926 | 5,579 | ,265 | 3,034 | ,003 | ,265 | ,265 | ,265 | 1,000 | 1,000 |

a. Dependent Variable: % Willingness to Pay

**Excluded Variables[a]**

| Model | Beta In | t | Sig. | Partial | Collinearity Statistics |
|---|---|---|---|---|---|

| | | | | | Correlation | Tolerance | VIF | Minimum Tolerance |
|---|---|---|---|---|---|---|---|---|
| 1 | Knowledge | -,096[b] | -1,102 | ,273 | -,100 | ,998 | 1,002 | ,998 |
| | Ethical and Responsible Consumption practices attitudes | ,061[b] | ,589 | ,557 | ,053 | ,706 | 1,416 | ,706 |
| | Generic Attitudes towards FT and FT products | -,011[b] | -,104 | ,918 | -,009 | ,706 | 1,416 | ,706 |

a. Dependent Variable: % Willingness to Pay

b. Predictors in the Model: (Constant), Specific Attitudes towards FT and FT products

## 6.5. Regressions' Summary

In order to summarize the results of the regressions, Figure 6 represents the model with the information for all the constructs together.

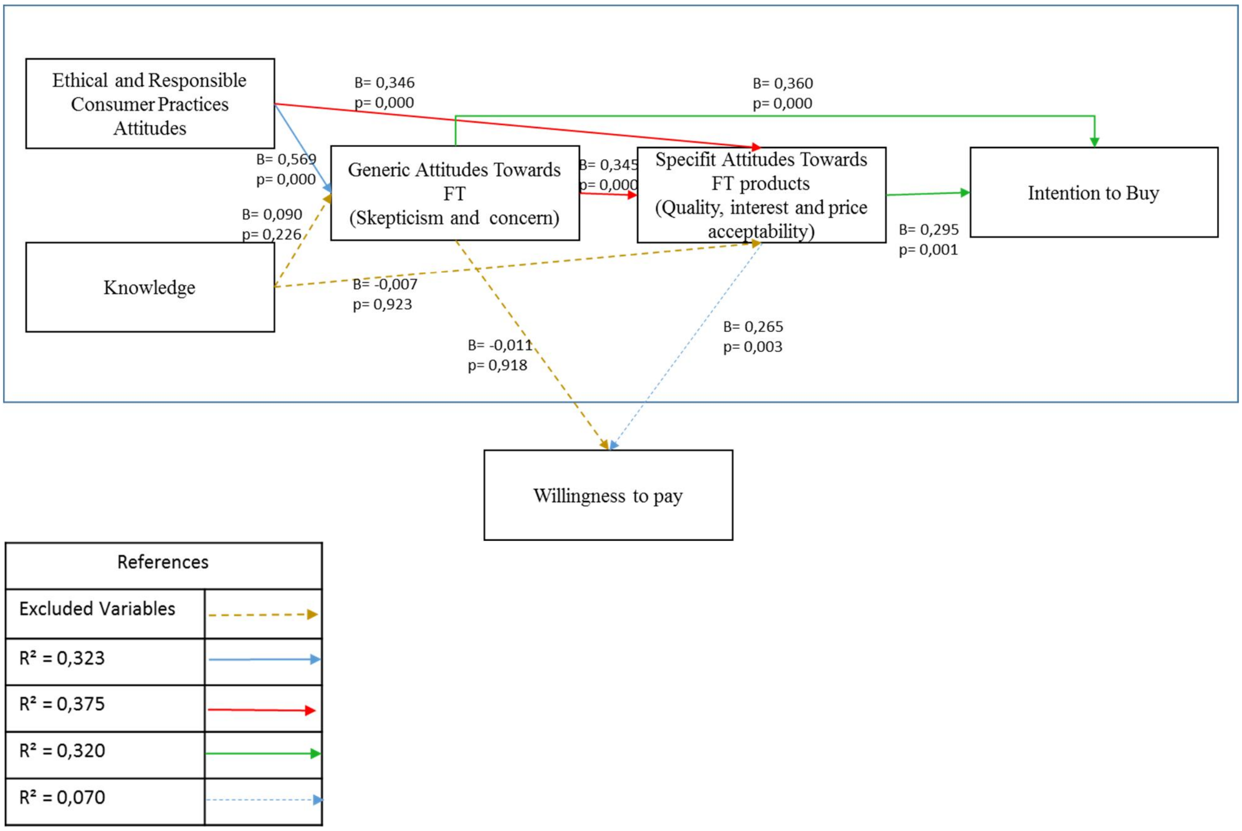



*Figure 6 - Model Summary*

## 7. Clusters' Analysis

In order to better classify the sample regarding their attitudes, it was performed a clusters' analysis in the SPSS. The four inputs used for clustering were Ethical and Responsible consumption practices attitudes, Generic and Specific Attitudes towards FT. Firstly, it was performed a TwoStep clustering analysis in order to define the ideal number of clusters to be used. Table 16 demonstrate the results of the TwoStep method:

**Model Summary**

| | |
|---|---|
| **Algorithm** | TwoStep |
| **Inputs** | 4 |
| **Clusters** | 2 |

**Cluster Quality**

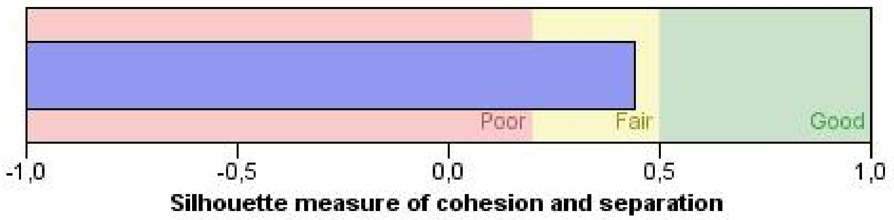



*Figure 7 - Clustering Analysis*

*Table 18 - TwoStep Clustering Analysis*

**Auto-Clustering**

| Number of Clusters | Schwarz's Bayesian Criterion (BIC) | BIC Change[a] | Ratio of BIC Changes[b] | Ratio of Distance Measures[c] |
|---|---|---|---|---|
| 1 | 380,359 | | | |
| 2 | 354,235 | -26,125 | 1,000 | 1,520 |
| 3 | 350,245 | -3,990 | ,153 | 1,081 |
| 4 | 349,443 | -,802 | ,031 | 1,798 |
| 5 | 366,113 | 16,670 | -,638 | 1,227 |
| 6 | 386,827 | 20,713 | -,793 | 1,430 |
| 7 | 412,903 | 26,076 | -,998 | 1,016 |
| 8 | 439,178 | 26,275 | -1,006 | 1,052 |
| 9 | 466,056 | 26,878 | -1,029 | 1,190 |
| 10 | 494,802 | 28,746 | -1,100 | 1,379 |
| 11 | 526,244 | 31,442 | -1,204 | 1,220 |
| 12 | 558,969 | 32,726 | -1,253 | 1,053 |
| 13 | 591,989 | 33,020 | -1,264 | 1,057 |
| 14 | 625,310 | 33,321 | -1,275 | 1,004 |
| 15 | 658,654 | 33,344 | -1,276 | 1,510 |

a. The changes are from the previous number of clusters in the table.

b. The ratios of changes are relative to the change for the two cluster solution.

c. The ratios of distance measures are based on the current number of clusters against the previous number of clusters.

The model suggested only two different clusters. After the TwoStep clustering, it was performed a K-means analysis, aiming to characterize the segments. Table 17 demonstrates the results for the K-means clusters, showing the two clusters and the means for answers of each input.

*Table 19 - K-means Analysis*

**Initial Cluster Centers**

| | Cluster | |
|---|---|---|
| | 1 | 2 |
| Ethical and Responsible Consumption practices attitudes | 2,166666666667 | 5,000000000000 |
| Specific Attitudes towards FT and FT products | 1,67 | 4,11 |
| Generic Attitudes towards FT and FT products | 1,43 | 5,00 |

**Iteration History[a]**

| | Change in Cluster Centers | |
|---|---|---|
| Iteration | 1 | 2 |
| 1 | 1,879 | 1,466 |
| 2 | ,228 | ,089 |
| 3 | ,140 | ,063 |
| 4 | ,097 | ,054 |
| 5 | ,071 | ,044 |
| 6 | ,052 | ,034 |
| 7 | ,050 | ,035 |
| 8 | ,019 | ,013 |
| 9 | ,000 | ,000 |

a. Convergence achieved due to no or small change in cluster centers. The maximum absolute coordinate change for any center is ,000. The current iteration is 9. The minimum distance between initial centers is 5,173.

**Final Cluster Centers**

| | Cluster | |
|---|---|---|
| | 1 | 2 |
| Ethical and Responsible Consumption practices attitudes | 3,501633986928 | 4,264840182648 |
| Specific Attitudes towards FT and FT products | 2,86 | 3,59 |
| Generic Attitudes towards FT and FT products | 3,17 | 4,28 |

**Number of Cases in each Cluster**

| | | |
|---|---|---|
| Cluster | 1 | 51,000 |
| | 2 | 73,000 |
| Valid | | 124,000 |
| Missing | | ,000 |

As it is possible to notice in the Table 18, the sample was divided in two different clusters. It was possible to notice a dichotomy between them. Due to this difference, the clusters were labelled according to their characteristics.

*Table 20 - Clusters Division*

| Cluster | Unbelievers | Activists |
|---|---|---|
| Size | 41,1% | 58,9% |
| Input | Means | |
| Specific Attitudes towards FT and FT products | 2,8562 | 3,5936 |
| Generic Attitudes towards FT and FT products | 3,1709 | 4,2798 |
| Ethical and Responsible consumption practices attitudes | 3,5016 | 4,2648 |

The first group was called the “Unbelievers”. They represent 41,1% of the overall sample and are grouped around a not so positive attitude in all inputs. The Unbelievers show some preoccupation with ethical and responsible consumption, although usually do not believe that their consumption behavior can cause much changes in society. These consumers not only do not care much about the FT concept but also look at it with some skepticism. They also do not have a very positive perception of the quality of these products, and think that the attributes are not so interesting as well. Last, the Unbelievers are more price sensitive, so less receptive to higher prices.

The second group was named “Activists”, and they represent 58,9% of the sample. The Activists are very much engaged in ethical and responsible consumption practices, since they believe that it is possible to change the World through their personal consumption. Thus, these consumers care much with what, why and how they purchase, and have an attentive eye on if the companies are producing with sustainability. The Activists see FT as an important concept, and think that it might work well to help the society. Furthermore, they like the attributes and quality of FT products. However, although less price sensitive than the Unbelievers, they are also concerned with high prices.

## 7.1. Characteristics of segments

Through the crosstab technic, it was possible to identify if there were any significant differences in the Demographics, Knowledge, Intention to Buy and Willingness to pay more for each cluster. Table 19 demonstrates the characteristics.

*Table 21 - Clusters Characteristics*

| | Unbelievers n=51 | Activists n=73 |
|---|---|---|
| **Gender** | | |
| Female | 39,2% | 53,4% |
| Male | 60,8% | 46,6% |
| **Age** | | |
| <= 25 years old | 31,4% | 31,5% |
| 26-30 years old | 33,3% | 34,2% |
| 31-40 years old | 17,6% | 11,0% |
| Over 41 years old | 17,6% | 23,3% |
| **Education** | | |
| Incomplete High School | 0,0% | 1,4% |

| | | |
|---|---|---|
| High School´s Diploma | 7,8% | 4,1% |
| Incomplete Bachelor | 17,6% | 11,0% |
| Bachelor´s Diploma | 49,0% | 45,2% |
| PhD/Masters/Post-graduation/MBA | 25,5% | 38,4% |
| Monthly Household Income | | |
| Up to R$1.499,99 | 3,9% | 4,1% |
| From R$1.450,00 to R$2.899,99 | 13,7% | 8,2% |
| From R$2.900,00 to R$7.249,99 | 23,5% | 34,2% |
| From R$7.250,00 to R$14.499,99 | 23,5% | 24,7% |
| Over 14.500,00 | 35,3% | 28,8% |
| Past Purchase Experience | | |
| Have purchased | 39,2% | 53,4% |
| Never purchased | 60,8% | 46,6% |
| Knowledge | | |
| Do not Know FT | 56,9% | 43,8% |
| Know FT | 43,1% | 56,2% |

The main demographic differences between the groups concerns to Gender. Unbelievers are mostly formed by men (60,8%) while Activists are mostly women (53,4%). Although the demographics are not significant to characterize statistically the clusters, other differences among groups are Past Purchase Experience and Knowledge. On average, Activists know more about FT than Unbelievers.

Regarding Intention to Buy and Willingness to Pay, several differences in means were observed between clusters. Table 20 demonstrate the differences:

*Table 22 - Clusters' Intention to Buy and Willingness to Pay means*

| Intention to Buy | | | | | |
|---|---|---|---|---|---|
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Unbelievers | 3,96 | 0,937 | 27,629 | 0,000 | 0,185 |
| Activists | 4,66 | 0,533 | | | |
| **Willingness to Pay** | | | | | |
| | Descriptives | | ANOVA | | |
| | Mean | Std Deviation | F | Sig. | Eta² |
| Unbelievers | 1,29% | 29,94% | 15,678 | 0,000 | 0,114 |
| Activists | 27,20% | 39,44% | | | |

Intention to Buy is high for both groups. However, Activists had almost the highest average possible, with 4,66 out of 5. Unbelievers were a little bit less positive, with 3,96.

Regarding to Willingness to Pay, the difference was clear. Activists are Willing to Pay on average 27% more for a FT product, while Unbelievers would spend only 1,29% more. The average of the whole sample was 16,5%.

## V. Conclusion

The objective of this project was to evaluate components of the attitude of Brazilian consumers' towards FT and FT products that are related to intention to buy.

Among the specific objectives of the project were:

- To identify the elements that mostly predict purchase intention of FT products
- To measure and segment of the consumers´ attitudes and knowledge towards FT

In order to reach the objectives, this study was based on the data collected through a self-administered questionnaire with 124 respondents. In order to elaborate the questionnaire and analyze the data, five constructs were taken from the literature to guide the task. The constructs were "Ethical and Responsible Consumption Practices", "Knowledge", "Generic Attitudes Towards FT and FT Products" and"Specific Attitudes Towards FT and FT Products", plus "Demographics". The model used to analyze the data was based on the proposition of De Pelsmacker and Janssens (2007), which is derived from the Ajzen's (2002) Theory of Planned Behavior. The six constructs were measured through questions using a 5 point Likert scale.

According to the literature, these constructs are predictors of "Intention to Buy", which is the closest step to the behavior engagement. Furthermore, positive scores in each construct are linked with a positive Intention to Buy.

In order to check for situational factors towards FT behavior, it was also measured the respondents Willingness to Pay, according to the model used by Kirzeli and Kuscu (2007). According to the authors, Intention to Buy would not become behavior if the products prices were over the willingness to pay.

The data collected was analyzed through statistical techniques, always aiming to answer to the objectives of the research. The analysis began with the descriptive of the sample, means comparisons, correlation analysis, multiple linear regressions and a cluster analysis.

**Identification of elements that mostly predict purchase intention of FT products**

In order to identify elements predictors of purchase intention and Attitudes, it was performed the Linear Correlation analysis and Multiple Linear Regression analysis.

The results showed that Intention to buy is positively correlated to Generic Attitudes (0,518), Specific Attitudes (0,473), Ethical and Responsible Consumption Practices Attitudes (0,491) and Gender (-0,245). Willingness to pay, although is not a predictor of Intention to Buy according to the model, is also positively correlated (0,491) to it. The negative correlation with Gender means that women have more positive Intention to Buy than men.

The results of the Multiple Linear Regression shows that the only constructs that could significantly predict Intention to Buy are Ethical and Responsible Consumption Practices Attitudes, Specific Attitudes and Generic Attitudes. According to the model proposed, the regression, which represents 32% of the Intention to Buy variance, is represented by the equation:

*Intention to Buy = 1,735 + 0,360 (Generic Attitudes) + 0,295 (Specific Attitudes)*

The results suggest that people who are not skeptical, are concerned with FT, like the product quality and attributes, and engage in ethical consumption are likely to show a more positive intention to buy.

**Measurement and segmentation of the consumers´ attitudes and knowledge towards FT and FT products.**

On average, the Brazilian consumers´ have quite positive attitudes towards FT and FT products. When the averages of the constructs for the whole sample were calculated, it was found that consumers had positive attitudes regarding Ethical and Responsible Consumption practices (3,95), Generic Attitudes Towards FT and FT Products(3,82) and Specific Attitudes Towards FT and FT Products (3,28).

Specifically in what FT is concerned, respondent showed a very high Product Interest (4,29) however an average Perceived Product Quality (3,01). Furthermore, the respondents showed to understand and value the importance of the topic (Concern with FT = 4,28). Moreover, the respondents showed to trust in the efficacy of the concept (Skepticism = 3,47).

Looking deeper in the demographic characteristics, statistically significant differences in the attitudes means were noticed only in Gender. On average, women have more positive attitudes in all constructs than men.

Regarding to the Knowledge of FT, it is possible to affirm that Brazilian consumers do not know much about the concept. Although 52% of the sample was aware of the FT concept, in the questions measuring how much they believed to know about it, the average was 2,16. This might demonstrate that consumers do not know much about the concept itself, although many have heard about it before.

In order to segment the characteristics of Brazilian consumers´ attitudes towards the concept of FT and its products, it was performed a Clusters´ analysis.

Two clusters were identified, and were named the Unbelievers and the Activists. The first group comprises of people with a not so positive mean on constructs predicting Intention to Buy and Willingness to Pay. Although they still showed high intention to buy (mean = 3,96), they were not willing to pay much more for a FT product (1,29% premium), which means that if price is too much higher than what they are used to pay, the purchase behavior is unlike to occur. The Activists, on opposition, have very positive means on every construct. They agreed almost to the maximum level on the intention to buy (mean = 4,66) and were willing to pay an expressive premium of 27,2% on FT products. Regarding demographics, there were not significant statistical differences between groups, although Activists are mostly formed by Women (53,4%) and knows more about FT (56,2%). On the other hand, Unbelievers are mostly men (60,8%), and on average is unaware of the FT concept (56,9%).

**Measurement of consumers´ Willingness to Pay for FT products**

The research also showed that on average, the sample is willing to pay 16% more for FT products. Furthermore, the regression analysis showed that Willingness to Pay variance is explained by Specific Attitudes Towards FT products. This means that the premium to be paid is positive related to how much the consumer is sensitive to price. Also, the product quality and attributions also plays a role in determining the premium to be paid. Thus, the lower perceived quality or not so likable attributes results in a lower Willingness to pay more for FT products.

## 1. Managerial Implications

In this section, it will be presented some possible implications of the results found in this research.

First of all, the FT concept is still not spread out among Brazilian consumers. The awareness is still not high, and among those who are aware, the perceived knowledge is still average. Although in the analysis the construct Knowledge was not good in explaining positive Intention to Buy, it is still presumable that an actual purchase behavior might probably not happen if the individual does not know what he is purchasing. Thus, if the FT organizations wish to sell more FT products in Brazil, it is important to address this problem, with better communication of the brand.

Second, in this study it was the three attitudinal constructs that most predict Intention to Buy. They are Ethical and Responsible Consumption Practices Attitudes, Generic and Specific Attitudes Towards FT and FT Products. Therefore, to increase the probability of FT products purchase behavior, it is important to raise these attitudes.

Regarding Ethical and Responsible Consumption Practices, they are not linked to FT itself, but to the Ethical Consumer. Thus, raising scores in these constructs means to increase awareness on the importance to concern with the procedure of products, as well as on the relevance of engaging in a more sustainable consumption behavior. Lastly, to make these attitudes more positive is also important to raise the Perceived Consumer Control, which means to increase the feeling that the individual consumer has power on shaping changes in companies and other consumers' behaviors.

Generic and Specific Attitudes have more direct managerial implications on disseminating FT products in Brazil. To begin with, Generic Attitudes are linked to Skepticism and Concern with FT. Thus, it is very important, in order to increase sales of FT products, to make sure that it is clear for the consumer that FT actually works helping the marginalized producers. This is related to the construction of the concept image in the consumers' mind. To raise these attitudes, more information on the process should be provided. The FT concept can be confusing, thus it is important to communicate simply and clearly how FT works and why it is beneficial. On the other hand, Specific Attitudes are related to the product itself. A better perception of the product quality and an appropriate offer of product types and segments are linked to a more positive intention to buy. Here, the product should actually perform well, as well as be nicely presented. One of the actions that could be taken is to benchmark the product with the traditional competition and analyze the specific product characteristics that drives consumption preferences. Here, promotions could also be done, in order to make the consumer test the product and verify its quality. Decent packaging and product category portfolio strategy should also be taken in consideration.

Regarding to pricing, consumers are willing to pay on average 16% more for FT products. However, there is a big difference between the consumer clusters in regards to price premium. Therefore, in one hand, it is important to engage in a pricing strategy positioning FT products with a fair price, but still in a competitive range. On the other hand, the Activists consumers are willing to pay much more for FT products. It happens because Willingness to Pay is related to the Specific Attitudes towards FT.

This fact takes back to the product characteristics. Not only price should be competitive, but the product itself should be attractive. It is important to put down the image that FT is only about charity and construct the image of high quality and performance products. By doing that, maybe some Unbelievers could become Activists, which are willing to pay on average 27% more for the FT products.

To conclude, the two different segments of consumers' should drive to different strategies in order to increase FT products sales. For the Activists, which are mostly women, with highly positive attitudes towards FT and engaged in ethical and responsible consumption, it is important to raise the awareness of the concept. Most of them has already consumed FT products. However, there are still 41% of them who never heard about FT before. On the other hand, for the Unbelievers, a strong effort on making attitudes more positive should be considered. FT should be communicated in a simple way since the concept should be easy and understandable. This may reduce skepticism and increase the concern. And since the aim of FT is to compete with traditional companies, it should again be competitive both in price and products quality attributes.

## 2. Limitations

Three main limitations are found in this project. The first one is regarding the sample size and geographic distribution. Although it was an exploratory study, the respondents are mostly concentrated in the state of São Paulo. Furthermore, 124 is still a low number to generalize results. The second limitation is regarding demographics. The sample respondents educational level is clearly shifted to high education, with a great proportion of the sample having a Bachelor´s degree or higher. Regarding to income, the respondents are mostly part of the top social classes. This both demographic facts may show that the sample has a high cultural level. This does not represent the average Brazilian citizen. Last, this study only includes price as situational factors. Other situational factors, such as product accessibility might also affect FT consumer behavior. As suggestion for further studies would be also to perform the model using structural equations to better understand possible collinear effects between the predictive constructs.

One point should also be taken in consideration. The model on which this study was based, was made in Europe, where FT knowledge levels are high. The author adapted in Brazil aiming to mitigate any misunderstanding regarding the expression “fair trade”. Thus, more research must be done in order to test a model of FT attitudes for Brazilian consumers.

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# VII. Appendices

## Appendix 1 – Survey Instrument

Obrigado por participar do nosso questionário.

11%

O objetivo desta pesquisa é entender as atitudes, conhecimento e comportamento dos consumidores face ao conceito de Comércio Justo/*Fair Trade*.

O tempo de resposta é em torno de 6 minutos e sua ajuda é fundamental para o êxito de nossa pesquisa.

Para cada questionário respondido completamente, será doado R$1,00 para o Lar Nossa Senhora Menina, que abriga crianças carentes. Para saber mais, acesse: http://www.carmelitasmensageiras.com.br/obras.htm

Muito obrigado!

Próxima

***1. Nas minhas compras do dia a dia procuro...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| não comprar produtos de empresas que sei que causam danos ao meio ambiente. | ○ | ○ | ○ | ○ | ○ |
| não comprar produtos de empresas que sei que não respeitam os direitos de seus trabalhadores. | ○ | ○ | ○ | ○ | ○ |
| não comprar produtos de empresas que sei que têm relações com organizações ilegais ou pouco transparentes. | ○ | ○ | ○ | ○ | ○ |
| não comprar produtos de empresas que sei que utilizam trabalho infantil. | ○ | ○ | ○ | ○ | ○ |

***2. Na decisão de compra de um produto, eu busco...**

| | Discorto totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo Totalmente |
|---|---|---|---|---|---|
| limitar meu consumo àquilo que realmente preciso. | ○ | ○ | ○ | ○ | ○ |
| adquirir produtos em que o preço se reverte para uma causa humanitária. | ○ | ○ | ○ | ○ | ○ |
| adquirir produtos que criem melhores condições e preços a produtores menos favorecidos. | ○ | ○ | ○ | ○ | ○ |
| me informar sobre a forma como os produtos são produzidos antes de compra-los. | ○ | ○ | ○ | ○ | ○ |

**Imagine uma marca hipotética de café, que possui o selo abaixo. Para ter este selo, este produto deve garantir que o pequeno produtor receba um preço maior por sua produção, desde que ele respeite o meio ambiente e leis trabalhistas. Além disto, proporciona uma melhor competitividade para o pequeno produtor, abrindo mercados internacionais que só são atingidos por grandes empresas, proporcionando ferramentas para uma produção mais eficiente e condições dignas de vida e trabalho. Com isso, este café garante melhores condições de vida e redução da pobreza de pequenos produtores rurais, proporcionando o desenvolvimento das comunidades locais.**

FAIRTRADE
Comércio Justo

***3. Na minha opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| não há garantias que este produto realmente beneficie os produtores menos favorecidos. | | | | | |
| não acredito que seja possível obter lucros com este tipo de produto. | | | | | |
| comprar este café ou produtos com o mesmo conceito não ajuda em nada no longo prazo. Serve apenas para aliviar a nossa consciência. | | | | | |
| não acredito que seja possível o funcionamento deste conceito de produto em grande escala, ou seja, sempre será um mercado pequeno e irrelevante. | | | | | |

***4. Na minha opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| o conceito desta marca de café é importante. | | | | | |
| o conceito deste café deveria ser mais difundido, a ponto de que a maioria dos produtos no comércio tenham o mesmo conceito. | | | | | |
| considero importante que minhas compras possam ter impacto social positivo. | | | | | |

***5. Na minha opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| como a maioria das pessoas não estão interessadas em contribuir, minha atitude se torna inútil. | | | | | |
| acredito que eu comprar produtos como este café não faça efeito na resolução de problemas sociais. | | | | | |
| a minha compra individual não faz qualquer diferença na resolução dos problemas e desigualdades socioeconômicas. | | | | | |
| cada consumidor individualmente pode ter um efeito positivo na sociedade caso compre produtos com conceito igual ao deste café. | | | | | |

***6. Na minha opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| o conceito deste café não me interessa. | | | | | |
| não compraria este café porque não conheço mais ninguém que também compre. | | | | | |
| eu não me interesso por este café ou produtos com conceito semelhante pois prefiro as minhas marcas habituais. | | | | | |

***7. Acredito que...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| este café e produtos com conceito semelhante provavelmente têm qualidade maior do que os outros produtos. | | | | | |
| este café e produtos com conceito semelhante provavelmente são mais gostosos que os outros produtos. | | | | | |
| este café e produtos com conceito semelhante são mais saudáveis do que os outros produtos. | | | | | |

***8. Na minha opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| eu só compraria este café ou produtos com conceito semelhante se eu realmente gostasse do produto. | | | | | |
| só compraria este café se o preço fosse igual aos produtos normais. | | | | | |
| eu compraria um produto como este café, mesmo que ele tivesse qualidade inferior, apenas por causa do conceito. | | | | | |

***9. Havendo disponibilidade, eu compraria este café ou produtos com conceito semelhante.**

| Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo Totalmente |
|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ |

***10. Você já comprou produtos provenientes de fair trade, comércio justo ou com conceito semelhante a este café?**

- ○ Sim
- ○ Não

***11. Quantas vezes você já comprou produtos provenientes de fair trade, comércio justo ou com conceito semelhante a este café?**

| Uma ou duas vezes | Três ou quatro vezes | Cinco ou seis vezes | Sete vezes ou mais |
|---|---|---|---|
| ○ | ○ | ○ | ○ |

***12. Você estaria disposto a pagar mais pelo café apresentado?**

- ○ Sim
- ○ Não

***13. Na minha opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| é uma pena que produtos como este café normalmente sejam mais caros. | ○ | ○ | ○ | ○ | ○ |
| não faz sentido ter que pagar mais por este café. | ○ | ○ | ○ | ○ | ○ |
| este café e produtos com conceito semelhante não deveriam ser mais caros do que os outros produtos. | ○ | ○ | ○ | ○ | ○ |
| este café e produtos com conceito semelhante deveriam ser mais baratos. | ○ | ○ | ○ | ○ | ○ |

**14. [Opcional] Quanto você pagaria por 0,5kg de café de sua preferência atualmente (em R$)?**

***15. Considerando que o pacote de 0,5kg das quatro marcas mais conhecidas de café (Pilão, 3 Corações, Pelé e Mellita) custam em torno de R$8,00, quanto você pagaria pelo pacote do café apresentado na pesquisa?**

Já estamos quase acabando! Gostaríamos de rapidamente avaliar o quanto você sabe sobre o Fair Trade. Segue a definição:

O Comércio Justo/Fair Trade é um modelo de negócio que visa proporcionar melhores condições a pequenos produtores de países em desenvolvimento. Ele garante aos produtores um preço mais competitivo por seus produtos e melhores condições de vida. O Comércio Justo é um modelo de comércio sustentável, que pretende combater a pobreza, desigualdades sociais, e expandir boas práticas ambientais na produção. Dentre os produtos existentes no comércio justo, o café é um dos mais importantes.

***16. Você conhece ou já ouviu falar a respeito de comércio justo/fair trade?**

- ○ Sim
- ○ Não

***17. Na sua opinião...**

| | Discordo totalmente | Discordo parcialmente | Não concordo nem discordo | Concordo parcialmente | Concordo totalmente |
|---|---|---|---|---|---|
| comparado com a maioria das pessoas, eu sei muito a respeito do comércio justo. | ○ | ○ | ○ | ○ | ○ |
| me sinto à vontade em discutir a respeito do comércio justo. | ○ | ○ | ○ | ○ | ○ |
| me considero bem informado sobre o tema comércio justo (produtos, objetivos, etc.). | ○ | ○ | ○ | ○ | ○ |

***18. Qual seu sexo?**

- ◯ Masculino
- ◯ Feminino

***19. Qual sua idade?**

***20. Qual seu estado civil?**

- ◯ Solteiro(a)
- ◯ Casado(a)
- ◯ União Estável
- ◯ Separado(a)
- ◯ Divorciado(a)

**21. Você tem quantos filhos?**

***22. Qual o seu nível de escolaridade?**

- ◯ Sem estudos
- ◯ Ensino fundamental incompleto
- ◯ Ensino fundamental completo
- ◯ Ensino médio incompleto
- ◯ Ensino médio completo
- ◯ Ensino superior incompleto
- ◯ Ensino superior completo
- ◯ Doutorado/Mestrado/Pós-graduação/MBA

***23. Renda Familiar mensal**

- ◯ Até R$1.499,99
- ◯ De R$1.450,00 a R$2.899,99
- ◯ De R$2.900,00 a R$7.249,99
- ◯ De R$7.250,00 a R$14.499,99
- ◯ R$14.500,00 ou mais