DEGREE THESIS

JOHANNA HANNUS

Research in consumer perceptions and attitudes towards apparel labeled as Fairtrade in Helsinki

Johanna Hannus

Arcada University of Applied Sciences
International Business

Helsinki 2010

DEGREE THESIS	
Arcada	
Degree Programme:	International Business
Identification number:	8256
Author:	Johanna Hannus
Title:	Research about consumer perceptions and attitudes towards apparel labeled as fair trade in Helsinki.
Supervisor (Arcada):	Sveinn Eldon
Commissioned by:	-

Abstract:

TransFair USA is piloting a program to be able to Fairtrade certify the whole production process for apparel. Today it is only the cotton in apparel that can be Fairtrade certified. With this pilot program FairTrade USA wants to change the situation so that we in the near future could be talking about Fairtrade apparel, not just apparel made out of Fairtrade cotton.

With this study the market in Helsinki for Fairtrade apparel will be studied. Would consumers be interested in these kinds of clothes? The plan is to through a quantitative research find out about consumer perceptions and attitudes towards Fairtrade labeled apparel. Three hypotheses are put down and together with some research questions the intention is to be able to group the respondents in three different groups according to their attitudes. Crosstabulations and frequency testing will be used to give a good understanding on the situation today in Helsinki.

Keywords:	Fairtrade, apparel, consumer perceptions, Fairtrade Apparel Program, Helsinki, Fairtrade certification
Number of pages:	35
Language:	English
Date of acceptance:	14 April, 2010

TABLE OF CONTENT

EXPLANATIONS AND ABBREVIATIONS

To make it easier for the reader to understand the thesis, the most commonly used abbreviations and the wording of fundamental issues are listed under.

- FLO is the abbreviation for Fairtrade Labelling Organizations International; the international roof organization of Fairtrade Finland.
- IFAT is the abbreviation for International Federation for Alternative Trade that recently changed name to WFTO (World Fair Trade Organization).
- "Fairtrade" stands for the certification label used by Fairtrade Organizations worldwide. The certification label may also be written as "Fair Trade", but to make it easier and more consistent only the word "Fairtrade" will be used in this thesis. The writer has therefore changed the way TransFair USA uses the word Fairtrade.
- "Fair trade" is used when the writer is talking generally about the production process and marketing of Fairtrade labeled products and apparel.
- It will consistently be used "labeling products as Fairtrade" and the "Fairtrade label". In e.g. the USA "Fair Trade Mark" is used but the writer of this thesis will for the sake of continuity use the word label.
- BSCI stands for Business Social Compliance Initiative.
- WRAP stands for Worldwide Responsibility Accredited Production.

LIST OF FIGURES

1 INTRODUCTION

Fairtrade is a rather new way of doing business, the whole movement started in 1988 with the launch of the first Fairtrade label, Max Havelaar, in the Netherlands. The first product sold was coffee and the brand name Max Havelaar came from a fictional Dutch character who opposed the exploitation of coffee pickers in Dutch colonies. (FLO 2009) The Max Havelaar initiative has since then been replicated in many other developed countries. Max Havelaar is used in Belgium, Switzerland, Denmark, Norway and France. In Germany, Austria, Luxemburg, Italy, the United States, Canada, and Japan they talk about TransFair. In the UK and Ireland the Fairtrade Mark, in Sweden Rättvisemärkt and here in Finland we talk about Reilu kauppa. Fairtrade Labeling Organization Internationals is the international umbrella organization for all these different national bodies. (FLO 2009)

Today there is no such thing as Fairtrade certified apparel because the production process is not certified with the Fairtrade label, it is only the cotton used in clothes that can be Fairtrade certified. (Reilu kauppa 2010) TransFair USA, the United States Fairtrade organization, is working on a pilot program to be able to certify the whole production process. This will enable us to talk about Fairtrade labeled or certified apparel, not just apparel made of Fairtrade certified cotton. (TransFair 2009) Today you can find Fairtrade coffee and tea products in Helsinki in the following places; Wayne's Coffee cafeterias, Memphis and Amarillo restaurants, and the cafeterias of the University of Helsinki, and many more. The Finnish clothing company Nanso produces handbags and bags made of Fairtrade certified cotton. These can be purchased directly from Nanso to be used e.g. as corporate gifts. (Reilu kauppa 2010) Fairtrade cotton clothes can e.g. be purchased in the Market Hall in Hakaniemi, Helsinki, in a store called Epäonnistunut tyttö or Failed girl in English. (Epäonnistunut tyttö 2010) It is also possible to purchase coffee, tea, bananas, wine and other products from supermarkets around Finland. (Reilu kauppa 2010)

In light of this information, this thesis has as its goal to research the opportunity for introducing fair trade apparel to the Helsinki market. Is there room for these products in Helsinki stores and are consumers willing to purchase fairly trade apparel? This thesis examines consumer perceptions and attitudes towards apparel labeled as Fairtrade. What do consumers think of fairly traded products overall and is fair trade apparel more interesting to consumers than “ordinarily” traded apparel. The aim is to find out if there would be a market for introducing Fairtrade certified apparel in Helsinki. The aim is to get answers to these questions through a quantitative research approach, where a questionnaire is used.

1.1 Motivation for choice of research topic

In consumer research it has come up that 50 per cent of the consumers in the UK would buy fair trade products. The reality, though, is that fair trade lines in a company’s product sector, in the UK, usually accounts for less than one per cent of their business. (Nicholls 2002) The problem might be that fair trade products do not get the same awareness as other products because fair trade is not branded in the same way. This is something that Nicholls (2002) also recognizes because fair trade products have a “charity shop” image. With this he means that these products are of unequal quality and therefore lack the “must have” feeling branded products often have. Mark Shayler of Asda has commented the difficulties in fair trading in Nicholls (2002 p. 12) article as follows: “[…] I think the Fairtrade Foundation needs to be really, really clear about how they communicate the benefits of fairly traded products and how they differentiate it from alternative ethically traded products.”

FLO (Fairtrade Labelling Organizations International) conducted a research in 2008 about consumer attitudes to Fairtrade and ethical labeling. This research was carried out in 15 countries and found that half of the public are familiar with the Fairtrade mark. The survey further showed that 55 % of consumers are so called active ethical consumers, which depicts that there is opportunity for huge growth in the Fairtrade market. (FLO Annual Report 2008-2009)

Today more emphasis is made on promoting Fairtrade apparel to the market as something fashionable and attractive. The British Fairtrade Foundation is campaigning through out 2010 to make fashion fairer. To back them up, they have fashion models such as Lisa Butcher, Genevieve Lake, and Laura Haddock. Trevor Leighton has photographed the models wearing the “Fairtrade fashion collection”, which was displayed at the Fairtrade Fortnight event on 22nd February 2010. As part of the campaign, the British Fairtrade Foundation, wants to collaborate with fashion designers to create collections using Fairtrade cotton. This may be a good idea, since 38 % of respondents on a TNS survey said they would like to see more Fairtrade products in high street stores. (Fairtrade Foundation, 2010)

1.2 Research Aim

The aim of this research is to find out what attitudes consumers have towards fair trade apparel. Would there be a market for these kinds of clothes in Helsinki? To make it easier the writer will be grouping consumers into three different groups; namely, positive, neutral, and negative, according to what kind of attitudes and perceptions consumers have towards fair trade apparel. Each group has its own hypothesis linked to it. These hypotheses can be found in part 1.3. Problems and Hypothesis.

1.3 Problems and Hypothesis

To grasp the area of study the researcher has put down some hypotheses that work as pillars of instruction. These hypotheses are supporting the research questions and conclusions. The hypotheses are:

H1. **Consumers are interested in fair trade clothes or find them attractive and are willing to pay a premium amount for them.**

H2. **Consumers are interested in fair trade clothes or find them attractive but are not willing to pay a premium amount for them.**

H3. **Consumers are not interested in fair trade clothes and do not find them attractive and therefore not possible consumers of fair trade clothing.**

With these hypotheses the author will be able to group consumers into the three different groups stated earlier; negative, positive, or neutral. This kind of grouping will help to understand the line of thinking and make it possible to make assumptions that are generally acceptable. Hypothesis one is a group for consumers who have a positive attitude towards fair trade apparel. Hypothesis two stands for consumers with a neutral attitude and hypothesis three is the group of consumers with a negative attitude towards fair trade apparel.

The research question is: "What are peoples perceptions and attitudes towards apparel labeled as Fairtrade?". To be able to answer the research question the author has conducted some more in-depth questions that will help to grasp and understand the area of study. The questions are:

1. What does fair trade mean? Dictionary explanation.
2. Are people willing to pay more for clothes that are marked with the Fairtrade label?
3. Do people find fair trade clothes attractive?
4. Is there a market for fair trade clothes?

1.4 Description of Material and Method

The secondary or literature research and the background material have been gathered from the Emerald Research Register and through the public libraries in Helsinki. For more detailed information about fair trade products and their market the Internet has been used. The author has furthermore visited homepages of Fairtrade Organizations and other companies that sell and distribute fair trade apparel, both in Helsinki and abroad.

For the actual research a questionnaire was used. The questionnaire was handed out in person on paper to respondents and distributed by e-mail to people in the Helsinki region, which includes Espoo, Vantaa, and Kauniainen. The questionnaire was based upon the hypotheses stated earlier. The questionnaire works as the foundation for this research. The questionnaire can be found as an attachment at the end of this thesis. The questionnaire was done in Swedish, Finnish and English. All versions contain the same questions, therefore only the English version is attached.

The author decided to use a questionnaire because this was thought to be the most appropriate way to get as much information as possible from as many as possible in a short amount of time. Even if this method is the most sufficient one for the purpose of this thesis it does have some disadvantages. The problem with questionnaires is that people tend to not be completely truthful when answering. Response rates have also fallen over time and today a response rate of 25 to 33 percent is considered good. (Robinson 2006)

1.5 Limitations

Constraints applied when researching are time, age, and geographical area. These constraints will be further explained to give a good understanding of the research. The conclusion might differ from the one the author got if some of these limitations were changed.

There is a time constraint because the author has only handed out the questionnaire during February 2010. The thesis writing was started in January 2010 and because background information had to be collected before the actual questionnaire was done it took some weeks to make the questionnaire. If the research was carried out in a longer period of time the analysis might look a bit different since more answers could have been collected. The time constraints are applied because the author needs to finish this thesis by March 2010 to be able to graduate in June 2010. The time constraint has also affected the amount of questionnaires that could be distributed and therefore also the quantity of the answers. If there had been more time for distribution it would naturally had carried out in more answers as well.

The primary research has been concentrated to the area of Helsinki, including Espoo, Kauniainen, and Vantaa to fulfill the requirements of the aim and objectives. This is of significant importance for the outcome, since the geographical area is small and if compared to the rest of Finland densely populated. The geographical limitations have been made because it would be too difficult and time consuming to make a research for a bigger area. The density of the population will perhaps also give a slightly different answer than a research carried out in some other area in Finland. In Helsinki there are many shops which give the population an opportunity to find places that sell fair trade products. This may have an impact on if consumers know or have seen Fairtrade products. The sample chosen for this research is consumers in the Helsinki region. These people are in other words possible consumers of Fairtrade products. This sample was chosen because young consumers will be the next generation of ethical consumers (Mirza 2004 in Joergens 2006) and this group shows more interest in fashion than older consumers. (Joergens 2006) The respondents that do not belong to Generation X are also interesting because it enables to compare the two generations and see how their attitudes and perceptions differ.

Age is a third constraint that the researcher adopted more or less unconsciously. It is merely young (ages 20-30) and Generation X (ages 31-40) that have answered the questionnaire. This will probably change the direction of the answers somewhat. According to prior research about marketing fair trade apparel baby boomers (ages 41-60) and swing (ages 61 and above) respondents tend to put greater focus on comfort, value, and quality while Generation X, and in the authors opinion also younger, put more emphasis on wearing fashionable attire. (Littrell, Yoon, and Jaya 2005)

1.6 Technical Frame of References

Prior research done about fair trade has been made for other geographical areas and these researches have concentrated more on the macro perspective of the fair trade movement. William Low and Eileen Davenport (2005) have written a report in the International Marketing Review concerning what impact the marketing of fair trade in the mainstream have had on the fair trade movement. This is interesting research that the author of this report has used as background information when analyzing the situation of fair trade apparel in Helsinki.

Mary A. Littrell, Yoon Jin Ma and Jaya Halepete (2005) have done a research for the Journal of Fashion Marketing and Management about how fair trade is marketed. They have grouped consumers into different age groups and found out what attitudes the different groups have toward fair trade apparel. That research has relevance for this thesis because it gives a good understanding about perceptions and attitudes in USA toward fair trade apparel. The research by Littrell et al. will be used in the discussion part of this thesis. The answers from the writer's questionnaire will be analyzed against the answers from the research by Littrell, Yoon, and Halepete (2005). Is there a difference between age groups and their attitudes towards Fairtrade apparel and to which group, positive, negative or neutral, does the different age groups belong?

Furthermore information about the fair trade movement and fair trade goods will be described, along with some strategic options in fair trade retailing (Nicholls 2002) to give good background information about what fair trade actually is.

2 BACKGROUND INFORMATION ABOUT FAIR TRADE

To get a good insight into the area of fair trade apparel, the researcher have decided to take a look at what fair trade actually is and perhaps more importantly what it is not. For the sake of the research it is also necessary to take a look at how the market for fair trade products looks like; is there a chance to introduce fair trade apparel to the Helsinki market.

2.1 What is Fair Trade?

Hutchens (2009) writes that since the mid-twentieth century fair trade has been about empowering small-scale producers in the international market. She continues saying that in the late 1980s fair trade was all about a system of product certification and labeling. From this we obtained "mainstream" commercial supply, distribution, and retail channels for fair trade products. (Hutchens 2009) Low and Davenport (2005) suggest that the mainstream distribution channels have separated the medium from its message. They state that this have transformed the original fair trade message of changing the trade relations of traditionally exploitative global production. (Murray and Raynolds, 1999, cited in Low and Davenport, 2005 p. 495) In his article Nicholls (2002) suggests that if companies involve fair trade into their business it provides them a good corporate social responsibility and a commercial opportunity. To distinguish between fair trade business and mainstream business approaches phrases like “people over profits” and “builds lives not wallets” are used. (Littrel et. al 2005)

Due to the fact that fair trade is distributed and marketed through mainstream channels today it may have some implications on the movement’s message. First consumers have to be convinced of the quality of the product and then it is possible to focus on the Fairtrade message, otherwise consumers may be less interested in the product. (Levi and Linton, 2003, cited in Low and Davenport 2005 p. 500) The problem is in other words that people may misunderstand the concept of fair trade. People buy the products because they like them, not because they want to support the movement and its principals. Hence the products are sold because of their quality, the Fairtrade label is only used as an additional marketing tool. (SED 2002 cited in Low and Davenport, 2005 p. 500)

Bird and Hughes (1997) cited in Nicholls article in the International Journal of Retail & Distribution Management (2002 p.7) states that we first have to make a clear distinction between ethical trade and fair trade; because there is one. Ethical trade is a matter of corporate responsibility, when fair trade is something product specific and developmentally focused.

Fair trade commerce is defined as follows:

- direct purchasing from producers;
- transparent and long-term trading partnerships;
- co-operation not competition;
- agreed minimum prices, usually set ahead of market minimum;
- focus on development and technical assistance via the payment to suppliers of an agreed social premium; and
- provision of market information. (Brown 1993 quoted in Nicholls 2002 p.7)

Fair trade contracts furthermore include employer codes of conduct for fair pay and acceptable working conditions. (Nicholls 2002)

The definition of Fairtrade accepted by FINE is:

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

This is a definition by the Fairtrade Labeling Organizations International (FLO), the International Federation for Alternative Trade (IFAT), Network of European World Shops (NEWS!), and the European Fair Trade Association (EFTA). These four organizations build up an informal network called FINE. (Hayes and Moore 2005)

2.2 Principles of Fairtrade

Fairtrade is a certification system that is developed to enhance the situation for small farmers and workers at plantations in developing countries. In the production of Fairtrade products the following principles, among others, must be followed:

- Farmers in developing countries get at least the security price set by the Fairtrade Labeling Organization Internationals (FLO) on their products.
- Workers on plantations get at least the compensation set by the law, decent working conditions, and the right to join trade unions.
- Child labor is forbidden.
- In production strict environment criteria must be followed. (Reilun kaupan edistämisyhdistys 2010)

2.3 What is not Fairtrade

By just giving a definition on what fair trade is it may be difficult to understand what is not included in the segment. Therefore below will be listed some things that are not fair trade but may be so similar it is thought to be fair trade by the general public.

Ethical trade and specifically ethical fashion is a bit hard to define since there is no industry standard, and because it has common characteristics with fair trade, ecology, and green fashion. Ethical fashion can, thus, be defined as clothes that incorporate fair trade principals while not harming the environment or workers by using biodegradable and organic cotton. Examples of ethical clothing companies are American Apparel, Edun, and Gossypium. (Joergens 2006) Nicholls (2002 p. 7) quotes Bird and Hughes (1997) that ethical trade is a matter of corporate policy and should be considered something corporations can't be without.

There may sometimes be a mix-up between fair trade and free trade but fair trade is not free trade. Free trade gives primacy to market forces and involves harmonization of trading rules and reduction of trade barriers such as tariffs and quotas. The World Trade Organization is a forum for free trade matters. (Hayes and Moore 2005)

2.4 Fairtrade Premiums

A Fairtrade premium is money paid to a communal fund for workers and farmers, with the intention to improve social, economic, and environmental conditions for them. Typical uses of these premiums include improvements to infrastructure, schools, healthcare etc. The use of this money is decided upon democratically by producers in the farmers' organization or by workers in a joint body. (FLO Annual Report 2008-2009) To give an example on how much premiums are paid; for one kg of cotton the premium is € 0.05. The premium for coffee is USD 0.10 for approximately 450 grams (one pound). (FLO homepage 2010)

2.4.1 Other Monitoring Systems in the Apparel Industry

In the apparel industry there are many different control systems for inspections of factories. With these control systems working conditions in factories can be inspected. On organizational level there are so called multistakeholder initiatives such as Business Social Compliance Initiative (BSCI) and Worldwide Responsibility Accredited

Production (WRAP). These two apply almost the same criteria. In Finland e.g. Kesko, Stockmann, Inex Partners, and Nanso Group use the BSCI. (Moilala) These systems have as their goal to improve working conditions in supply chains. These systems are however not able to certify products as fair trade, which is the aim of the Fairtrade Apparel Program by TransFair USA.

The BSCI Code includes the following elements:

- freedom of association and the right to collective bargaining
- no discrimination
- child labor is prohibited
- legal minimum and/or industry standard wages are paid
- working hours are compliant with national laws and do not exceed 48 hours regular + 12 hours overtime
- no forced labor and disciplinary measures
- the workplace is safe and healthy
- the environment is respected
- there is a policy for social accountability
- there is an anti-bribery and anti-corruption policy (BSCI 2010)

2.5 Fairtrade Apparel Program

The more products that become Fairtrade labeled, the more it will promote that other stages of the production process will be Fairtrade certified. The process of Fairtrade labeling apparel is done in two stages, first, in 2004, only the cotton farming was certified. Now in the second stage the goal is to certify the whole production chain. In the United States they are piloting to extend the Fairtrade labeling to the whole production process; from the cotton fields to ready made clothes. (Virtaintorppa 2009)

The Fairtrade Certification Program is a pilot program for Fairtrade labeling apparel and home goods, such as cotton clothing, bed and bath products. It is expected that the retail of such products will start in spring 2010. The Fairtrade Certified apparel standard is different from existing social and environmental initiatives because it adds pillars of income and empowerment along the supply chain. The Fairtrade Garments and Textiles pilot standard has two parts, one for the buyers and one for the CMT (Cut-Make-Trim) Facilities. These standards state what has to be fulfilled in order to get a Fairtrade label. (TransFair USA 2009)

With this pilot program TransFair USA seeks to improve labor conditions in the production of garments and cotton-based products by engaging the factories, consumers, and the companies that source and sell these products. Some obligations TransFair USA has set up are:

- Factories must uphold internationally recognized labor standards and provide greater benefits to workers. Factories must also be held liable through inspections and complaint processes.
- Buyers commit to long-term business relationships and prices that help factories uphold labor standards, which help to provide long lasting benefits to workers.
- Consumers should be able to easily identify these products.
- The main goal with the Fairtrade Certification is to empower workers, which should be achieved through rights of freedom of association and income that meets workers' basic needs. (TransFair USA 2009)

2.6 Fairtrade in Finland

Fairtrade labeled products were introduced in 1999 in Finland. Since then the Presidential Palace and the Parliament House have switched to use Fairtrade products. Also all coffee served, annually around 20 million cups, in the ABC gas and service stations are Fairtrade certified. (Krier 2007) Flowers have become one of the best selling products in Finland. Fairtrade Finland's executive director Tuulia Syvänen has stated that she wants Finland to be at the top of the list of how much Fairtrade products are consumed counted per inhabitant, within five years. (Nousiainen 2009) Apparel made of Fairtrade certified cotton was introduced to the Finnish market as late as in 2006. These clothes are mostly sold in so called Worldshops. (Reilu kauppa 2010) The importer of Fairtrade clothes in Finland is KAIKU Ethical. (KAIKU Ethical 2010)

2.6.1 Fairtrade Organization's in Finland

Finland has six Fairtrade importing organizations, namely Kehitysmaakauppa, Juuttiputiikki, Maailmankauppojen liitto ry., Estelle, a fair trade ship, Reilun kaupan edistämisyhdistys ry., and Pro Fair Trade Finland. Kehitysmaakauppa is better known abroad as Tampere ATO (Alternative Trade Organization). (Krier 2007)

Reilun kaupan edistämisyhdistys ry., in English called Association for Promoting Fairtrade in Finland or shorter Fairtrade Finland, is a union formed by 30 organizations. Its mission is to promote the Fairtrade certification mark and supervise the use of the Fairtrade certification in Finland. (Reilun kaupan edistämisyhdistys ry. 2010) This organization is also active in bringing the Fairtrade certification system to Estonia and the other Baltic countries. (Krier 2007)

Pro Fair Trade Finland is a politically and ideologically non-aligned NGO, with the mission to promote fair and ecologically sustainable world trade. (Repu.fi 2010) Pro Fair Trade Finland (Repu ry.) has made cooperation with Finland's second largest clothing industry company Nanso. Together Nanso and Repu ry. have promoted that young Finnish designers would use fair trade cotton from Cameroon, in their designs. (Krier 2007)

Tampere ATO is involved in many projects with the objective to improve the living conditions for people in the South. Tampere ATO is involved in improving the healthcare for workers in Tanzania. Tampere ATOs international umbrella organization is the former IFAT (International Federation for Alternative Trade), nowadays called WFTO (World Fair Trade Organization) and the Finnish umbrella organization is Maailmankauppojen liitto ry. (Tampere ATO 2010)

Figure 1. Fair trade logo used in Finland.
(Reilun kaupan edistämisyhdistys ry. 2010)

2.7 Growing Markets for Fairtrade Products

Fairtrade products are sold in over 70 countries and products on the market are thousands. In Finland you can find around 1 400 different Fairtrade products. Mostly bananas, flowers, cotton, vine, and coffee are sold. (Reilun kaupan edistämisyhdistys 2010)

Nicholls (2002) says that the growth of the fair trade products market is due to four reason; namely political, academic, cultural, and informational. All these reasons work together to generate a growing market for fair trade products. The political context in the developing world has changed (Murray and Reynolds 2000 cited in Nicholls 2002 p. 9) and campaigners, pressure groups, and NGOs (Non-Governmental Organizations) have grown with the result that trade with developing countries has been redefined (Strong 1996 cited in Nicholls 2002 p. 8). There has been a shift from a concern about the sustainability of production and its environmental impact to an awareness of the social context of the process. (Nicholls 2002) There has also been a shift from price and value driven approaches towards the “real value” of the products. The consumer has in other words moved away from a self-focused consumer towards a new focus on values. One main drive is that nowadays it is much easier to access information about the conditions of workers in developing countries. (Nicholls 2002) Low and Davenport (2005) suggest that a brand marketing strategy has pushed up sales on fair trade products in the US and Europe. Since Fairtrade is marketed through mainstream distribution channels it has been made possible for more consumers to purchase these products. (Low and Davenport 2005)

From 2005 to 2007 sales of Fairtrade products worldwide more than doubled from € 1 142 million in 2005 to more than € 2 381 million in 2007. The two markets that grow most are in the United Kingdom and the United States. Stagnation has been seen in the Netherlands and Switzerland, probably due to the already achieved high market penetration. (Krier 2007) In 2008 Fairtrade products were sold for € 2.9 billion around the world. In Finland the growth for Fairtrade products in 2008 was 57 percent. Finns buy Fairtrade products for € 10.22 a year, counted by the number of inhabitants. This is the third largest number in the world, after UK and Switzerland. (Reilun kaupan edistämisyhdistys 2010)

The amount of supermarkets that sell Fairtrade products is also an indicator for the growth of the Fairtrade products market. In 2005 57 000 supermarkets in Europe sold Fairtrade products, by 2007 the number had increased to at least 70 000. It is however complicated to calculate the exact number because markets are expanding so rapidly it makes figures obsolete in just a few weeks. (Krier 2007)

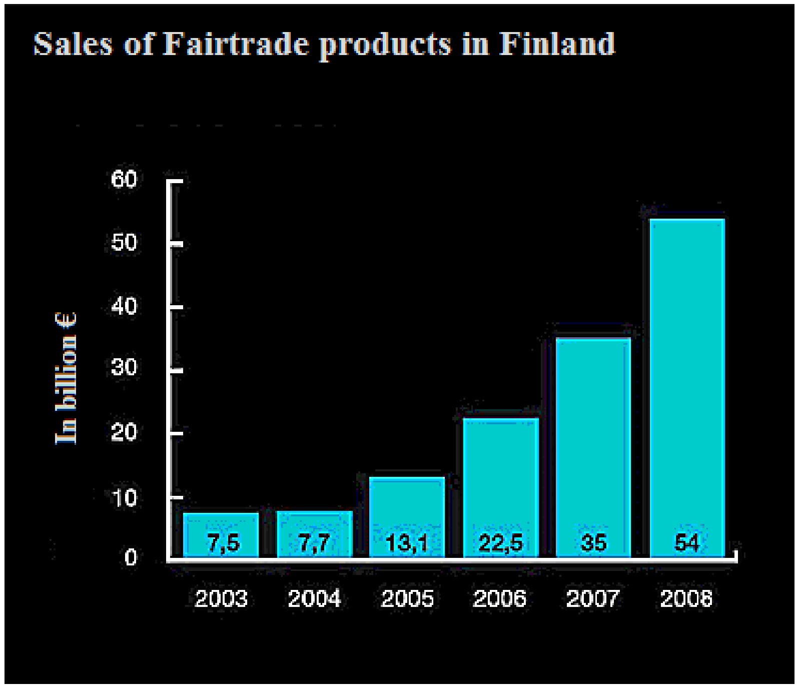

Figure 2. This graph shows how much Fairtrade product sales have grown, in Finland, between 2003 and 2008. Figures are in billion €. (Reilun kauppa ry. 2010)

Usually when we talk about Fairtrade products we think about basic food products, such as bananas, coffee, tea, cocoa, and rice. Now also non-food products have been introduced to the market, namely cotton, flowers, and sportsballs. Cotton, launched in 2007, has been a huge success. It gave Fairtrade new opportunities by binding young fashion designers and generating a lot of PR and publicity at many fashion shows in e.g. Milan, Paris, and London. Non-food products have overall become a more and more important part of Fairtrade. A great part of the success of Fairtrade in recent years would not have been possible without the huge amount of products that have been Fairtrade certified. This has been made possible through taking the products from its former niche and introducing it to supermarkets. (Krier 2007)

2.7.1 Fairtrade and the Financial Crisis

Diego Cevallos of Kepa, Service Center for Development Cooperation, (2009) writes that the estimated effects of the financial crisis on the Fairtrade market differs somewhat between different countries and manufacturers in Latin America. Gabriela Frers of the

Latin American Fairtrade Organization says that due to the financial crisis fair trade exportation has decreased by approximately five percent by February 2009. By this time the fair trade market in Brazil did not suffer from the crisis besides from the export. From prior experience the product that suffers the least from financial destabilizations is fairly traded coffee. (Cavallos, 2009)

3 EMPIRICAL RESEARCH

In this section of the thesis the qualitative research analysis will be discussed. The most crucial and interesting tables can be found in the text, others as an attachment at the end of the thesis. See appendix 1.

3.1 Research Method and Sample

This study was conducted by using a questionnaire, which is the quantitative method of doing research. The research analyses differences in consumer perceptions towards Fairtrade apparel, which also makes it comparative in nature. The questions in the questionnaire are done according to the hypotheses stated in part 1.3.

The questionnaire was distributed by e-mail and in paper form because this was believed to be the easiest way to gather information. Internet based surveys was not used because of the problem with not getting enough responses. Another reason for not publishing the questionnaire on the Internet was that it would be too difficult to know from which geographical area the respondent comes from. Since this thesis is only focusing on the Helsinki region too many answers would have been useless if the questionnaire was published on the web. The timeframe did not make it possible to distribute the questionnaire on paper for respondents to fill in immediately. The six that however was distributed on paper were to the ones that answered the questionnaire first. This was done so that they could give their opinion on if something needed to be changed in the questionnaire. They were so called guinea pigs, but since they did not have anything to comment on their answers were also included in the sample and the questionnaire was not changed after these people had answered in any way.

The number of questions in the questionnaire was kept as low as possible to make it more attractive for respondents to answer. The questionnaire consisted of a total of nine questions plus three so called basic demographic questions concerning age, sex, and income. The time it took to fill in the questionnaire was not more than a couple of minutes since almost all questions could be answered by simply ticking the most suitable alternative. The questionnaire was also made in three languages, namely English, Swedish, and Finnish so that everyone had the opportunity to answer in their mother tongue.

The questionnaire was distributed to 64 consumers that live in the Helsinki region, which includes Espoo, Kauniainen and Vantaa. This sample was chosen because it represents consumers in the Helsinki region, who are therefore possible consumers of Fairtrade products. The sample mostly includes people between the ages 21 – 40 years. There is not a single respondent that belongs to the age group under 20 years. The age groups between 21 and 40 are the most interesting ones for this research, because these are the groups that according to Littrell et. al (2005) are the ones that are most unlikely to wear ethnic clothing. The writer would like to test this statement on consumers in the same age groups in Helsinki and therefore the majority of the respondents were between 21 and 40 years old. Respondents were not forced to fill in the questionnaire and no prices or other attempts to bribe the respondents were used.

Since the aim with the questionnaire was to find out consumer perceptions and attitudes toward Fairtrade apparel, “respondents of the questionnaire” and consumers will hereafter be used equivalently.

3.2 Response Rate and Time

As mentioned earlier, the questionnaire was distributed to 64 respondents by e-mail and in paper form. 34 answers were gotten in total, which gives a response rate of approximately 53 percent. This response rate can be considered extremely good since the general response rates have fallen over time. The response rate to this survey can be compared to the average survey response rates that are at 32.52 %. (Hamilton 2009)

The questionnaire was distributed by e-mail in two rounds, first on the 3rd February 2010, 45 questionnaires were distributed and the second time, on the 11th February 2010, 13 questionnaires were distributed. The remaining six questionnaires were distributed on paper. The reason for distributing the survey two times was that the response rate from the first round was too low. More e-mail addresses were gathered and the questionnaire was sent out again. From the first round 12 responded within two days. From the second round nine people responded the following day. The eight remaining answers gotten through e-mail were received within a week from the distribution date. The questionnaires distributed on paper were received immediately after the respondent had answered, and therefore the response time was close to zero. The response time on the questionnaire for this thesis is in accordance with prior research in the field of survey response rates. Half of survey responses arrive within one day and nearly all (96.5 %) arrive within two weeks. (Hamilton 2009)

Even though the percentage rate of response was good, the number of distributed questionnaires may have implications on the validity of the statistical analysis. The writer did however decide to continue with the analysis due to the fact that the theoretical part of the thesis was already done. Due to the time limit the writer did not have enough time to distribute the questionnaire to more respondents, which is another reason for the small sample size. Therefore it has to be kept in mind throughout the whole process of analyzing the results and drawing the conclusions that the results can not be generalized to be commonly accepted.

3.3 Selection of Statistical Analyzing Method

As stated earlier the sample size for this analysis is only 34 responses, which is a relatively small number and therefore has implications on the chosen analyzing method and results gotten. The typical data analyzed is either nominal or interval and the assumed distribution is normal (Gaussian distribution). Due to these reasons crosstabulations together with frequencies were chosen as the most appropriate analyzing methods. The apparent problem with a small sample and parametric testing is that the P value may be inaccurate, because the sample is nongaussian. It is in other words difficult to state that an answer gotten from a small sample can be commonly accepted. (Straker 2010)

3.4 Results

In this part of the thesis the results from the survey will be analyzed. To be able to make an analysis all the answers gotten from the questionnaires were checked whether they were filled in correctly or not. From the 34 answers gotten only one could not be analyzed since it was not filled in properly. This particular questionnaire will anyway be taken into account in the discussion part of the thesis since the respondent had written on the questionnaire that he did not know what Fairtrade is. One answer was returned so late that it will not be included in this research at all since the analyzing of the answers had already begun.

In part 3.5, Statistical Data Analysis, the result from different analyzing methods will be presented with small or no comments at all from the writer. More in-depth analysis including comparison to prior research and hypothesis and research questions will be discussed in part 4 Discussion, where also own opinions of the writer may be considered. This enables the reader to get a clear picture of the situation and how the answers were analyzed.

3.5 Statistical Data Analysis

When the answers were checked and questionnaires not correctly filled were weeded the real analysis could be done. First all answers were coded into an Excel sheet, which can be found as an appendix. Since most questions only had to be filled in with an X a simple method of converting the X to number one (1) was used. With this method it is possible, in Excel, to get totals that indicate which answer has gotten the highest amount of answers. With this method it is e.g. possible to know how many of the respondents were female versus male. In this particular survey the number of male respondents was 14 male versus 20 responses from females. From the Excel sheet it was easy to convert the numbers into SPSS or PASW Statistics 18 that was used for further analysis.

In figure 3 it is shown how the respondents are divided between age and gender. The distribution between the answers from male versus female is quite even or normally distributed. On the other hand, though, the distribution of the answers between the different age groups is uneven. There are seemingly a lot more answers from young respondents between 21 and 30 years old than from the other age groups. 68 percent of the respondents belong to the age group 21-30. None of the respondents belongs to the age groups under 20 years and between 41 and 50. The percentage rate of respondents belonging to the groups 31-40 and over 50 are 21 percent and 12 percent respectively. According to prior research (Littrell et. al, 2005) so called baby boomers (ages 41 and above) differs from generation X (ages 40 and below) in that they put greater focus on comfort, value, and quality. In contrast, generation X put more emphasis on the style and limit themselves to wearing fashionable attire. This may have implications for the outcome of this study since most respondents are from the group generation X.

Gender * Age Crosstabulation

Count

		Age			Total
		21-30	31-40	over 50	
Gender	Female	16	1	3	20
	Male	7	6	1	14
Total		23	7	4	34

Figure 3. This crosstabulation shows the range of answers according to gender and age.

In the questionnaire there was one question that used a seven-point Likert-scale where the respondents were asked to give an opinion on what kind of Fairtrade products they could possibly buy. Number one stood for very likely that the respondents would buy that kind of Fairtrade product and seven for very unlikely. The different products respondents could choose from were coffee, tea, wine and spirits, clothes, shoes, sweets, and flowers. In the Excel file the statements were coded from number one until number seven. With this Likert-scale the highest total number indicates that consumers are highly unlikely buyers of the product, and vice versa the lowest total number indicates that consumers are highly likely consumers of the product. The two products that consumers most likely would buy as Fairtrade are coffee, with a total sum of 91, and tea, with a total sum of 94. The one product that consumers most likely would not buy is shoes with a total sum of 180. See appendix 3.

Furthermore the questionnaire contained questions that brought up the perspective of consumerism and Fairtrade clothes. Figure 4 shows a crosstabulation between if consumers would consider buying Fairtrade clothes and if they would be willing to spend more, than they normally do, on clothes labeled as Fairtrade. From the tabulation it can be seen that the majority of the respondents, 62 %, would consider buying Fairtrade labeled clothes. It is however not that many (19 respondents) that would be willing to pay more for clothes that are Fairtrade certified. A big majority of the respondents, 85 %, however think that Fairtrade products are necessary.

Consider buying Fairtrade clothes * Spend more on Fairtrade clothes Crosstabulation

Count

		Spend more on Fairtrade clothes			Total
		No	Yes	Maybe	
Consider buying Fairtrade clothes	No	4	0	0	4
	Yes	10	2	9	21
	Maybe	5	0	4	9
Total		19	2	13	34

Figure 4. Crosstabulation showing linkage between possible consuming of Fairtrade clothes and expenditure.

Out of the 34 respondents there are none that owns Fairtrade labeled cotton clothes and would not be willing to buy Fairtrade clothes, if they were on the market. The majority of the respondents, 26 people, does however not own clothes of Fairtrade labeled cotton, see Figure 5. 54 percent of these respondents would nevertheless consider buying Fairtrade labeled apparel. There is only one person out of the total 34 respondents that owns apparel made from Fairtrade labeled cotton who would only maybe consider buying Fairtrade labeled apparel.

Consider buying Fairtrade clothes * Own Fairtrade cotton clothes Crosstabulation

		Own Fairtrade cotton clothes		Total
		No	Yes	
Consider buying Fairtrade clothes	No	4	0	4
	Yes	14	7	21
	Maybe	8	1	9
Total		26	8	34

Figure 5. Crosstabulation of consumers owning Fairtrade cotton clothes and their willingness to buy Fairtrade clothes.

When looking at the frequencies on how necessary consumers think Fairtrade clothes are and their opinion on the quality of the apparel, 85.3 % think Fairtrade clothes are necessary but only 67.6 % are of the opinion that Fairtrade apparel is of high quality. Nevertheless, both are on the positive side, i.e. over 50 %, which can be seen as an indication on that consumers are interested in and are willing to buy Fairtrade apparel.

In question four respondents were asked to rank different Fairtrade products according to what they most likely would buy. As mentioned earlier number one stood for most likely and number seven for most unlikely. When frequencies between e.g. coffee, tea, and apparel is compared it is obvious that consumers much rather would buy coffee and tea as Fairtrade in comparison to apparel. On the other hand the frequency for coffee is either high (number one) or rather low (number six). This is probably due to the fact that either are respondents coffee drinkers or then not. Tea, in comparison to coffee has a much higher or better ranking. More respondents would buy tea as Fairtrade instead of coffee. The cumulative percentage for the highest rankings, number one and two, of tea is 64.7 %, for coffee a bit lower at 61.8 %. If these two products frequencies are compared to the frequencies of apparel it is obvious that apparel has a much more even ranking. There is not really one number (high or low) that stands out. The respondents' answers differ from each other quite much, i.e. respondents have answered quite differently on if they would consider buying Fairtrade apparel or not. The distribution curve is therefore quite flat, whereas for coffee and tea the distribution tends to lean more towards one of the extremes.

Further the age of the respondents was tested against if respondents own clothes made of Fairtrade cotton and if they would consider buying Fairtrade apparel. When testing the results on whether respondents would consider buying Fairtrade apparel against their age, the only age group that has answered no is the one between 21 and 30. In the other age groups there are no negative answers at all.

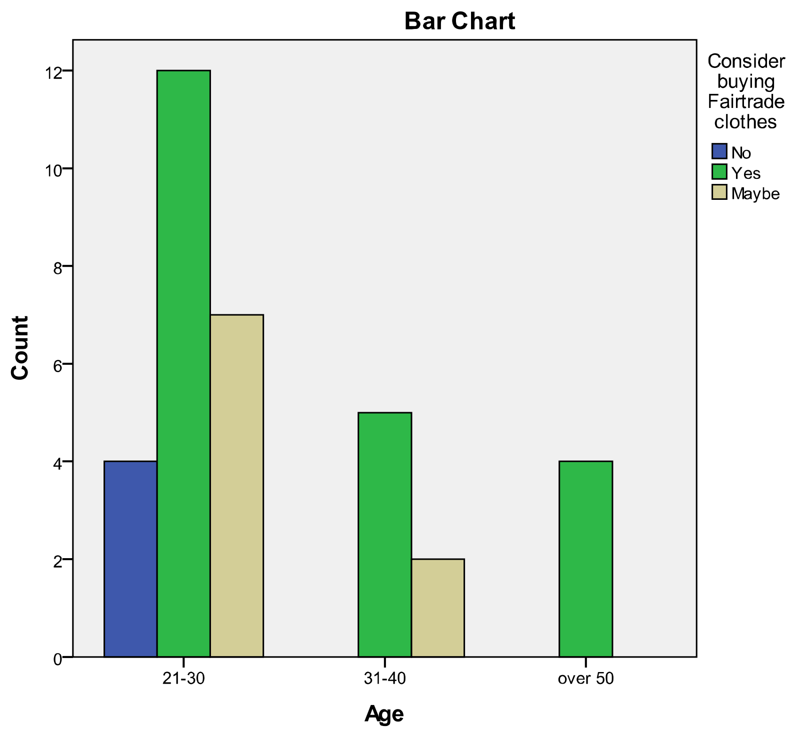

Figure 6. Bar chart on how different age groups look upon Fairtrade apparel.

It is however surprisingly many positive answers from all the different age groups. Respondents seem to have a rather positive picture about Fairtrade apparel. The bar chart is a bit misleading since the number of respondents over 50 is fever than the ones between 21 and 30. Therefore it is perhaps better to just take notice of that there are so few negative answers overall within all age groups.

If we then take a look at how many actually own apparel made of Fairtrade cotton the situation looks a lot worse. Within all age groups the negative answer is the highest. There are only a few consumers between 21 and 30 and over 50 years that own clothes made from Fairtrade certified cotton. The respondents that belong to the group 31-40 seem to have the most negative attitudes against Fairtrade cotton apparel, since there is not a single “yes” answer. If this variable is compared against the respondents’ gender there are no male respondents that own clothes made of Fairtrade cotton. From the female respondents 8 own Fairtrade cotton clothes but the majority or 12 female respondents does not own.

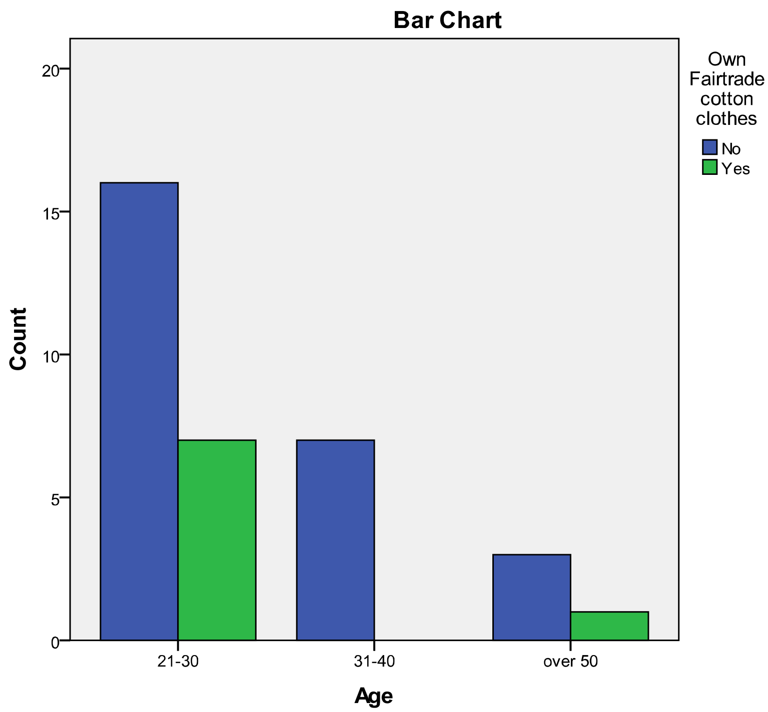

Figure 7. Bar chart showing how many respondents own apparel made of Fairtrade certified cotton.

4 DISCUSSION

In this part of the thesis the results from the analysis will be discussed and different opinions and theories from the previous sections of this thesis will be included to give a good and thorough understanding of the situation.

4.1 Comparing Results against Hypotheses and Research Questions

It is pleasant to see that there aren't any respondents who own Fairtrade labeled cotton clothes that would not be interested in buying Fairtrade apparel. This could be seen as a positive aspect for introducing Fairtrade clothes to the Helsinki region, since no one has been so dissatisfied with their Fairtrade cotton apparel that they would not consider buying it again. When comparing the possibility of buying Fairtrade clothes to owning

Fairtrade clothes the majority, or 14 respondents, can be put into the H1 hypothesis of consumers who are interested in Fairtrade labeled apparel. Then on the other hand there are ten people out of 21 that have said that they would consider buying Fairtrade apparel but are not willing to pay more for the clothes. Even though the sample size in this particular survey was low it may give some indications on that consumers overall will belong to the H2 hypothesis; people who are interested in Fairtrade apparel but not willing to spend more money on it. This outcome would give a negative answer to the research question if people are willing to pay more for Fairtrade labeled apparel stated in 1.3 Problems and Hypothesis. This outcome shows that people are somewhat interested in Fairtrade apparel but not enough to be willing to pay more for these clothes. That would probably have a negative effect on the sales, because usually Fairtrade products are priced a little bit over the market average since farmers are paid so called premiums for their products. (FLO, 2010)

When trying to answer the research question, if people find Fairtrade apparel attractive, age, sex, and monthly income will be analyzed against if consumers own or would be willing to buy Fairtrade labeled apparel and if they think these products are necessary at all.

Gender * Own Fairtrade cotton clothes Crosstabulation

		Own Fairtrade cotton clothes		Total
		No	Yes	
Gender	Male	14	0	14
	Female	12	8	20
Total		26	8	34

Figure 8. Differences between genders and owning Fairtrade certified cotton apparel.

The overall picture when looking at gender and their attitudes it seems to be that males are a bit more reluctant towards Fairtrade apparel. They do not own clothes of Fairtrade cotton and only half of the male respondents would consider buying in contrast to the female respondents, of which 70 % would consider buying Fairtrade apparel. Male respondents are also more negative when it comes to how necessary they see these kinds of products. 22 % of male respondents have a negative attitude towards the necessity of Fairtrade products compared to 10 % among females. According to these answers respondents could perhaps be divided into the hypothesis H1 and H2, so that males belong to H2 and females to H1, since there are more women who answer yes or maybe to the question if they could spend more money on Fairtrade apparel. There is not a single male that would spend more money on Fairtrade apparel. However it must be noticed that the negative alternative is in majority also among female respondents. When comparing the different variables against monthly income it is only respondents that own under € 3 000 that owns apparel made of Fairtrade certified cotton. Then on the other hand the majority of the respondents independent of income say they would consider buying Fairtrade apparel. With a sample of only 34 respondents it is impossible to make more generally accepted analysis since the distribution between the different income groups is rather small. However, when looking at who would be willing to spend more on Fairtrade apparel the respondents with high income (over € 3 000) seem to be more negative. It seems to be only women who belong to the group of people with incomes under € 1 000 a month and all respondents that earn more than € 4 000 a month are male. Hence, female have more positive attitudes towards Fairtrade apparel and would therefore categorize in hypothesis H1 and male with their slightly more negative attitudes would fit into hypothesis H2.

4.2 Comparing Results against Theory

The results gotten when different age groups were compared against if they own Fairtrade cotton clothes and if they would be possible consumers the overall picture differs somewhat to the results Littrell et. al (2005) got in their research about marketing fair trade apparel to different age groups. Littrell et. al (2005) got the result that their youngest group (29-40 years) of respondents are more likely to wear fashionable attire and that they are less pragmatic in placing importance on comfort, value, and quality. When comparing the different age groups in this research to if they would be willing to buy Fairtrade apparel 52 % in the group 21-30 years answers yes. In the group 31-40 71 % has answered yes and in the group of consumers over 50 years everyone has answered yes. Hence, these percentages do give a somewhat skewed picture, due to the small sample. However, it may give a small indication of that even young people would be interested in Fairtrade clothes even though this was the only group that had any negative answers. 17 % of the respondents in this particular group say that they would not be willing to buy Fairtrade clothes. As Littrell et al. (2005) state young consumers are less likely to wear ethnic clothing. When taking into consideration that the Fairtrade Foundation in the UK (2010) is trying to make Fairtrade apparel more hip and up to date it is perhaps wrong to call Fairtrade clothes ethnic. Fairtrade apparel has been, and perhaps still is, to some extent ethnic, but strong emphasis is put on changing this picture. (Fairtrade Foundation 2010) Then on the other hand the picture is somewhat different when checking how many of the respondents actually own clothes of Fairtrade cotton. In accordance with Littrell et al. (2005) no one in the age group 31-40 own clothes of Fairtrade cotton. In the younger age group 30 % own and 25 % of the ones over 50 owns Fairtrade cotton apparel.

As mentioned earlier there was one respondent that returned the questionnaire completely blank. This respondent has however written on the questionnaire that Fairtrade was something completely unfamiliar to him. This is a really interesting point of view and perhaps there would more respondents that would answer the same if the sample was bigger. It would perhaps have been profitable to put in a question about if consumers know what Fairtrade products and especially Fairtrade apparel is. Now it was more or less taken for granted that people would know what Fairtrade is all about. The apparent problem with marketing Fairtrade products is that the Fairtrade message may be lost (Low and Davenport 2005) but more aggressive marketing may get people interested in these products and also reduce the number of consumers who does not know what Fairtrade is.

Nicholls (2002) says in his article that the way fair trade products are advertised may have implications on how they are seen upon by the consumer. He points out that it may be extremely difficult to get rid of the “charity shop” image fair trade products have. This is clearly something the Fairtrade Foundation (2010) in Britain has taken into account by announcing a “Fairtrade fashion collection” campaign, where they are looking to collaborate with prominent fashion designers. The results from the survey carried out for this thesis may also give implications that Fairtrade fashion is something that may have a market in the Helsinki region, since 85 % of the respondents think that Fairtrade products are necessary.

Low and Davenport (2005) suggests that the strategy made by the fair trade movement to distribute Fairtrade products through mainstream distribution channels have pushed up the sales. This statement has not been tested in this thesis but when taking a look at the answers gotten from the survey it is evident that the positive attitudes among consumers would not be as strong as they are if Fairtrade products were only to be found in bazaars and Worldshops.

5 CONCLUSION

When taking a look at the whole picture of Fairtrade apparel it is rather difficult to comment on if there would be a market for these kinds of clothes or not in Helsinki. As mentioned in the discussion a negative answer was gotten to the research question, if people are willing to pay more for Fairtrade clothes than they pay for “normally” traded products. It is much up to how big marketing efforts has to be done to be able to get people interested. If Fairtrade clothes were introduced to the Helsinki market it must be known and carefully thought of what kind of profile the clothes should get. Would they, as Nicholls (2002) writes belong to the charity shop image or would it be wiser to market Fairtrade apparel as something fashionable and modern. The writer has a strong opinion on that it would be most suitable to market Fairtrade apparel as fashion, like the Fairtrade Foundation in Britain is trying to do. This opinion can be backed up by that people are fairly interested in buying Fairtrade apparel, somewhat dependent on age.

Gender and income seems to have an impact on attitudes and perceptions towards fairly traded apparel. In this research all respondents who earned more than € 4 000 a month were male and they all had a rather negative approach towards Fairtrade apparel, whereas female respondents earning less than € 1 000 a month seemed to have a much more positive attitude. Today it is rather difficult to find Fairtrade cotton apparel and that may be due to the fact that Fairtrade apparel can’t be found in the high street shops, which also may have an impact on consumer attitudes and perceptions on Fairtrade apparel. If Fairtrade clothes were sold in high street shops also males and consumers with high income could get interested in these clothes.

6 SUGGESTIONS FOR FURTHER RESEARCH

In this thesis the main focus was put on consumers and their attitudes towards Fairtrade but to get a bigger picture and more in-depth look at the Fairtrade market situation it could be suggested that someone would take up the marketing aspect of Fairtrade. How should Fairtrade apparel be marketed and advertised so that as many as possible would buy these clothes. Now the only result gotten was that yes, there is an interest in these products but the “must-have” feeling around Fairtrade apparel is still lacking. It would be interesting to know what should be done in order to make Fairtrade products more fashionable and modern. It would perhaps be a good idea to either take on a qualitative research or use both qualitative and quantitative research in order to increase the validity and credibility of the research findings.

Another aspect that would be interesting to research about is what different marketing efforts would do to the image of Fairtrade products. Low and Davenport (2005) puts down four dangers with mainstream marketing and distribution. These are loss of “alternative” distribution outlets; focus on food products reducing the emphasis on handicrafts; ethical questions of a fair trade message by mainstream retail; and watering down of the fair trade message. It would be interesting to see if these “dangers” actually have an impact on the fair trade movement.

BIBLIOGRAPHY

Braun Hamilton, Michael (2009) **Online Survey Response Rates and Times** Accessed from: <www.supersurvey.com> [Accessed 23 February 2010].

Business Social Compliance Initiative BSCI (2010) **BSCI – Business Social Compliance Initiative** [Internet], Accessed from: <www.bsci-eu.org> [Accessed 23 February 2010].

Cevallos, Diego (2009) **Reilu kauppa ei kaadu lamaan** Accessed from: <www.kepa.fi/uutiset> [Accessed 17 February 2010].

Epäonnistunut tyttö (2010) **Epäonnistunut tyttö** [Internet], Accessed from: <www.failedgirl.fi> [Accessed 20 March 2010].

Fairtrade Labelling Organizations International (2008-2009) **Fairtrade Leading the Way – Annual Report 2008-2009** Accessed from: <www.fairtrade.net> [Accessed 23 February 2010].

Fairtrade Labelling Organizations International (2010) **Fairtrade Labelling Organizations International (FLO) – Tackling Poverty and Empowering Producers Through Trade** [Internet], Accessed from:<www.fairtrade.net> [Accessed 11 February 2010].

Fairtrade Foundation (2010) **Top Models Back Calls to Make Fashion Fairer** Accessed from: < http://www.fairtrade.org.uk/press_office> [Accessed 16 March 2010].

Hayes, M., Moore, G. (2005) **The Economics of Fair Trade: a guide in plain English** Accessed from: <http://www.udbs.dur.ac.uk/fairtraderesearch/The%20Economics%20of%20Fair%20Fair%20Trade%20plain%20guide.pdf> [Accessed 11 February 2010].

KAIKU Ethical (2010) **KAIKU Ethical** [Internet], Accessed from: <www.kaikuethical.com> [Accessed 20 March 2010].

Krier, Jean-Marie (2007) **Fair Trade 2007: new facts and figures from an ongoing success story – A report on Fair Trade in 33 consumer countries.** Culemborg, The Netherlands

Littrell, Mary A., Yoon Jin Ma, Jaya Halepete (2005) **Generation X, Baby Boomers, and Swing: marketing fair trade apparel**, Journal of Fashion Marketing and Management Vol. 9 No. 4 pp. 407-419, Emerald Group Publishing Limited

Low William, Davenport Eileen (2005) **Has the medium (roast) become the message? – The ethics of marketing fair trade in the mainstream**, International Marketing Review Vol. 22 No. 5 pp. 494-511, Emerald Group Publishing Limited

Moilala, Outi (blog) **Tehtaiden tarkastukset** Accessed from: <www.repu.fi> [Accessed 11 February 2010].

Reilun kaupan edistämisyhdistys ry. (2010) **Reilu kauppa – Maailma muuttuu ostos kerrallaan** [Internet], Accessed from: <www.reilukauppa.fi> [Accessed 27 January 2010].

Robinson, William C. (2007) **IS 540 – Research Methods** [Internet], Accessed from: <http://web.utk.edu/~wrobinso/540.html> [Accessed 8 October 2009].

Social Research Methods (2006) **Web Center for Social Research Methods** [Internet], Accessed from: <www.socialresearchmethods.net> [Accessed 15 January 2010].

Straker, David (2010) **Changing Minds.org** [Internet], Accessed from: <www.changingminds.org> [Accessed 12 March 2010].

Tampere ATO (2010) **Tampereen Kehitysmaakauppa** [Internet], Accessed from: <www.kehitysmaakauppa.org> [Accessed 20 February 2010].

TransFair USA (2009) **Pilot Program for Fair Trade Certified Apparel & Home Goods** - Obligations of Buyers, Version 4 www.transfairusa.org/content/certification/apparel_program.php [Accessed 11 January 2010].

Virtaintorppa, Pirjo (2009) **Reilun kaupan kriteereitä tekstiileille pilotoidaan Yhdysvalloissa**, http://reilukauppa.wordpress.com [Accessed 11 January 2010].

APPENDIX 1

Neccessity of Fairtrade

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	5	14.7	14.7	14.7
	Yes	29	85.3	85.3	100.0
	Total	34	100.0	100.0	

Fairtrade clothes quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	11	32.4	32.4	32.4
	Yes	23	67.6	67.6	100.0
	Total	34	100.0	100.0	

Ranking Fairtrade cotton clothes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	5.9	5.9	5.9
	2	3	8.8	8.8	14.7
	3	7	20.6	20.6	35.3
	4	5	14.7	14.7	50.0
	5	4	11.8	11.8	61.8
	6	8	23.5	23.5	85.3
	7	5	14.7	14.7	100.0
	Total	34	100.0	100.0	

Ranking Fairtrade coffee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	44.1	44.1	44.1
	2	6	17.6	17.6	61.8
	3	2	5.9	5.9	67.6
	4	2	5.9	5.9	73.5
	5	6	17.6	17.6	91.2
	6	1	2.9	2.9	94.1
	7	2	5.9	5.9	100.0
	Total	34	100.0	100.0	

Ranking Fairtrade tea

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	29.4	29.4	29.4
	2	12	35.3	35.3	64.7
	3	3	8.8	8.8	73.5
	4	2	5.9	5.9	79.4
	5	1	2.9	2.9	82.4
	6	4	11.8	11.8	94.1
	7	2	5.9	5.9	100.0
	Total	34	100.0	100.0	

Age * Consider buying Fairtrade clothes Crosstabulation

		Consider buying Fairtrade clothes			Total
		No	Yes	Maybe	
Age	21-30	4	12	7	23
	31-40	0	5	2	7
	over 50	0	4	0	4
Total		4	21	9	34

Age * Own Fairtrade cotton clothes Crosstabulation

		Own Fairtrade cotton clothes		Total
		No	Yes	
Age	21-30	16	7	23
	31-40	7	0	7
	over 50	3	1	4
Total		26	8	34

Gender * Necessity of Fairtrade Crosstabulation

		Necessity of Fairtrade		Total
		No	Yes	
Gender	Male	3	11	14
	Female	2	18	20
Total		5	29	34

Gender * Consider buying Fairtrade clothes Crosstabulation

		Consider buying Fairtrade clothes			Total
		No	Yes	Maybe	
Gender	Male	2	7	5	14
	Female	2	14	4	20
Total		4	21	9	34

Gender * Spend more on Fairtrade clothes Crosstabulation

		Spend more on Fairtrade clothes			Total
		No	Yes	Maybe	
Gender	Male	7	0	7	14
	Female	12	2	6	20
Total		19	2	13	34

Monthly income * Own Fairtrade cotton clothes Crosstabulation

		Own Fairtrade cotton clothes		Total
		No	Yes	
Monthly income	under 1000	5	3	8
	1001-2000	6	3	9
	2001-3000	7	2	9
	3001-4000	4	0	4
	over 4000	4	0	4
Total		26	8	34

Monthly income * Consider buying Fairtrade clothes Crosstabulation

		Consider buying Fairtrade clothes			Total
		No	Yes	Maybe	
Monthly income	under 1000	1	5	2	8
	1001-2000	2	5	2	9
	2001-3000	0	6	3	9
	3001-4000	1	2	1	4
	over 4000	0	3	1	4
Total		4	21	9	34

Monthly income * Spend more on Fairtrade clothes Crosstabulation

		Spend more on Fairtrade clothes			Total
		No	Yes	Maybe	
Monthly income	under 1000	6	1	1	8
	1001-2000	7	0	2	9
	2001-3000	3	1	5	9
	3001-4000	1	0	3	4
	over 4000	2	0	2	4
Total		19	2	13	34

Monthly income * Gender Crosstabulation

		Gender		Total
		Male	Female	
Monthly income	under 1000	0	8	8
	1001-2000	2	7	9
	2001-3000	5	4	9
	3001-4000	3	1	4
	over 4000	4	0	4
Total		14	20	34

APPENDIX 2

1. Do you think Fairtrade products are necessary?

Yes	
No	

2. Have you seen any of the following products labeled as Fairtrade? Tick as many as you have seen, if none leave empty.

Coffee	
Tea	
Wine/Spirits	
Clothes	
Sweets	
Flowers	

3. Would you consider buying any of the following products labeled as Fairtrade? Tick as many as you want, if none leave empty.

Coffee	
Tea	
Wine/Spirits	
Clothes	
Shoes	
Sweets	
Flowers	

4. Please rank the following products from 1 - 7 accordning to what you most likely would buy as Fairtrade. 1 being most likely and 7 being most unlikely.

Coffee	
Tea	
Wine/Spirits	
Clothes	
Shoes	
Sweets	
Flowers	

5. Do you own clothes made of Fairtrade labeled cotton?

Yes	
No	

6. Would you consider buying Fairtrade labeled clothes?

Yes	
No	
Maybe	

7. Do you think Fairtrade labeled clothes are of high quality?

Yes	
No	

8. How much money do you spend on clothes per month?

< 50 €	
50 - 100	
100 - 150	
150 - 200	
> 200 €	

9. Would you spend more money per month on clothes if they where labeled as Fairtrade?

Yes	
No	
Maybe	

Gender:

Male	
Female	

Age:

< 20 years	
21-30	
31-40	
41-50	
> 50 years	

Monthly income in €

< 1 000	
1 001 - 2 000	
2 001 - 3 000	
3 001 - 4 000	
> 4 000	

APPENDIX 3

Quest.	1		2					
Ans.	Yes	No	Coffee	Tea	Wine/Spirits	Clothes	Sweets	Flowers
1	1		1	1	1	1		1
2	1		1	1	1	1		
3		1	1	1				
4	1		1	1	1		1	1
5	1		1	1				
6	1		1	1	1			
7	1		1	1				1
8	1		1	1	1		1	1
9	1		1	1	1	1		1
10	1		1	1	1	1	1	1
11	1		1	1	1		1	
12	1		1			1	1	
13	1		1	1	1			1
14	1		1	1				1
15		1						
16	1		1	1				
17	1							
18	1		1					
19	1		1		1			
20	1		1		1	1		
21	1		1				1	
22	1		1	1		1		
23	1		1	1				
24	1		1	1			1	
25		1	1	1	1		1	1
26	1							
27		1	1	1	1		1	1
28	1		1					
29	1		1	1	1	1		
30	1		1	1		1	1	
31	1		1	1	1	1		1
32	1		1	1				
33		1	1					1
34	1		1	1				
TOT.	29	5	31	24	15	10	10	12
%	85%	15%	91%	71%	44%	29%	29%	35%
Mean	0.85	0.15	0.9118	0.71	0.44117647	0.2941	0.29412	0.35294
Mean of Means			0.9018					

3						
Coffee	Tea	Wine/Spirits	Clothes	Shoes	Sweets	Flowers
1		1	1	1	1	1
1	1	1	1	1	1	1
1	1					
	1	1				1
1	1	1	1	1	1	1
1	1				1	
	1	1	1	1	1	1
	1	1			1	
1	1	1	1	1	1	1
1	1	1	1	1		
	1	1			1	
	1	1	1	1	1	1
	1	1				1
1	1				1	
1			1			
1	1	1	1	1	1	1
1	1					
1	1	1	1	1		
1		1	1	1	1	1
1		1	1	1	1	1
1	1	1	1	1	1	1
1	1		1	1	1	1
1	1	1	1	1	1	
1	1	1			1	1
1	1	1	1	1	1	1
1	1	1	1		1	1
1	1	1	1	1	1	1
1	1	1	1		1	1
1	1	1	1	1	1	1
1	1	1	1	1	1	1
1	1					1
1	1	1				1
1	1					
27	29	25	21	18	23	22
79%	85%	74%	62%	53%	68%	65%
0.7941	0.85	0.73529412	0.6176	0.529	0.67647	0.64706

4							5	
Coffee	Tea	Wine/Spirits	Clothes	Shoes	Sweets	Flowers	Yes	No
1	7	2	3	4	6	5		1
1	4	2	6	7	5	3		1
2	3	1	4	5	6	7		1
4	1	3	6	7	5	2		1
2	1	7	5	6	3	4		1
1	2	4	7	6	3	5		1
7	1	4	6	5	3	2		1
5	3	4	7	6	2	1		1
5	1	2	4	7	6	3	1	
3	2	1	4	5	6	7		1
5	1	3	7	6	2	4		1
7	5	3	1	4	2	6	1	
5	3	3	7	7	5	4		1
6	6	1	1	1	6	6		1
1	2	5	6	7	3	4		1
1	1	7	3	3	7	7		1
2	6	1	3	4	7	5		1
2	1	3	5	7	4	6	1	
4	1	7	6	5	3	2		1
1	7	3	2	4	5	6		1
1	2	5	2	3	4	6	1	
2	1	7	3	5	6	4	1	
5	6	7	2	3	1	4		1
1	6	2	3	4	5	7	1	
5	2	4	6	7	1	3		1
1	2	6	3	4	5	7		1
1	2	3	4	7	6	5		1
1	2	7	3	4	6	5		1
1	2	3	6	7	4	5	1	
1	2	3	5	6	4	7		1
1	2	5	4	7	6	3	1	
1	2	5	6	7	4	3		1
3	4	6	7	7	5	3		1
2	1	4	5	3	7	6		1
91	94	133	152	180	153	157	8	26
							24%	76%
2.6765	2.8	3.91176471	4.4706	5.294	4.5	4.61765	0.24	0.76

6			7		8				
Yes	No	Maybe	Yes	No	<50€	50-100	100-150	150-200	>200€
1			1				1		
		1	1						1
		1	1			1			
1				1	1				
1			1			1			
		1		1		1			
1				1		1			
		1	1		1				
1				1				1	
1				1	1				
	1		1		1				
1			1		1				
		1	1			1			
	1			1	1				
		1	1			1			
1				1	1				
1			1			1			
		1		1		1			
1			1			1			
1			1			1			
1			1		1				
1			1			1			
1			1		1				
1			1			1			
	1			1			1		
1				1			1		
1			1						1
1			1			1			
1			1			1			
1			1			1			
1			1				1		
	1			1		1			
	1		1		1				
		1		1					1
21	5	8	22	12	10	16	4	1	3
62%	15%	24%	65%	35%	29%	47%	12%	3%	9%
0.618	0.147	0.2353	0.65	0.35	0.29	0.4706	0.11765	0.02941	0.088

9			10		11				
Yes	No	Maybe	Male	Female	<20 years	21-30	31-40	41-50	>50 years
		1		1			1		
		1	1			1			
		1	1				1		
		1		1		1			
	1			1		1			
	1		1			1			
	1			1		1			
	1			1		1			
		1		1		1			
1				1		1			
	1			1		1			
	1			1		1			
	1		1			1			
	1			1		1			
		1		1		1			
	1		1						1
	1			1					1
	1			1		1			
		1	1				1		
		1	1				1		
1				1		1			
		1		1					1
	1			1					1
		1		1		1			
	1			1		1			
	1		1			1			
		1	1				1		
		1	1				1		
	1			1		1			
	1		1			1			
	1			1		1			
	1		1			1			
	1		1			1			
		1	1				1		
2	19	13	14	20	0	23	7	0	4
6%	56%	38%	41%	59%	0%	68%	21%	0%	12%
0.1	0.56	0.382	0.41	0.5882	0	0.676	0.206	0	0.117647

		12		
<1000€	1001-2000	2001-3000	3001-4000	>4000€
			1	
		1		
			1	
	1			
	1			
		1		
1				
1				
	1			
1				
1				
1				
	1			
	1			
		1		
		1		
	1			
	1			
		1		
			1	
		1		
		1		
		1		
1				
1				
				1
				1
		1		
1				
				1
	1			
	1			
			1	
				1
8	9	9	4	4
24%	26%	26%	12%	12%
0.2353	0.2647059	0.2647059	0.1176471	0.1176