
**The Ethical Consumer: An Investigation into Purchasing
Behaviour towards Fairtrade Coffee in Ireland**

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DECLARATION

I declare that the work described in this dissertation is, except where otherwise stated, entirely my own work and has not been submitted as an exercise for a degree at this or any other higher education institution.

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
DECLARATION	ii
PERMISSION TO LEND AND/OR COPY	iii
TABLE OF FIGURES	viii
LIST OF TABLES.....	ix
ABBREVIATIONS & TERMS	x
EXECUTIVE SUMMARY	1
CHAPTER 1 INTRODUCTION.....	2
1.1 Introduction	3
1.2 Background to the study	3
1.3 Rationale for undertaking this research.....	5
1.4 Research Aim and Objectives	8
1.5 Dissertation Structure	8
1.6 Method.....	10
CHAPTER 2 LITERATURE REVIEW	11
2.1 Introduction	12
2.2 Development of Fairtrade.....	13
2.3 Fairtrade Ireland	18
2.4 The Fairtrade Debate	19
2.4.1 <i>Fairtrade confronts market power inequalities.....</i>	<i>20</i>
2.4.2 <i>A fair price guarantee</i>	<i>21</i>
2.4.3 <i>Helping producers help themselves.....</i>	<i>22</i>
2.5 The Fairtrade Consumer	23
2.6 The Coffee Industry.....	28
2.7 Consumer Behaviour	32
2.8 The Black Box Model	33
2.8.1 <i>Environmental Factors.....</i>	<i>35</i>
2.8.2 <i>Buyer's Black Box</i>	<i>42</i>

2.8.3	<i>Buyers response</i>	47
2.9	Black Box Model Hypotheses	48
2.9	Summary.....	49

CHAPTER 3 RESEARCH METHODOLOGY 50

3.1	Introduction	51
3.2	Research Design	51
3.2.1	Ontology.....	53
3.2.2	Epistemology.....	53
3.3	Research Philosophy	54
3.3.1	<i>Positivism</i>	55
3.3.2	<i>Interpretivism</i>	57
3.3.3	<i>Realism</i>	58
3.3.4	<i>Pragmatism</i>	59
3.4	<i>Research Approach</i>	60
3.5	<i>Research Purpose</i>	62
3.5.1	<i>Exploratory</i>	62
3.5.2	<i>Descriptive</i>	62
3.5.3	<i>Explanatory</i>	63
3.6	Research Strategy	63
3.7	Research Choice	65
3.7.1	<i>Qualitative Vs. Quantitative</i>	65
3.8	Data Collection	66
3.8.1	<i>Questionnaire Design</i>	67
3.8.2	<i>Questionnaire Pilot Testing</i>	69
3.8.3	<i>Questionnaire Distribution</i>	70
3.9	Sample Size	71
3.10	Limitations of Research.....	72
3.11	Ethical Considerations.....	74
3.12	Summary.....	75

CHAPTER 4 ANALYSIS OF FINDINGS 76

4.1	Introduction	77
4.2	Overview of Research Results.....	78

4.3	Sample Profile	79
4.3.1	<i>Gender Profile</i>	79
4.3.2	<i>Age Profile</i>	80
4.3.3	<i>Educational Profile</i>	81
4.3.4	<i>Occupational Profile</i>	82
4.3.5	<i>Income Profile</i>	83
4.4	Objective 1.....	84
4.4.1	<i>Dependent Variable</i>	84
4.4.2	<i>Gender</i>	85
4.4.3	<i>Age</i>	86
4.4.4	<i>Education</i>	87
4.4.5	<i>Occupation</i>	87
4.4.6	<i>Income</i>	88
4.4.7	<i>Profile of the Irish Fairtrade Coffee Consumer</i>	90
4.5	Objective 2.....	91
4.5.1	<i>Hypothesis 1</i>	92
4.5.2	<i>Hypothesis 2</i>	93
4.5.3	<i>Hypothesis 3</i>	94
4.5.4	<i>Hypothesis 4</i>	95
4.5.5	<i>Hypothesis 5</i>	96
4.5.6	<i>Hypothesis 6</i>	97
4.5.7	<i>Hypothesis 7</i>	97
4.5.8	<i>Hypothesis 8</i>	99
4.5.9	<i>Hypotheses Overview</i>	100
4.6	Summary.....	100

CHAPTER 5 DISCUSSION 101

5.1	Introduction	102
5.2	Overview of Key Findings	102
5.2.1	<i>Objective 1</i>	102
5.2.2	<i>Objective 2</i>	103
5.2.3	<i>Objective 3</i>	103
5.3	Influence of Demographic Variables.....	104
5.4	Interpretation of Hypothesis Findings	106

5.4.1	<i>Hypothesis 1</i>	106
5.4.2	<i>Hypothesis 2</i>	107
5.4.3	<i>Hypothesis 3</i>	108
5.4.4	<i>Hypothesis 4</i>	109
5.4.5	<i>Hypothesis 5</i>	110
5.4.6	<i>Hypothesis 6</i>	110
5.4.7	<i>Hypothesis 7</i>	111
5.4.8	<i>Hypothesis 8</i>	112
5.5	Research Sample Limitations	112
5.6	Summary	114
CHAPTER 6 CONCLUSION		115
6.1	Key Conclusions	116
6.2	Limitations & Recommendations	118
6.3	Reflection	116
REFERENCES – MAIN BODY		121
REFERENCES – LITERATURE REVIEW		131
APPENDIX I - IRISH FAIR TRADE NETWORK LIMITED		
APPENDIX II - CONSUMER SURVEY		
APPENDIX III – SIGNIFICANCE HYPOTHESIS 1		
APPENDIX IV - SIGNIFICANCE HYPOTHESIS 2		
APPENDIX V - SIGNIFICANCE HYPOTHESIS 3		
APPENDIX VI - SIGNIFICANCE HYPOTHESIS 4		
APPENDIX VII - SIGNIFICANCE HYPOTHESIS 5		
APPENDIX VIII - SIGNIFICANCE HYPOTHESIS 6		
APPENDIX IX - SIGNIFICANCE HYPOTHESIS 7		
APPENDIX X - SIGNIFICANCE HYPOTHESIS 8		

TABLE OF FIGURES

Figure 2.1 - Level of Logo Awareness in the European Union	17
Figure 2.2 – Attitudes in Ireland towards Coffee	24
Figure 2.3 – Channels for Learning about Coffee	25
Figure 2.4 – Reasons for Drinking More Coffee at Home	26
Figure 2.5 – Fluctuations in Arabica Coffee Prices 1989 – 2011	30
Figure 2.6 – Distribution of the Final Price of a Jar of Coffee	31
Figure 2.7 - The Black Box Model	34
Figure 2.8 – Importance of Quality	36
Figure 2.9 – Importance of Price	38
Figure 2.10 - Maslow’s Hierarchy of Needs	43
Figure 3.1 - The Research Onion	52
Figure 3.2 – Six Steps of Progression for Deductive Approach	61
Figure 4.1 – Graph of Gender Profile.....	79
Figure 4.2 – Graph of Age Profile	80
Figure 4.3 – Graph of Educational Attainment	81
Figure 4.4 – Graph of Occupational Status	82
Figure 4.5 – Graph of Income	83

LIST OF TABLES

Table 2.1 – Research Hypotheses	48
Table 4.1 – Frequency Statistics for Fairtrade Coffee Purchases	84
Table 4.2 – Gender Vs. Coffee Purchases Cross tabulation	85
Table 4.3 - Age Vs. Coffee Purchases Cross tabulation	86
Table 4.4 – Education Vs. Coffee Purchases Cross tabulation	87
Table 4.5 – Occupation Vs. Coffee Purchases Cross tabulation	88
Table 4.6 – Income Vs. Coffee Purchases Cross tabulation	89
Table 4.7 – Hypothesis 1 Cross tabulation	92
Table 4.8 – Hypothesis 2 Cross tabulation	93
Table 4.9 – Hypothesis 3 Cross tabulation	94
Table 4.10 – Hypothesis 4 Cross tabulation	95
Table 4.11 – Hypothesis 5 Cross tabulation	96
Table 4.12 – Hypothesis 6 Cross tabulation	97
Table 4.13- Hypothesis 7 Cross tabulation	98
Table 4.14 – Hypothesis 8 Cross tabulation	99
Table 4.15 – Hypotheses Overview	100
Table 5.1 – Overview of Irish & Swedish Hypotheses Results	103

ABBREVIATIONS & TERMS

Chi-Square Test	This statistical test is used to compare primary data against a specific hypothesis.
Cross tabulation	This analysis is utilised in research to analyse categorical data. This analysis provides information involving the relationship between two variables.
Fisher's Exact Test	Fisher's exact test examines the relationship between variables when there are only two dimensions to an answer. For example, 'Yes' and 'No'.
SPSS	Statistical Product and Service Solutions
UK	United Kingdom
US	United States

EXECUTIVE SUMMARY

The Fairtrade brand is experiencing high growth rates globally as demand for ethically produced goods intensifies. This indicates that consumers have identified the need to provide supplying countries with an honest return for their labour. However, review of existing literature highlights the possibility that this ethos may not be the sole influencer in the consumer purchasing process.

This study examines the internal and external factors that may affect consumer purchasing behaviour for Fairtrade coffee in Ireland. Coffee is the most valuable good traded for Fairtrade and also has a value to the global economy that is second only to oil (Black Gold, 2006). Consideration of various influential factors, which include demographics, price, branding and attitudes, identifies the most significant relationships that exist within the selected sample.

A key finding from analysis of primary quantitative data, highlights that the demographic profile of the Irish Fairtrade coffee consumer is reflective of that reported by Svensson and Myhre (2012) for a sample of the Swedish population. Despite this similarity however, variation exists within the factors that influence each sample when purchasing Fairtrade coffee. Hypothesis testing reveals that a number of hypotheses which were accepted for the Swedish sample do not hold a level of significance within the Irish sample.

It is recognised that continued research is required nationally and internationally to address the gap within existing literature in relation to this topic.

CHAPTER 1 INTRODUCTION

1.1 Introduction

The aim of this chapter is to introduce the dissertation and provide background knowledge and understanding of the research topic. This is achieved through identifying the rationale for undertaking this research. Additionally, the aim, objectives and a brief outline of the dissertations framework is also presented.

1.2 Background to the study

Fairtrade is defined as;

“(...) 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, disadvantaged 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.”

(World Fair Trade Organisation , 2013)

This widely accepted characterisation of Fairtrade was shaped in 1998 by a number of international organisations now recognised under collective branding as FINE. This international organisation provides an informal union for the members, which include the Fair Trade Labelling Organisation (FLO), the International Fair Trade Association (known as World Fair Trade Organisation), the Network of European Workshops (NEWS), and also the European Fair Trade Association (EFTA) (Fridell, 2007).

There is no individual commanding body in place for Fairtrade goods and as a result FINE's definition is not the only in existence. In some instances Fairtrade is regarded as a tool that can be used as a mechanism for improving global trade (Raynolds, et al., 2004). It is proposed that employing a strategy of 'trade not aid' will encourage developing countries to participate at a greater level within the global economy rather than receiving aid and remaining dependent upon other nations. Fairtrade may also be presented as a demonstration of generosity and awareness of the need to amend existing conditions surrounding the production of particular goods and services.

The success of the organisation had expanded over three continents and sixty countries by 2009 (Warrier, 2011). The market at this time was reportedly worth €3.4 billion to the global economy (Fairtrade International, 2011). Continued growth saw Fairtrade produce retail in over one hundred and twenty countries by 2011 with sales reaching US\$6.6 billion (Fair Trade Resource Network, 2012).

It is evident that the demand for fairly produced goods is increasing globally and it is highlighted that corporations found to be employing unethical operational practices may be reprimanded by society. For example, Mc Donald's global fast food chain is the subject of online campaigners who established the website www.mcspotlight.org. This boycott campaign was founded when it was revealed that Mc Donald's sources produce from establishments that treat animals in a questionable manner. As a result of this discovery, one of the leading global food chains has found itself having to defend the actions of the company (Carrigan & Attalla, 2001).

As a greater emphasis is placed upon ethical practices it is intriguing to explore the factors that affect the purchasing behaviour of ethical consumers. In order to achieve the aim and objectives of this study the author conducted a web-based survey, which was distributed among a sample of the Irish population. This survey identifies the influencing factors for purchases of Fairtrade coffee in Ireland, what market segment is most likely to purchase Fairtrade coffee and what, if any, similarities exist between Irish and Swedish Fairtrade coffee consumers.

1.3 Rationale for undertaking this research

The underlying principles for conducting research in relation to consumer behaviour towards Fairtrade coffee in Ireland are numerous. Primarily, existing literature in this area could not be identified for the Irish market. Upon establishing contact with Fairtrade Ireland it was confirmed that such a study has not previously been conducted. As a result, it is considered that this research will prove valuable by providing novel insights into the market and may also promote future study of this topic. The single source of literature identified that has examined this subject is that of Svensson and Myhre (2012). This study examined a sample of the Swedish population. Utilising a similar approach to this research will enable comparison of the key findings for the Irish and Swedish samples, which is a core component of this dissertation.

A continuously expanding following of Fairtrade goods signifies that consumers, retailers and suppliers are developing an ethical awareness in relation to the production of goods. The evolution of Fairtrade has witnessed numerous countries engage with co-operatives founded by the organisation. As a result of suppliers in developing countries providing produce to co-operatives and retailers in developed economies sourcing goods from these establishments, an attempt is being made to provide a sustainable livelihood for suppliers. This is indeed the case in Ireland as many supermarkets and retail outlets have embraced the 'Fairtrade' ethos and have adapted their own range of Fairtrade produce.

Despite this increasing awareness Loureiro and Lotade (2005) state that very little is known about the general consumer response to ethical coffee. This is due to the complex factors that influence the ethical consumer's decision-making process such as demographics, reputation and environment. For example, is it possible that the external environment can persuade a customer to purchase Fairtrade coffee? If status or reputation can be positively affected by opting for Fairtrade produce,

"(...) this can be a motive for people to take a pro-social and pro-environmental action, because reputation is more valuable than money, as the Roman philosopher Publilius Syrus once argued."

(Svensson & Myhre, 2012, pg. 8)

To gain insight into the internal and external factors that affect purchasing behaviour towards Fairtrade coffee in Ireland eight hypotheses will be tested.

Furthermore, the contribution of the coffee industry to the global economy is second only to oil. Black Gold (2006) argues that coffee is the ‘backbone’ of the Fairtrade organisation. Despite, Fairtrade coffee sales representing only one per cent of the global coffee market the commodity holds great financial importance for the organisation (Oxfam, 2013).

“In 2003, over 300 Fair Trade coffee grower associations existed, representing some 500,000 small-scale growers in Latin America, Africa and Asia. Fair Trade coffee imports in Europe in 2002 totalled 27 million pounds valued at over \$300 million dollars. Transfair registered sales of 4.7 million pounds of Fair Trade coffee in 2000 in the United States and Canada, with a retail value of \$64.4 million.”

(Taylor, 2005, pg.132)

It is considered that the fiscal value of coffee to the Fairtrade organisation and also to the global economy justifies this study being focused specifically on this good.

Fundamentally, an in-depth understanding of consumer behaviour towards ethical produce, such as Fairtrade coffee, must be pursued in order to establish an effective approach regarding future sales and growth strategies of industries world-wide. This is due to a persistent increase in demand for ‘fairly’ produced goods and services by society as awareness of such issues intensifies globally.

1.4 Research Aim and Objectives

The aim of this study is to investigate and gain insight into consumer behaviour towards Fairtrade coffee in Ireland.

The following objectives emerged from the research aim:

1. To examine demographics of Fairtrade coffee consumers in Ireland,
2. To identify which factors influence Irish consumers when purchasing Fairtrade coffee by means of hypothesis testing,
3. To conduct an international comparison of Irish research findings with those presented in Swedish research.

1.5 Dissertation Structure

This dissertation is structured in accordance with the guidelines as set out in the Athlone Institute of Technology, Masters of Business Studies manual. The dissertation has been divided into six chapters as outlined below.

Chapter 1 – Introduction

The author will introduce the research aim and objectives for this study and provide a brief background to the research in this chapter. Additionally, a rationale is presented as to why the author selected consumer behaviour towards Fairtrade coffee in Ireland as the subject area for this research.

Chapter 2 – Literature Review

The reader will be introduced to the Fairtrade organisation and how it has evolved into the global presence that is evident today. To provide an accurate representation of the organisation, standpoints in favour and also against the organisation are briefly examined.

Examination of existing literature that is relevant to the overall aim and objectives of this study is the primary focus of Chapter 2. The Black Box Model, which is core to the development of the research hypotheses, is examined in detail. Additionally, literature that focuses upon ethical consumerism and the coffee market is examined throughout this chapter.

Chapter 3 – Research Methodology

The third chapter of this dissertation, the research methodology, is primarily focused upon how the author plans, conducts and analyses primary research. Approaches, strategies and philosophies that are utilised within this research are examined, justified and critiqued. Additionally, alternative approaches that may have been applied to this research are evaluated. This chapter addresses limitations that exist within the research and ethical deliberations.

Chapter 4 – Analysis of Findings

The purpose of the analysis chapter is to report the findings of the primary data in an orderly and practical manner. The methods that were employed to analyse the data are illustrated within this chapter also. Objective one and two of this study are achieved within this chapter.

Chapter 5 – Discussion

The findings of Chapter 4 are discussed within this chapter of the dissertation. Literature which has been presented in Chapter 2 is called upon to aid discussion where relevant. Separation of the analysis and discussion chapters enables a clear comparison of findings from the Irish and Swedish samples. This comparison will signify the achievement of objective three of this study.

Chapter 6 – Conclusion and Recommendations

Chapter 6 presents the primary conclusions of this study. This final chapter also provides recommendations for future research and finally a personal reflection by the author. The emphasis of this reflective piece is upon the process of completing this dissertation.

1.6 Method

This literature review was conducted by utilising the resources of the library at the Athlone Institute of Technology which were accessed both online and in person. Multiple methods were employed throughout the compilation of Chapter 2 and included accessing books, journal articles, websites and securing personal contact with Fairtrade Ireland. The content of the literature review is relevant, recent and has been published by the leading experts within their respective fields. A combination of Google scholar and databases accessible through the Athlone Institute of Technology proved to be valuable assets as they provided access to national and international literature.

CHAPTER 2 LITERATURE REVIEW

2.1 Introduction

The aim of the literature review chapter is to examine, discuss and critically evaluate existing literature that is relevant to the research objectives of:

1. Examining demographics of Fairtrade coffee consumers in Ireland,
2. Identifying which factors influence Irish consumers when purchasing Fairtrade coffee by means of hypothesis testing.
3. Conducting an international comparison of Irish research findings with those presented in Swedish research.

The evolution of the Fairtrade organisation is discussed as this provides knowledge and insight into the history of the movement. The growth of the brand and the rate at which it has secured global expansion is also examined in order to determine the fiscal value of the organisation.

Critical standpoints of the organisation are also discussed in order to provide various views within existing literature toward the practices of the Fairtrade movement. The author dedicates a portion of this chapter to examination of the coffee industry, as this commodity is a core focus of the research. Furthermore, consumer behaviour is also a primary theme within this research and as a result literature within this field is critically examined and the Black Box Model is employed as framework to do so.

The author has identified a gap within existing literature in relation to consumer behaviour towards Fairtrade produce, especially in an Irish context. Additionally, a gap in literature also exists in relation to examining the demographics of Fairtrade consumers.

2.2 Development of Fairtrade

Examining how the concept of trading fairly has evolved is crucial in order to provide insight and understanding as to how the idea was originally founded and has expanded globally over time.

Alternative trade originated in the 1940's when an American national, Edna Ruth Byler, imported needlecrafts from Puerto Rico to Switzerland. Purchasing directly from the producers permitted Byler to pay a fair price as the traders or 'middlemen' were eliminated from the supply chain. Once the goods were marketed Byler effectively became the first retailer to trade justly (De Carlo, 2011).

In 1958 Byler's original retail outlet was opened, which was followed in 1972 by the establishment of the first World Shop. After developing into a self-financing retailer in 1996 the store was upgraded to what is presently recognised as Ten Thousand Villages (Jaffee, 2007). The chain has expanded to include seventy-eight Ten Thousand Villages outlets (Ten Thousand Villages, 2012). The suppliers for the chain are from thirty-seven countries worldwide including the Caribbean, Latin America and the Middle East (Ten Thousand Villages, 2013).

Throughout the 1980's increasing emphasis was aimed at the market for alternative trade and this resulted in a number of changes transpiring in the growing market. The European Fair Trade Association (EFTA) was established in addition to the International Fair Trade Association (IFAT). These modifications also included introducing a more structured approach to the development of the market. This new improved structure would permit increasing awareness to be directed towards the alternative trade movement and also to ensure the market could be monitored to some extent (Nicholls & Opal, 2006).

At this time, the first labelling scheme of guarantee for Fairtrade goods was unveiled to the market in the form of the Max Havelaar programme. This labelling initiative allowed consumers in the marketplace to differentiate the products that had been manufactured in accordance with a set of standards as outlined by the programme. Subsequently, this scheme was adapted throughout global markets with various brand names such as "Rättvisemärkt" in Germany and "Trans fair" in the United States (US).

Ireland and the United Kingdom (UK) developed the "Fairtrade" mark as the recognised labelling system for their marketplace. More recently new members of the labelling scheme include Australia and New Zealand (Jaffee, 2007).

Since additional trademarks were entering the financial system, a universal organisation was needed to unite them. As a result, the Fairtrade Labelling Organisation (FLO) was established to act as an umbrella organisation for any associations involved in the Fairtrade movement. This would allow specifications to be agreed upon worldwide and also have these benchmarks monitored from 1997 onwards. The Fairtrade Labelling Organisation (FLO) is the single largest Fairtrade initiative in existence (Warrier, 2011).





























Throughout the 1990's Fairtrade experienced increased growth of almost four hundred per cent reaching a net retail worth of €200 million in Europe in 1998. In 2001 this figure increases to over €260 million, which is representative of a thirty per cent growth rate over three years (Fridell, 2007). Despite the global economic crisis, sales of Fairtrade produce experienced a twenty-two per cent increase globally in 2008 to reach approximately €2.9 billion (Fairtrade Foundation, 2009).

The exceptional rates reached in the late 1990's and early to mid-2000 may be rationalised by the introduction of Fairtrade to organisations own-brand commodities. The UK supermarket chain, Sainsbury's was the initial leader of this movement. In 2002, when a range of own-brand Columbian coffee that carried the Fairtrade logo was marketed in numerous outlets owned by the company (Fairtrade Foundation, 2011). The success of coffee sales resulted in the company adapting a similar approach for additional products such as flowers, tea and fruit.

The aforementioned action by Sainsbury's prompted other outlets and retailers to convert to Fairtrade products and the market gained one hundred per cent custom from chains such as AMT and Tate and Lyle (Fairtrade Foundation, 2011). More recently in 2008, the global giant Starbucks agreed to purchase a portion of coffee from the Fairtrade organisation having experienced the social pressure to trade fairly (Renard, 2003). The Fairtrade organisation now reaches numerous established corporations such as Oxfam, the Body Shop, Green and Black's chocolate in addition to Tradecraft (Warrier, 2011).

The evolution of the Fairtrade brand is a process that has transpired globally and is now a recognised brand worldwide. Figure 2.1 demonstrates the level of awareness the brand has achieved within the European Union in 2012. The author notes that Ireland's awareness of the Fairtrade brand is amongst the highest of the participating countries and is second only to that of the UK.

Figure 2.1 – Level of Logo Awareness in the European Union

	Fairtrade	Organic farming	Traditional speciality guaranteed	Protected designation of origin	Protected geographical indication	None (SPONTANEOUS)	Don't know	Aware of at least one logo
 EU27	36%	24%	15%	14%	14%	37%	4%	60%
 BE	54%	20%	11%	8%	10%	31%	3%	67%
 BG	6%	13%	15%	14%	15%	57%	9%	34%
 CZ	12%	21%	20%	14%	13%	47%	7%	46%
 DK	75%	39%	5%	3%	6%	18%	0%	81%
 DE	57%	33%	11%	8%	9%	29%	2%	68%
 EE	17%	34%	22%	8%	10%	39%	6%	56%
 IE	78%	27%	8%	6%	7%	15%	4%	81%
 EL	5%	17%	16%	16%	15%	58%	6%	36%
 ES	3%	14%	25%	14%	14%	53%	4%	43%
 FR	29%	38%	19%	25%	17%	32%	3%	65%
 IT	17%	24%	22%	36%	32%	35%	5%	60%
 CY	7%	18%	20%	7%	10%	64%	0%	36%
 LV	6%	33%	14%	7%	14%	47%	4%	48%
 LT	5%	26%	21%	4%	7%	27%	29%	44%
 LU	76%	37%	15%	16%	11%	15%	0%	85%
 HU	6%	19%	11%	7%	9%	62%	2%	36%
 MT	28%	19%	10%	5%	7%	45%	11%	45%
 NL	78%	21%	5%	6%	6%	17%	1%	82%
 AT	72%	36%	15%	19%	16%	15%	2%	83%
 PL	5%	12%	15%	6%	11%	63%	4%	34%
 PT	16%	21%	15%	17%	18%	59%	5%	36%
 RO	5%	10%	9%	5%	6%	60%	16%	25%
 SI	11%	32%	13%	13%	16%	52%	3%	45%
 SK	12%	28%	20%	14%	12%	47%	6%	47%
 FI	54%	33%	12%	5%	5%	30%	1%	69%
 SE	74%	33%	10%	10%	9%	18%	1%	81%
 UK	81%	22%	13%	7%	10%	13%	1%	86%

Highest percentage per country *Lowest percentage per country*
Highest percentage per item *Lowest percentage per item*

Source: TNS Opinion & Social, (2012)

2.3 Fairtrade Ireland

The aim of this research is to examine consumer behaviour towards Fairtrade coffee therefore it is necessary to examine the Irish Fair Trade Network (IFTN). This organisation is a non-governmental organisation that was established in 1992. In agreement with the principals of the global Fairtrade movement, Fairtrade Ireland aims to promote fair trading practices between the domestic economy and developing countries (Irish Fair Trade Network Limited, 2013). The Irish Fair Trade Network is supported by numerous international development and human rights organisations including Action Aid Ireland, Concern, Oxfam Ireland, Trócaire, and the Irish Congress of Trade Unions.

The organisation is governed by a board of directors who and are responsible for policies and strategy implementation. Currently, eight directors are present within the organisation and as of 1 January 2010 each of these directors may serve for a maximum period of six years. Potential successors must be elected by the existing directors and once nominated, face a number of training measures including reviewing documents, policies and briefings (Irish Fair Trade Network Limited, 2013). A number of additional staff members are also based within the organisation, a list of which can be found in Appendix I.

Fairtrade produce in Ireland has experienced continuous growth despite economic challenges as sales increased from €93 million in 2008 to €118 million in 2009 (Fairtrade Ireland, 2010). This trend is also reflected in more recent years as 2011 saw sales increase to almost €159 million, which represents a further fifteen per cent increase from 2010 (Fairtrade International, 2012).

2.4 The Fairtrade Debate

Countless lines of reasoning are presented globally as verification that Fairtrade is the way forward for the coffee market as it ensures fairness and profit for all involved. It has been argued that:

“Fair Trade is one of the most important global movements happening right now.”

(Henderson, 2006, pg. 95)

With such a valuable market comes an innumerable quantity of suppliers and consumers, which all have to be protected in relation to standards of production and distribution of profits. Consumers of coffee had been unaware of the disregard surrounding the treatment of suppliers for many years. Since this issue has been highlighted in the media by organisations in recent years there appears to be a conscious effort by consumers to purchase Fairtrade coffee. However, as Fairtrade has expanded into new markets so too has scepticism about the long-term effects of such an initiative. In order to gain full insight into the dynamics of the Fairtrade market and reach accurate conclusions, opposing standpoints must be considered.

2.4.1 Fairtrade confronts market power inequalities

Inequalities exist within the power of the coffee industry as multinational corporations exploit the supplying sector in order to secure high profit margins. Fairtrade supporters argue that companies intentionally pay unethically low prices that do not reflect the labour intensive process of coffee growing (Bacon, et al., 2008). Fairtrade advocates seek to create a more balanced economy for the benefit of growers, manufacturers and consumers by ensuring that a premium is paid to suppliers (Jaffee, 2007).

On the 1 April 2011, the Fairtrade Labelling Organisation (FLO) increased the community development premium per pound of coffee from US\$.10 to US\$.20. Furthermore, due to increasing production costs at this time, the minimum value per pound also increased to US\$1.40 and US\$1.35 for washed Arabica and natural Arabica respectively (Fairtrade USA, 2011).

Despite these attempts to ensure that coffee suppliers are not exploited critics of Fairtrade products, including coffee, argue that multinational companies still benefit in an unfair way. Upon examination of the literature there is evidence that suggests retailers consciously exploit even Fairtrade produce to generate profit in a process known as 'clean-washing'. This concept argues that businesses retail Fairtrade produce with the aim of attracting attention to the fact that they stock Fairtrade produce rather than to attract consumers to the principles behind it. It is also argued that by doing so the corporation's aim is to improve their own self-image (Pierre, 2006).

For example, it has been found that Sainsbury's, a leading UK supermarket chain, has retailed Fairtrade bananas at more than four times the price of conventional bananas, which represents more than sixteen times what suppliers receive. In relation to coffee, another UK supermarket chain; Tesco PLC was also found to be retailing Fairtrade coffee at a premium of US\$3.46 while the grower received a mere US\$.044 premium (Stecklow & White, 2004). Such actions result in the market power inequality remaining problematic to future progression of the movement.

2.4.2 A fair price guarantee

The Fairtrade organisation aims to provide payments of multiple premiums including an organic premium and a social premium to coffee growers. The aim of this is to enable the disproportionate spread of profits to be distributed more evenly between the retailer and suppliers. The author highlights that literature indicates that Fairtrade coffee provides the highest premium of approximately US\$0.2164 per pound above the original price (Loureiro & Lotade, 2005).

Critics of Fairtrade however consider this system flawed, as the premium is calculated in accordance with the quantity of coffee delivered for processing. Quantities of coffee produced depend upon various factors such as access to fertile land and equipment. Therefore, the poorest suppliers in unfertile regions will remain living in the worst conditions (De Neve, et al., 2008).

2.4.3 Helping producers help themselves

Fairtrade advocates argue the organisation does not only focus on providing a fair wage to suppliers. By providing operational knowledge and tools to suppliers Fairtrade also educates growers about effective and efficient processes in producing coffee. This assures that they have a means to elevate them from poverty and are no longer reliant on foreign aid as a means for survival.

Furthermore, Fairtrade encourages small-scale producers and workers to become members of cooperatives, which allows them to cut out middlemen and increase their profit margin. Cooperatives also benefit the supplying market as large groups can take advantage of the economies of scale when purchasing in bulk, for example; discounts that would not be offered for smaller quantities being purchased (Mohan, 2010).

An economic assumption must be acknowledged at this point that states: as supply increases to the market, the overall price level will fall. As a greater number of coffee suppliers are encouraged to become members of Fairtrade cooperatives the supply increases and therefore the price of the commodity should decline. This fall in price would have little effect on Fairtrade suppliers as the wage guarantee is in place, however the same cannot be said for suppliers that are not involved with the fair trade movement. This scenario has a three-way trade-off; consumers and fair trade producers experience benefits whereas non-fair trade producers are worse-off (Le Clair, 2008).

2.5 The Fairtrade Consumer

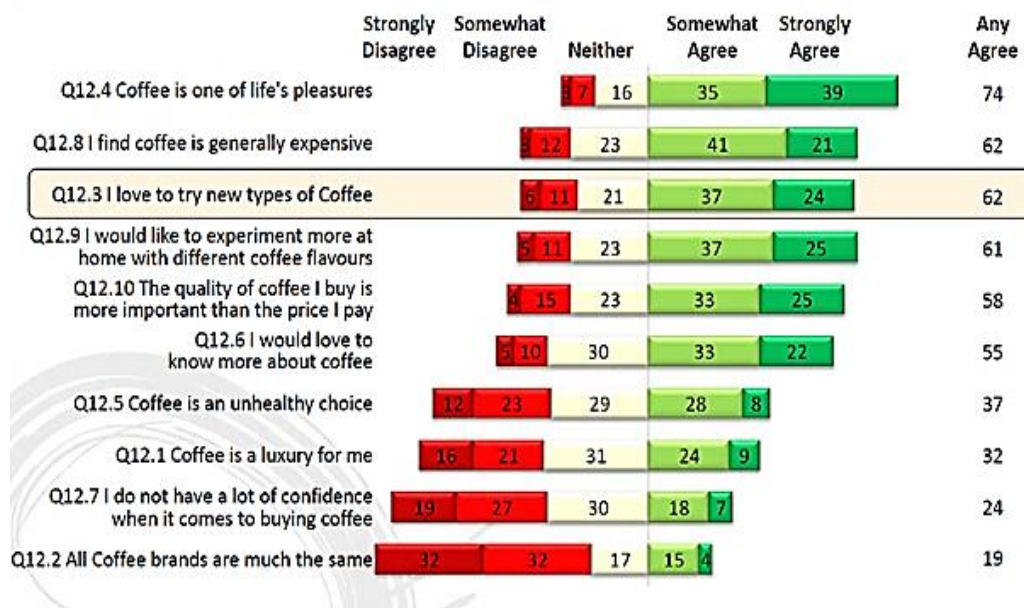
Analysis of consumer demographics provides statistically meaningful information and is a primary objective of this research. This information can be used to describe the characteristics of a population. Examples of these characteristics include age, gender, level of income and educational attainment. According to Kelley (2013) a limited number of studies have attempted to examine buyer behaviour of Fairtrade coffee consumers. Kelley (2013) also notes that the majority of studies regarding Fairtrade coffee focus on consumer perceptions rather than demographics. Additionally, it is proposed that since the European Fairtrade market has experienced an upsurge in recent years, the majority of studies conducted before 2001 can be considered irrelevant (Cailleba, 2009).

Despite Ireland being renowned as a nation of tea drinkers, Euromonitor International (2013) argues that coffee has established a strong position within the Irish market. The Irish consumer is emerging as increasingly demanding with their coffee choices as an increased number of speciality coffees are sought.

In Ireland, Nestlé is the market leader for coffee as it has established numerous brands including Nescafé Gold Blend, Nescafé Original and Nescafé Alta Rica (Euromonitor International, 2013). Research conducted in Ireland in 2011 highlights the fact that consumers in the 30-50 year old bracket demonstrated a strong sense of brand loyalty to Nescafé. Over fifty per cent of respondents declared Nescafé Gold Blend as their preferred brand of coffee (Euromonitor International, 2013).

Bord Bia (2011), the Irish Food Board, conducted research to determine the factors that affect consumer behaviour for coffee in Ireland, see Figure 2.2. A key finding from this research is that the majority of Irish coffee drinkers consider it to be an expensive product however, the consensus is that the quality of the coffee is of greater importance than the price. Fotopoulos and Krystallis (2002) state the premium price associated with organic produce is cited as a deterrent to ethical consumer behaviour. Abeliotis, et al. also (2010) propose that high-level income consumers are most likely to purchase organic produce out of habit rather than consciously making a decision to be ethical consumers.

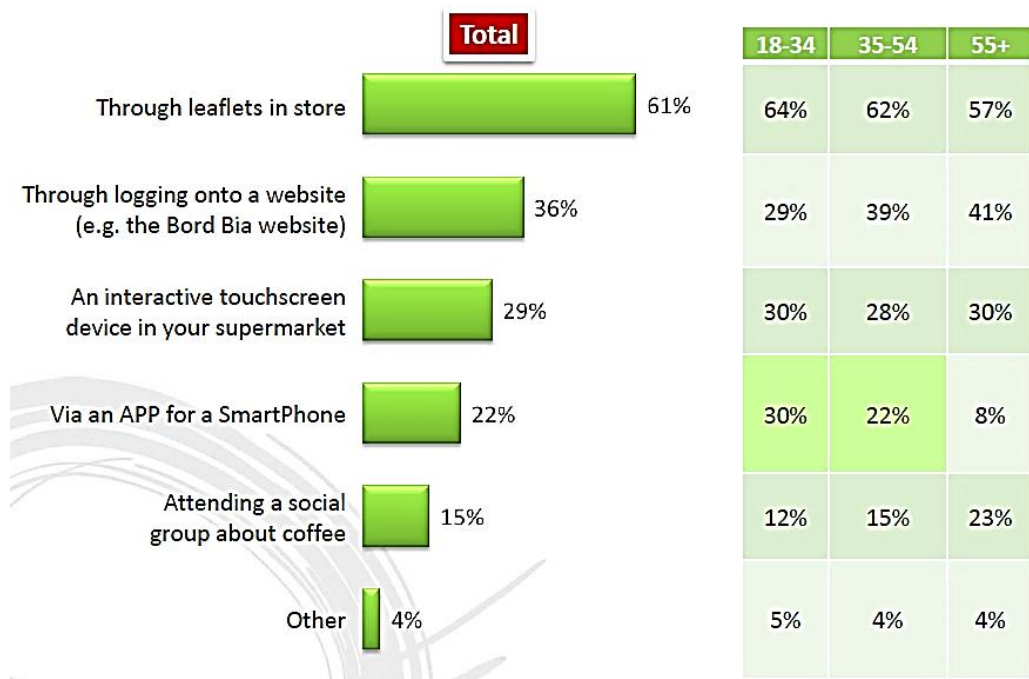
Figure 2.2 – Attitudes in Ireland towards Coffee



Source: Bord Bia, (2011)

Bord Bia (2011) also explored the ways in which Irish coffee consumers would like to learn about coffee and coffee brands, the results of which are depicted in Figure 2.3. Over half of those surveyed stated that they would like to learn about the coffee market and various types of coffee. The preferred method to learn by, with a significant percentage of all age groups, is through leaflets being distributed in store. It is evident from the data that the younger coffee consumer would appreciate a smartphone application as a means to learn. This is in conflict to what the over fifty-five age group would desire as only eight per cent of this sample would embrace this approach.

Figure 2.3 – Channels for Learning about Coffee

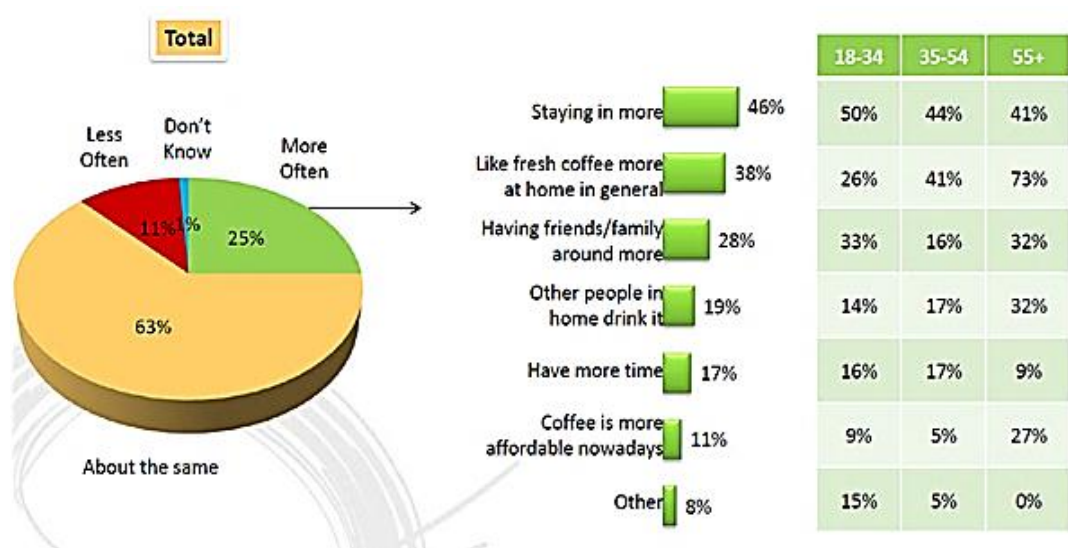


Source: Bord Bia, (2011)

The sample was asked if they were consuming coffee at a greater rate or a diminished rate than the same period in the year previous. Twenty-five per cent of respondents stated that they were drinking coffee at home on a more frequent basis, while eleven per cent confirmed their level of consumption within the home has decreased.

The demographic variable of age was used to provide an analysis of the reasons for this alteration in behaviour. Figure 2.4 demonstrates that the youngest portion of the sample, eighteen to thirty-four year olds, cited staying at home more as the primary reason for the increase. This is in contrast to seventy-three per cent of the over fifty-five age group stating that they simply like coffee at home more. Both groups of Irish consumers acknowledged that family and friends call to their home more frequently than this time last year.

Figure 2.4 – Reasons for Drinking More Coffee at Home



Source: Bord Bia, (2011)

Svensson and Myhre (2012) is the single literature source found to offer a demographic profile of the Fairtrade coffee consumer. This research was conducted on a population sample in Sweden. The findings of this research are that females aged between eighteen and thirty are most likely to consume Fairtrade coffee within the selected sample. Additionally, a third level education will have been obtained and the individual is most likely to be engaged in full-time employment but earn a low-income.

A lack of literature, which examines the demographics of consumers that purchase Fairtrade goods, including coffee, has been highlighted. Examination of coffee consumers in an Irish context, demonstrates that variations appear to exist within attitudes for different age groups. This leads the author to consider that further research is required in this area in Ireland and also in international settings.

2.6 The Coffee Industry

Profit, as any economist will concur, is the reason why most institutions exist and the coffee market is certainly accomplished in generating large profits annually. The industry provided coffee-yielding countries with US\$23.5 billion in 2011 and it is expected that this market will continue to expand and reach consumption rates of 9.09 million tonnes by 2019. It is estimated that one hundred and twenty-five million people are dependent upon coffee to provide their livelihood and of this more than half a million coffee farmers benefit from Fairtrade coffee (Fairtrade Foundation, 2012).

Coffee is one of the world's most traded commodities and is second only to oil as a source of foreign exchange to producing countries (Black Gold, 2006). It accounts for a significant percentage of total exports from countries such as those on the continent of Africa where it composes sixty-seven per cent of annual exports. The global coffee market from 1999 to 2000 is valued at US\$9 billion (Wood, 2009).

Employment in developing countries is created in the coffee market by cultivating the crop, processing the harvest and transportation of the commodity worldwide generates employment, this in turn benefits the global economy (International Coffee Organisation, 2013). Fair Trade coffee sales represent one per cent of the global coffee market (Oxfam, 2001). However, it is one of the most valuable goods traded for the organisation as was previously discussed in Chapter 1.

Now that the value of the global coffee market has been established in monetary terms but also in relation to the number of personnel employed within the industry it must be noted that this market in particular is open to fluctuations and variation on a daily basis. The history of the coffee market demonstrates that suppliers to this sector are exposed to unstable income levels.

The International Coffee Agreement (ICA) collapsed in 1989 and was instigated by the increasing demand for market liberalisation. Liberalisation would lead to an unstable market and unpredictable prices in addition to slackening of supply constraints (Oxfam, 2001). As a consequence of producers over-selling their quotas, the price of coffee fell dramatically with an oversupply in the market. The over-production of coffee was aided by the industrial modernisations occurring during this period. As a result of these issues the global coffee price plummeted to a thirty year low (Bacon, et al., 2008).

Instability in the global coffee market affected the producers of the commodity worldwide. Oversupply created competition in the market and drove prices downward resulting in poverty stricken rural communities that were heavily reliant on coffee as their primary source of income (Pierre, 2006).

Figure 2.5 – Fluctuations in Arabica Coffee Prices 1989 - 2011



Source: Fairtrade Foundation, (2012)

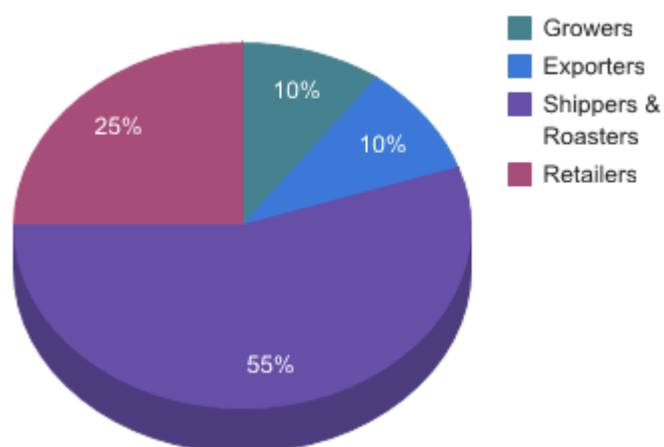
At a macro level, the market adjustment from a managed market to an open market exposed the small-scale producer to the power disproportions that existed. This exposure resulted in farmers battling against the coffee market's cyclical price variations to generate profit for their produce. The market fail's to offer recommendations as to what the producers will use to finance their day-to-day needs while the cyclical prices stabilise (Bacon et al, 2008).

The market then experienced a coffee boom in pursuit of the crisis. This boom was a result of growing demand for coffee globally and the opening of modern coffee serving establishments in order to accommodate this demand. Another influence in the coffee boom that is considered is the attraction of new multinational companies to the market (Pierre, 2006).

The value of coffee could be added at the end of the chain and the global giants seized the opportunity to generate large profits by manipulation of the supplying market (Pierre, 2006). The low wage paid to the supplier and the new willingness of consumers to pay high prices for quality produce attracted wealthy organisations to the market. Given that the aim of these organisations was to generate a large turnover and in turn, earn profit, millions of dollars were pumped into promotion of the coffee market (Pierre, 2006).

Coffee has a simple process to follow in order to reach retailers and so is easily certifiable and can be straightforwardly processed as no additives or preservatives are required. This in turn again results in the fairness of trade being assured as unproblematic (Ransom, 2006). A breakdown of how the proportion of income received is distributed among the various stages of coffee production in Figure 2.3 will demonstrate how underappreciated the coffee grower is.

Figure 2.6 – Distribution of the Final Price of a Jar of Coffee



Source: Adapted from Ransom (2006)

2.7 Consumer Behaviour

Consumer behaviour is traditionally presumed to be influenced by the self-interest of consumers. This is due to the fact that buyers seek to obtain maximised utility from a limited disposable income. As examination of this concept is a primary objective of this research, it is necessary to define consumer behaviour. Modern definitions of consumer behaviour consider not only the influence of personal satisfaction of consumers but also of external factors such as the perception of ethical obligation, the attitude of consumers and environmental factors (Blythe, 2008). Consumer behaviour can be defined as;

“Consumer Behaviour is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and wants.”

(Solomon, et al., 2006, pg. 6)

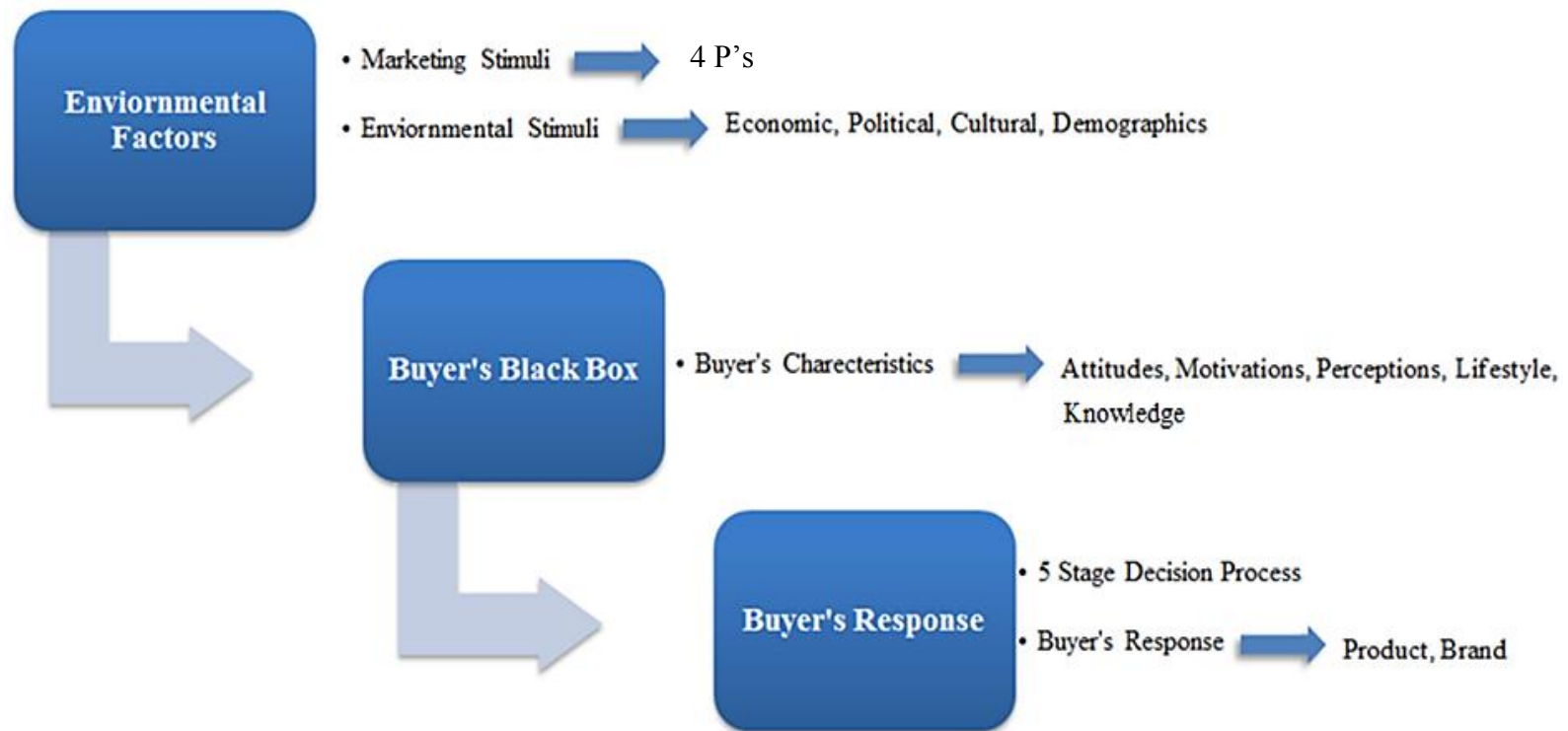
Pachauri (2002) argues that researchers have continually pursued more sophisticated models and concepts of behavioural sciences in order to gain an in-depth understanding of consumer behaviour. The aim of this is to identify key influences of consumer behaviour thus, enabling consumer patterns to be predicted and potentially managed (Svensson & Myhre, 2012).

2.8 The Black Box Model

To identify the key internal and external influences that impact upon Irish consumers throughout the purchasing process, the Black Box Model is used to examine buyer behaviour. It is crucial to examine and understand the relationship that exists between consumers and influencing factors of buyer behaviour.

According to Ahmad (2012) the Black Box Model demonstrates how consumer behaviour decisions are reached as a result of a rational decision making process. This particular model is essential to this research due to its overall structure, which is complementary to primary research objectives. Svensson and Myhre (2012) consider the Black Box Model to be an “important cornerstone” as it identifies key affecting factors within consumer behaviour. Furthermore, this model also corresponds with the remaining objectives of identifying relationships between factors and establishing which segment of the population can be considered as Fairtrade coffee consumers in an Irish context.

Figure 2.7 - The Black Box Model



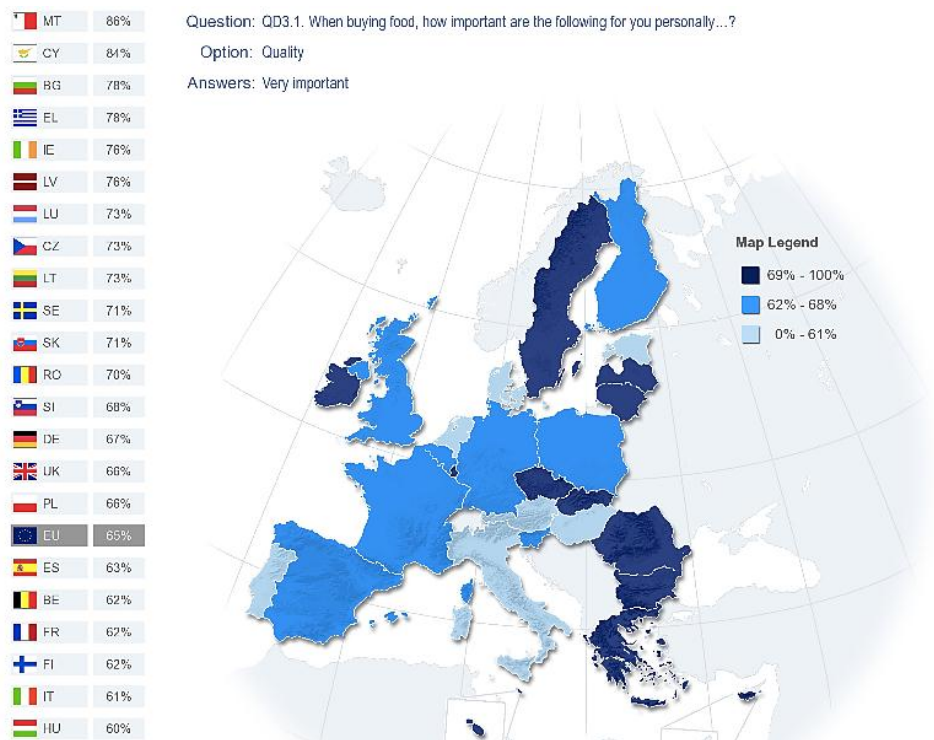
Source: Adapted from Sandhusen (2008)

2.8.1 Environmental Factors

The **marketing stimuli**, which are depicted as the initial stage of the Black Box Model occurs as a direct result of companies utilising the marketing mix. According to Kolter, et al. (2009) this mix is representative of the marketing tools available to companies when attempting to influence buyer behaviour. Kolter et al. (2009) also recognise that each of the elements of the marketing mix provides a benefit for the consumer.

1. Product – Kolter et al. (2009) outlines this element of the marketing mix as a description of the product being offered. For example, the features, design, quality, packaging and size of the product. Svensson and Myhre (2012), consider Fairtrade coffee to be a social product as it addresses and impacts on social issues in a positive manner. Figure 2.8 illustrates that quality of food produce within Ireland is ranked as very important by seventy-six per cent of consumers. As a result Ireland is ranked fifth of the European countries when considering the importance of quality.

Figure 2.8 – Importance of Quality



Source: TNS Opinion & Social, (2012)

- Price – The price associated with a social product can come in two forms, monetary or nonmonetary. Svensson and Myhre (2012) consider nonmonetary costs to be time or effort that is dedicated to finding and purchasing a product or service. Monetary costs for social produce such as Fairtrade coffee is greater than those products that do not focus on a social messages or responsibilities. The premium that is currently paid by consumers for Fairtrade coffee is twenty-seven per cent (Pelsmacker, et al., 2005).

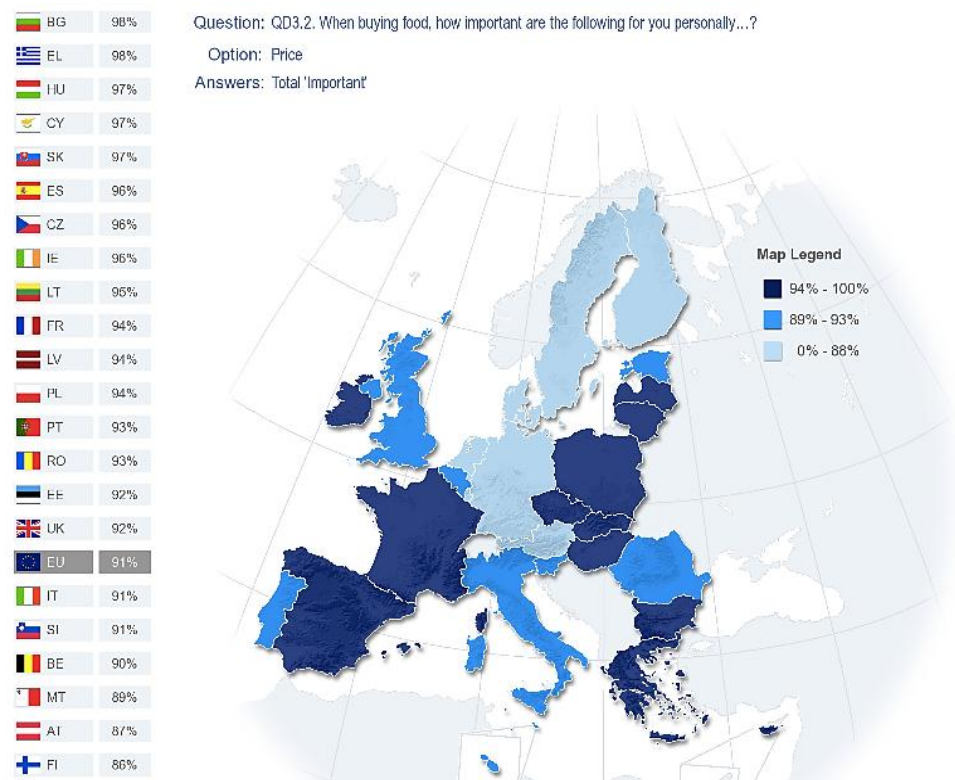
Loureiro and Lotade (2005) indicates that consumers are most willing to a premium for Fairtrade coffee rather than shade grown or organic coffee in the US market, but notes that organic coffee is often priced higher than the mentioned alternatives in retail outlets. Hainmueller et al., (2011) complement this argument and demonstrate that sales of coffee in a supermarket chain in the US rose by ten per cent when it was Fairtrade certified.

Furthermore, Arnot et al., (2006) conducted an experiment in Alberta, Canada where prices for Fairtrade coffee were increased in comparison to a similar coffee that was not ethically produced. This research also concluded that consumers were less sensitive to price alterations when the produce was certified as Fairtrade. Could it be the case that the consumer in this case has realised the value of this product could be greater than the price associated with it?

This is in contrast to the findings that have been reported in Europe by Pelsmacker et al., (2005). The consumer sample within Belgium revealed that on average ten per cent was the premium that people were willing to pay. This finding contradicts those reported by the studies conducted in the US and Canada. As a result of this outcome an objective of the author is to determine which internal and external factors, including price, affect the Irish consumer's buyer behaviour.

Figure 2.9 is utilised to demonstrate the importance of price for Irish consumers in comparison to other European countries. Ninety-six per cent of those surveyed from the Irish consumer sample in this study consider the price of produce to be important when purchasing food items. This is amongst the highest ratings for the European market and is above the average level of ninety-one per cent.

Figure 2.9 – Importance of Price



Source: TNS Opinion & Social (2012)

3. Place – This element refers to distribution strategies that may be employed to position products as conveniently as possible for consumers. This is especially true for Fairtrade coffee consumers as they may not be willing to pay the aforementioned premium and travel to secure the product. As a result, if such a premium is in place it is essential to ensure ease of access for consumers in the hope of positively affecting buyer behaviour. Additionally, this element of the marketing mix also encompasses the need to transport and store goods in a way that ensures the product will remain high in quality until the consumer is reached (Charles, et al., 2010).

4. Promotion – Promotion is primarily concerned with advertising and sales strategies of corporations for example; Fairtrade focusing on their ability to provide ethically produced goods (Kolter, et al., 2009). It is hoped that by engaging with promotional activities that consumers will become educated in relation to the benefits of purchasing a particular brand and as a result become more satisfied that the exchange is mutually beneficial (Charles, et al., 2010).

Through examination of literature the author identified conflicting views that exist in relation to the performance of ethical versus unethical companies. MORI (2000) reveals that forty-six per cent of European consumers claim to be agreeable to paying a premium for ethically produced goods and services.

However, the argument is presented that findings such as this are not representative of the market and that rather than actively engaging and seeking information, consumers rely on the media to highlight corporations that operate in an unethical manner (Carrigan & Attalla, 2001). If and when a company is publicly advertised to be unethical it is believed that at this stage negative implications would be experienced by the company. However, Creyer and Ross (1997) and Carrigan and Attalla, (2001) depict a situation whereby consumers will continue to purchase unethically produced products at a lower price. The author considers that due to the current global economic crisis, this may hold true in a greater number of instances in the future.

As a result, it can be considered that some ethical consumers operate in a passive manner and that the most efficient means by which to educate society about unethical practices is through the media. Therefore, promotion is a crucial element for organisations such as Fairtrade.

The traditional marketing mix was extended to include an additional three elements of process, physical evidence and people (Lovelock & Wirtz, 2011). However, these additions are service focused rather than product focused and therefore, are considered to be unsuited with this research (Kolter, et al., 2009).

The second element of the environmental factors within the Black Box Model is **environmental stimuli**. Svensson and Myhre (2012) define environmental stimuli as “external factors that companies do not have any control of”. An example of this is politics. Research conducted in foreign markets such the UK (Barnett, et al., 2005) and Norway (Honkanen, et al., 2006) suggests that political factors appear to impact upon consumer buyer behaviour;

“Ethical consumerism is thoroughly embedded in a wider network of political participation. One thing that trade justice campaigns illustrate is the shared sense amongst diverse campaign organisations that changing the ways markets work involves more than simply changing people’s consumer behaviour, but also requires concerted political action”.

(Barnett, et al. 2005, pg. 16)

Additional environmental stimuli that must also considered are cultural and demographic elements. It is argued by various scholars such as Sandhusen (2008) and Svensson and Myhre (2012) that cultural factors such as nationality have the potential to considerably impact upon consumer behaviour. This is due to the fact that individuals from a particular cultural background are likely to hold similar values and interests as each other (Svensson & Myhre, 2012).

The effects of demographic variables on buyer behaviour are somewhat easier to measure. Svensson and Myhre (2012) highlight age, occupation and income to be the primary influencing demographic variables on consumer behaviour.

2.8.2 *Buyer's Black Box*

The Black Box Model illustrated in Figure 2.1 illustrates the buyer characteristics of attitudes, motivations, perceptions, lifestyle and knowledge as the buyer's black box.

“Attitudes are considered either relatively stable object – associations, or temporarily constructed evaluations, which are formed through memory (cognitive)-based information processing or contextual and affect-based information processing”.

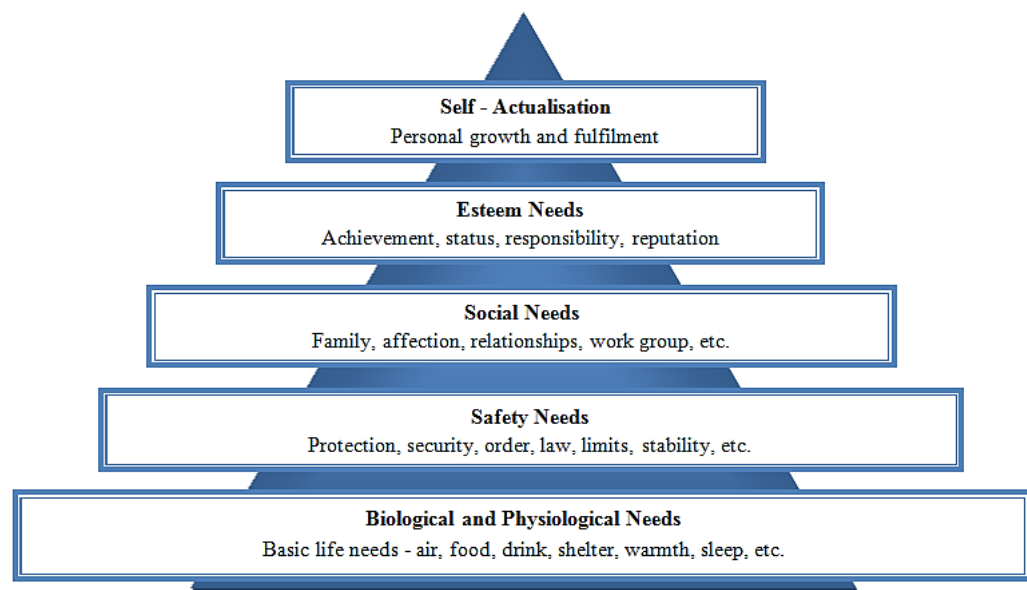
(Evmorfia & Melewar, 2011, pg. 431)

Attitudes are formed and adjusted as a result of a number of elements such as the opinion of family, friends, peer groups and also by past experiences (Sandhusen 2008). It is difficult to measure the effect of attitude on buyer behaviour for numerous reasons. The possibility that the product may hold a personal value to consumers such as having some ability to assist an individual in achieving their goals can often increase the value of a good or service in a particular instance only.

An attitude-behaviour gap occurs when an individual's attitude fails to predict their behaviour. For example, it is expected that those who participate in fitness classes and active classes would not do anything to impair their health. However, it is the case that health conscious people may still smoke cigarettes or drink alcohol (Byrka, 2009).

Pelsmacker et al., (2005) state that examination of attitudes alone is a poor indicator of behaviour as a result of the attitude-behaviour gap. Those who claim to purchase ethical produce often still rank factors such as price and quality as most important.

Figure 2.10 - Maslow's Hierarchy of Needs



Source: Adapted from Saybrook University, (2012)

Maslow's hierarchy of needs theory as illustrated in Figure 2.2 demonstrates the way in which an individual experiences **motivation**. The needs that exist at each level must be reasonably satisfied before progression to the next stage can occur. Basic life needs must be satisfied initially followed by safety and social needs, esteem needs and finally self-actualisation. Various life occurrences and experiences such as unemployment and health issues may negatively impact upon an individual's advancement within this theory and Maslow stated that only one in every hundred people would reach self-actualisation (Saul, 2007).

Critics of this theory argue that Maslow's approach to the development of the theory has resulted in numerous shortcomings. Firstly, the methodology utilised by Maslow may be unreliable when generalising to a large population as a small sample of eighteen was used initially. Additionally, the approach employed by Maslow known as biographical analysis is considered to be subjective and as a result is based upon the opinion of the researcher, in this particular case, Maslow.

Furthermore, this theory depicts the need for an individual to satisfy all needs before progression to the next level can be attained, this however is not true in every instance and as a result certain aspects have been falsified (Saul, 2007). For example, communities throughout the globe exist in poverty and are not satisfied with the level of food, clothing and shelter available to them. However, it is still possible for these people to know affection and relationships, which according to Maslow's theory is not credible.

According to Pelsmacker et al., (2005) attitudes and motivations are the two primary drivers of demand for Fairtrade produce. As is noted by various authors, these two factors are responsible for purchase decisions however, if there are numerous consumers in a market that consider themselves to be ethically aware across the globe then why is it the Fairtrade coffee accounts for only one per cent of the market share? It is argued by Pelsmacker et al., (2005) and Loureiro and Lotade (2005) that attitudes alone are not accurate indications of consumer behaviour. This is due to the influence of additional factors that are discussed below.

Perceptions formulate an integral part of consumer buyer behaviour as they are considered to be the brain's automatic decision of whether something is significant or not (Blythe, 2008). Only the most important or interesting points, which are absorbed from analysing the world surrounding us, will be retained and generated into perceptions (Svensson & Myhre, 2012).

In relation to the perception of Fairtrade coffee in Ireland, literature suggests that it might be considered somewhat of a status symbol for consumers to purchase this product. Griskevicius (2010) argues that individuals who purchase Fairtrade coffee may be rewarded by gaining trust and status within society. Perceptions may be a key influence in the Irish market for Fairtrade coffee consumers as stimuli, which are generated from the organisation, provoking a response from the population. This response may be either positive or negative depending upon the meaning that is perceived to be associated with the Fairtrade organisation.

The Black Box model also indicates that **lifestyle and knowledge** are considered buyer characteristics that may affect the consumer purchasing process. Blackwell, et al. (2001) concentrate on investigating these elements and states that a consumer's lifestyle may also be referred to as psychographics. It is possible to measure psychographics in a quantitative study by examining patterns and demographics of individuals or of a collective group. In turn, this enables researchers to determine relationships between elements that may affect buyer behaviour (Svensson & Myhre, 2012).

As previously stated, Blackwell, et al. (2001) also highlights that the consumer will possess a level of knowledge throughout the buying process. Svensson and Myhre (2012) stress that consumer knowledge may exist in two forms. Firstly, a consumer will hold knowledge that the product/service exists and secondly, a consumer will also be aware of the features and qualities of the good/service. Kelley (2013) argues that the level of knowledge held by consumers about Fairtrade will affect the sales of the organisations produce. The greater the level of knowledge that exists, the greater amount of produce will be sold.

Modern marketing techniques have enabled organisations to reach consumers by means that were not previously possible, for example, advertisements on Facebook and other social media channels. Marketing stimuli such as this allow consumers to be exposed to greater quantities of information concerning new and existing products/services and their features.

2.8.3 Buyers response

The consumer **decision-making process** occurs at the final stage of the Black Box Model and involves a number of phases. Firstly, the pre-purchase stage is initiated when a consumer recognises a need that may be triggered in a number of ways such as marketing activities or personal desire (Lovelock & Wirtz, 2011). At this time an information search will begin which represents the second phase of the decision making process.

The purpose of this search is to identify the potential solutions available to the need that has been recognised. Thirdly, the information gathered must be compared and evaluated in order to establish which product is most suitable before making a purchase decision. According to the decision making process theory the final stage encountered by a consumer is the post-encounter stage where the product is evaluated and the level of satisfaction is ultimately determined (Lovelock & Wirtz, 2011).

According to Sandhusen (2008), the **buyer's response** represents the final stage of the Black Box Model. The focus of this stage is whether or not the consumer is satisfied or dissatisfied and is affected by various elements such as brand choice, timing of purchase and cost of purchase.

2.9 Black Box Model Hypotheses

It is evident that a number of authors have produced literature surrounding elements of the Black Box Model. Svensson and Myhre (2012) examined this model and developed eight hypotheses (Table 2.1). The aim of this is to determine what factors influence the Swedish Fairtrade coffee consumer when choosing to purchase the product over rivals offerings.

Table 2.1 – Research Hypotheses

Number	Hypothesis
1	The price of Fairtrade coffee is negatively related with ethical consumer behaviour
2	Positive attitudes towards Fairtrade coffee are positively related to ethical consumer behaviour
3	Brand familiarity is negatively related to ethical consumer behaviour
4	Lack of information about Fairtrade coffee is negatively related to ethical consumer behaviour
5	A consumer's conscience is positively related to ethical consumer behaviour
6	The attitude behaviour gap is negatively related to ethical consumer behaviour
7	An interest in politics is positively related to ethical consumer behaviour
8	The commercial impact is positively related to ethical consumer behaviour

Source: Adapted from Svensson and Myhre, (2012)

The findings of this research indicate that three of the eight hypotheses hold significance for the chosen sample of the Swedish consumer. Hypothesis two, four and six are accepted by Svensson and Myhre (2012) while one, three, five, seven and eight are rejected.

2.9 Summary

It is evident that a lack of research in relation to buyer behaviour towards Fairtrade coffee in Ireland and internationally exists and so a gap in existing research has been identified. From examination of existing literature a number of points are noted:

- The Fairtrade organisation is confronted with challenge in the form of protesters whom disagree with the operational methods in place in developing countries.
- Despite these objections, the success and expansion of Fairtrade on a global scale symbolises that the ethos of the brand is favourable to society as a whole. This growth also represents the rising level of awareness of consumers in relation to unethical practices.
- Examination of literature reveals that ethical consumer behaviour is affected not only by moral issues but also by a number of internal and external characteristics that are represented within the Black Box Model.
- Gaps that exist within existing literature have been highlighted and include studies on the demographics of Fairtrade consumers. Additionally, studies that are focused on consumer behaviour in general towards Fairtrade produce are also lacking.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Introduction

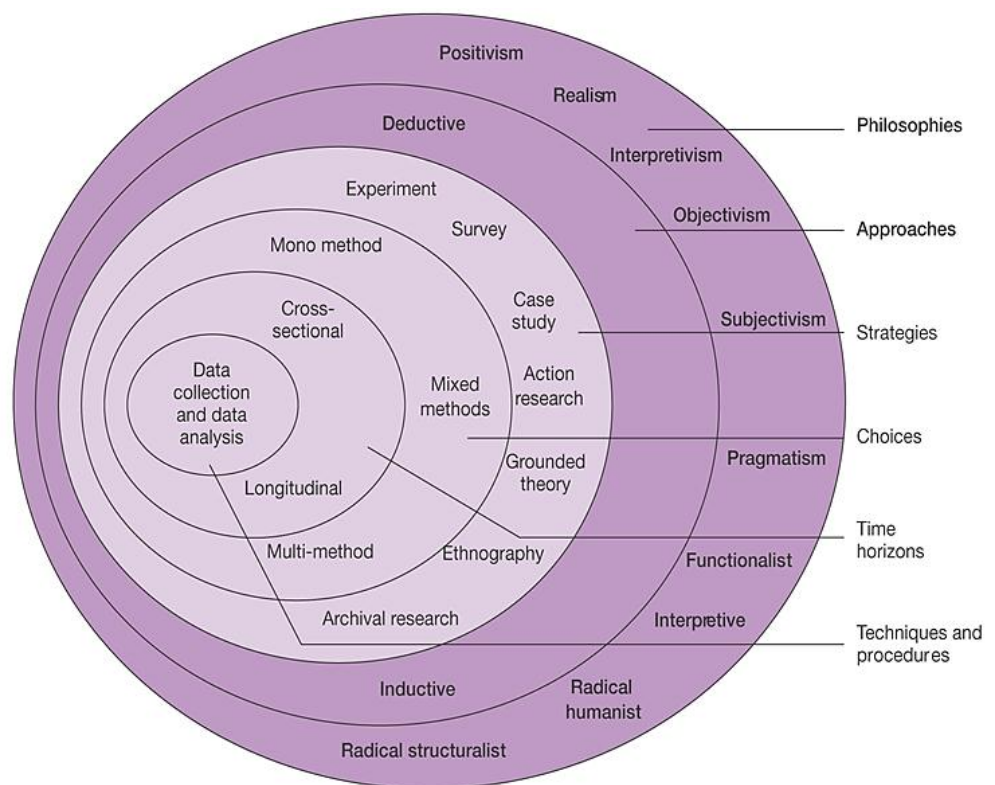
According to Kumar (2008) research methodology refers to “a way to systematically solve research problems” whereas research methods refer to the techniques that are utilised when conducting research. To safeguard validity and accurate comparisons of the Irish and Swedish ethical consumer a similar methodological approach is adopted in this research to the methodology implemented by Svensson and Myhre, (2012). The aim of this chapter is not only to examine the methods employed by the author to achieve the research objectives and answer the research question, but also considers alternative approaches. Justifications of the selected methods comprise an integral part of this chapter while limitations of the methodology are also acknowledged. Finally, ethical considerations associated with the research are deliberated.

3.2 Research Design

New York University (2012) states, “The function of research design is to ensure that the evidence obtained enables us to answer the initial question as unambiguously as possible”. Saunders, et al. (2012) describes research design as a general plan of how a research question will be answered. It provides a structured overview of aims and objectives and from this a strategy can be devised to gather and analyse data as efficiently as possible.

Saunders, et al. (2012) depicts the progression of the research design process by utilising the ‘onion’ model, illustrated in Figure 3.1. This model depicts the various layers associated with research design and also demonstrates the way in which decisions at each layer influences components at subsequent levels.

Figure 3.1 - The Research Onion



Source: Saunders et al., (2007)

Careful consideration has been given to research design so as to avoid bias within research findings. According to Gerhard (2008) “bias, in the context of research methodology, refers to the presence of systematic error in a study”. Bias may occur as a direct impact of a researcher’s belief in relation to reality and as a result it is necessary to gain understanding and awareness of ontology and epistemology.

3.2.1 *Ontology*

Blaikie (1993) defines ontology as ‘the science or study of being’. This description is expanded when being employed for the social sciences to include ‘claims about what exists, what it looks like, what units make it up and how these units interact with each other’. According to Flowers (2009) ontology expresses a view concerning the nature of reality, and specifically, is this objective reality, or a subjective reality, which has been created in our minds. For example, it is possible that a researcher will report findings which are representative of what they believe is happening but this may not actually be a true reflection of the situation.

The author proposes that every individual holds various embedded ontological assumptions, whether they are aware of it or not, and that these assumptions have the potential to directly impact on the way in which findings are reflected upon and reported. As a result, the author has considered expectations that have emerged in order to minimise the possibility of bias from ontological assumptions.

3.2.2 *Epistemology*

Hatch and Cunliffe (2006) highlight the connection between ontology and epistemology, as the relationship that exists between the two is inter-dependant. Ontology focuses on what constitutes reality while epistemology is concerned with how reality is measured and the means by which this knowledge is acquired. Blaikie (1993) summarises epistemology as ‘the theory or science of the method or grounds of knowledge’ while Chia (2002) describes epistemology as ‘how and what it is possible to know’.

Blaikie (1993) argues that since social research involves the researcher being confronted with numerous choices, the opportunity for personal values to influence the process results in difficulty when aiming to achieve true objectivity. To address this risk in an efficient manner Flowers (2009) argues that it is essential that researchers' are aware of any ontological assumptions they may hold. By achieving awareness it may be the case that these assumptions do not majorly impact upon epistemological choices or conclusions drawn. The author has been mindful of this debate and has reflected on the importance of gathering, analysing and presenting information reliably and in a consistent manner.

3.3 Research Philosophy

Research philosophies compose the first layer of the 'research onion'. Ontology and epistemology form the basis of research philosophies and as a result the author is naturally guided to examine philosophies at this stage. Research philosophies are described as 'an interpretive framework' by Denzin and Lincoln (2003). These frameworks are considered to be fundamental to research design and approach by Flowers (2009). Additionally, research philosophies are prevalent in management research and provide the platform from which additional paradigms are derived. Saunders, et al. (2012) focuses on four primary philosophies: Positivism, Interpretivism, Realism and Pragmatism. The author wishes to briefly examine each of these philosophies and identify which is most suited to the research being conducted within this paper.

3.3.1 Positivism

Positivism is a research philosophy that adopts a philosophical stance of the natural scientist. The purpose of positivism is summarised by Cooper & Schindler (2006) scientists evaluate the world from their perspective by utilising objectivity where subjectivity is predominant. It assumes that scientific enquiry is value-free as the researcher is external to the situation that is being studied and therefore can do little to alter the data.

Positivism will produce findings that can be quantified and summarised in a statistical manner. This approach will enable a large sample of 67 to be included in data collection and produce findings that are representative of the selected Irish sample. This sample size is essential to accurately address the research aim and objectives and could not be accommodated by alternative philosophies such as interpretivism.

Positivism assumes that it is possible for managers and investigators to establish objective facts and casual relationships in a given situation independently of human beliefs, partiality and interests. However, Saunders, et al. (2012) highlights that researchers adopting this philosophy are confronted with choices in relation to research objectives and data collection. As a result, it is argued that attempting to implement a value-free stance suggests that a value position exists.

Often associated with quantitative data collection, positivism is often centred upon hypothesis and empirical testing. Knowledge acquired throughout the period of testing is accepted by positivists as having the ability to be generalised to larger populations Saunders, et al. (2012).

For the purpose of this dissertation, this philosophy will be employed with the aid of ‘Google Drive’ and Statistical Product and Service Solutions (SPSS). SPSS will enable various calculations to be performed such as cross tabulations which are required to achieve each of the three research objectives.

Positivism requires the generation of a hypothesis or number of hypotheses that are developed from existing theories. The hypotheses, which are the focus of this research, are summarised in table 2.1. These hypotheses were developed and tested by Svensson and Myhre (2012) in the Swedish market. Pearson’s chi-square test and Fishers exact test will be generated through SPSS. The purpose of this is to test the level of significance of each hypothesis against primary data that has been collected for this study. By conducting an analysis on the same hypotheses, comparison between the two countries is enabled which will enable objective 3 to be achieved. The significance of each hypothesis to this study is discussed in Chapters 4 and 5.

3.3.2 Interpretivism

Interpretivism is labelled as anti-positivist by Hatch and Cunliffe (2006) and Blaikie (1993) as post-positivist. It is proposed by this philosophy that individuals construct and re-construct meaning on a continuous basis by recalling experiences and memories. As a result, a researcher may develop the interpretation of findings as time passes and the meaning of data evolves.

Advocates of this philosophy argue that the social and business worlds are too multifaceted to be entirely reduced to a number of generalisations, as is proposed by positivism. Rather, it is proposed that in order to gain a representative qualitative insight into an environment, researchers should seek to gain rich and in-depth accounts from 'social actors'. This metaphor presents the idea that individuals play a role within society on a daily basis based upon the way the role is interpreted by an individual (Saunders, et al., 2012).

The lengthily periods of time that are required to gather data on an individual basis naturally results in the sample size being lesser than in the case of positivism. The researcher is thought to be an integral element of what is being observed and as a result it is necessary for the researcher to assume investigation from the perspective of the research subject (Saunders, et al., 2012). It is as a direct result of this immersion into the subject's environment that a researcher must be aware of the potential for bias to influence findings. Therefore, it is considered necessary to allow a period of time to lapse for self-reflection before research conclusions are reached when employing interpretivism.

Those whom oppose interpretivism maintain that the role of subjectivity within this philosophy is so great that findings will never be considered generalizable. In a business context this may result in difficulties when devising a protocol for situations that may arise as all actions could potentially be questioned. However, as previously stated the goal of interpretivism is to comprehend meanings and interpretations of 'social actors' from their perspective. As a result of this process being exceptionally circumstantial, providing generalizable findings is not prioritised (Saunders, et al., 2007).

3.3.3 Realism

Realism is a philosophy that was created to address the issue of positivism being considered as too restricting by not allowing the researcher to offer an opinion and interpretivism being judged as totally relativist (Flowers, 2009). This philosophy is established in epistemological foundations and draws on aspects from both positivism and interpretivism. It recognises that real external structures exist but also accepts that our knowledge is a direct result of social conditioning (Saunders, et al., 2007).

Two strands of realism prevail, critical realism and direct realism. Critical realism maintains that to experience the world an individual must firstly recognise that the world is an external single thing that conveys sensations. Secondly, what individuals experience are sensations and images of the real world via a mental process, not the world directly. Therefore, individuals may encounter differing experiences of the same situation. As a result of this social constructivism each individual has to attempt to demonstrate their personal understanding (Sekaran & Bougie, 2009).

Direct realists maintain that the second process of identifying a mental process to experience the world is irrelevant and argue that what individuals experience through senses depicts the world precisely (Saunders, et al., 2012). Furthermore, critical and direct realism offer contrasting views in relation to how the world functions. Direct realists argue that the world is relatively static and operates at one level while critical realism maintains that it is necessary to recognise multiple perspectives exist (Saunders, et al., 2012).

3.3.4 Pragmatism

The research philosophy of pragmatism states that concepts are applicable where they support action (Saunders, et al., 2012). As a direct result, the element that will determine a researcher's position is the research question. Saunders, et al. (2012) argue that if a research question does not undoubtedly suggest that a specific philosophy should be adopted, it may be the case that the pragmatist's standpoint is correct whereby multiple philosophical positions can be adopted.

A core characteristic of pragmatism is the standpoint that there are multiple means by which the world and situations can be interpreted and as a result upholds that no single point of view can give a clear depiction of multiple realities. This topic reverts back to the earlier discussion of ontology and epistemology and the nature of reality.

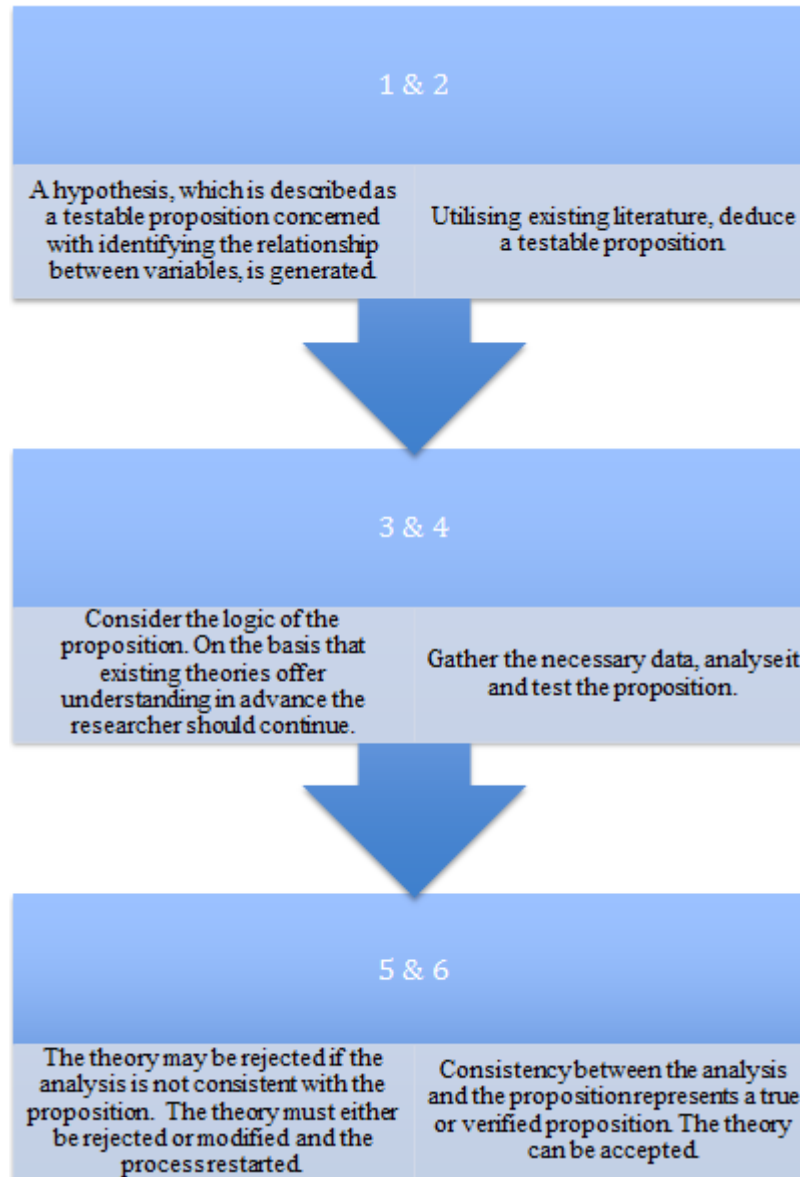
3.4 Research Approach

The research approach compiles the second layer of the ‘research onion’ as demonstrated in figure 3.1. Induction and deduction are research approaches that are portrayed as representative of the styles of reasoning that a researcher may adopt (Saunders, et al., 2012). Induction can be described as a ‘bottom up’ approach whereby observation leads to the formation of theories and generalisations. Critics of this approach maintain that it is unfounded to assume that an observation can be generalised to a larger population, as variables may not always be consistent.

Deduction is centred upon the development of a theory or hypothesis that is then evaluated by testing primary data, which has been gathered against this hypothesis. According to Blaikie (2009), there are six steps of progression when a deductive approach is employed which is illustrated in Figure 3.2.

For the purpose of this research a deductive approach is utilised for a number of reasons. Firstly, this research approach enables the relationships between variables to be examined, which are a primary objective of this research. Furthermore, deduction requires a structured methodology that facilitates replication (Saunders, et al., 2012), this will help to ensure reliability of the findings, which is crucial to any research.

Figure 3.2 – Six Steps of Progression for Deductive Approach



Source: Adapted from Saunders, et al., (2012)

3.5 Research Purpose

The research strategy refers to the general plan of how the aim and objectives will be addressed while considering the research design, philosophy and approach. This phase accounts for the third layer of the 'research onion'. In order to select the most appropriate strategy it is firstly necessary to identify the purpose of the research.

According to Saunders, et al. (2012), the research strategy employed by the researcher will lead to either an exploratory, descriptive or explanatory answer.

3.5.1 Exploratory

Exploratory studies are useful in terms of clarifying the understanding of an issue. This study may commence with a broad focus that becomes narrower as research progresses (Saunders, et al., 2012). The advantage of exploratory research is that it is flexible and as a result facilitates modifications as new insights emerge from data. Exploratory research is most often conducted through reviewing existing literature or by conducting unstructured interviews with individuals or focus groups (Harvard, 2012).

3.5.2 Descriptive

Saunders, et al. (2012) proposes that the purpose of descriptive research is to gain an accurate profile of people, events, situations or environments. Descriptive research aims to provide a precise depiction of observations of a phenomenon. This research may be an extension of exploratory research. If research utilises a descriptive study it is most likely that the research is a 'precursor to explanation' (Saunders, et al., 2012).

3.5.3 Explanatory

The purpose of explanatory studies is to determine if casual relationships between variables exist. This research focuses on examining a situation in order to explain the relationship between variables by implementing hypothesis testing. As previously stated the purpose of this research is to examine consumer behaviour in Ireland towards Fairtrade coffee. It is necessary to consider the influence that variables such as price and quality have within this situation. Hence, the natural choice is to utilise an explanatory approach.

3.6 Research Strategy

Now it is clear that the purpose of this research is explanatory, it is necessary to select a research strategy to complement this. There are a number of strategies that the author may have chosen to employ such as archival research, which involves the use of administrative records and documents as the principal source of data (Saunders, et al., 2012). A variety of issues may arise with archival research such as gaining access to required documentation and locating precise information that is required to answer a research question.

An alternative strategy such as a case study may also have been selected. This strategy explores a phenomenon within a real-life context (Saunders, et al., 2012). Case studies enable in-depth examination of a research topic and can be utilised for both quantitative and qualitative research. However, a case study may not produce findings that are representative of a larger population and as a result the author's decision to reject this strategy is justified.

After considering the advantages and disadvantages associated with numerous strategies the author deems that the most appropriate strategy to utilise for the purpose of this research is a survey. Most often a survey will be chosen when deductive, explanatory research is being conducted, as is the case with this research. This decision was reached based on a number of reasons, which are justified below.

Firstly, according to Denscombe (2010), a survey strategy is appropriate when the researcher aims to gather factual information that relates to a large group of people. This strategy enables mass amounts of data to be gathered which is a requirement for the purpose of this research. Secondly, the survey strategy should be utilised when a specific issue is being examined or investigated. By targeting specific issues such as identifying the Irish consumer of Fairtrade coffee, the effectiveness this strategy will be maximised. Thirdly, Denscombe (2010) argues that the survey strategy will be most suited to research that aims to gather straightforward, uncomplicated data which is focused on behaviours. Again, this is complementary to the overall objectives of this research.

The decision to employ a survey strategy for the purpose of this research is justified also by the fact that this strategy is considered to be particularly effective when searching for patterns or links between variables (Denscombe, 2010).

3.7 Research Choice

The fourth layer of the 'research onion' as depicted in Figure 3.1 is concerned with the research choice. The research choice focuses on which of the three methods: mono method, multi-method or mixed method, will be utilised within research. It is necessary to outline the differences between qualitative and quantitative research at this time.

3.7.1 Qualitative Vs. Quantitative

Qualitative research is considered to be subjective as the researcher is required to interpret meanings about a phenomenon (Saunders, et al., 2012). Qualitative research is often associated with an inductive approach whereby theoretical perspectives emerge. The purpose of data collection is to facilitate the development of a conceptual framework that can change as new insights emerge from data. Qualitative research requires the researcher to not only gain access to participants but also to establish trust with each participant. Qualitative research is most commonly associated with non-numerical data and a small sample size.

Saunders, et al. (2012) argues that quantitative research is generally associated with positivism and a deductive approach. Quantitative research is focused on determining if relationships exist between variables. The analysis is strongly focused on numerical data and statistical techniques that can act as a control to ensure validity (Saunders, et al., 2012). For the purpose of this research a quantitative approach is utilised in order to ensure that a large sample can be included. Additionally, this will enable the data to be quantified in a relatively easy manner.

In addition, the survey provides cross-sectional data that represents consumer behaviour at a particular point in time. By gathering cross-sectional data future research can be compared and contrasted with this to determine fluctuations in this area. (Denscombe, 2010) has identified surveys to be useful when factual information relating to groups of people is required and therefore this is considered to be the most efficient means by which to gather data for this research.

It is important to note that a researcher may employ multiple methods at a given time to provide various perspectives. For example, qualitative research may utilise numerical data to support findings. This triangulation can increase the reliability of findings however, disadvantages are associated with this approach. Disharmony within findings may result from conflict of theoretical models between the two approaches. Additionally, a greater period of time is required to analyse and relate the qualitative and quantitative data (University of Florida, 2012). Due to time constraints the author has opted to employ a mono method approach for this research, which focuses solely on quantitative methods.

3.8 Data Collection

The final layer of the 'research onion' focuses on data collection methods that may be utilised by researchers. The questionnaire will be employed for the purpose of this research and is defined by Saunders, et al. (2012) as a "collection technique in which each person is asked to respond to the same set of questions in a predetermined order".

The questionnaire facilitates the collection of data from a large sample and this was a primary concern for the author when choosing a data collection method. Consistency is also a key characteristic of questionnaires as each participant reads an identical set of questions (Saunders, et al., 2012). This facilitates easier processing of the answers obtained. The author's decision to utilise a questionnaire for data collection is again justified by the fact that it is an efficient means by which the data gathered can be somewhat controlled. It is possible for the author to gather specific data that is directly related to the research objectives by focusing the question set solely on the chosen topic. This minimises the level of impractical information that is returned.

3.8.1 Questionnaire Design

In order to aid comparison between this research and that of Svensson & Myhre (2012), the author examined the questionnaire design that was utilised by the Swedish researchers and developed a questionnaire based upon this design.

Svensson & Myhre (2012) provided the basis for the questionnaire that was distributed to the Irish consumer. The author restructured the existing questions to improve the layout whereby sensitive questions such as the level of income, appeared at the later stages. Participants are more likely to answer sensitive or personal questions when they are positioned in the final stage of a questionnaire and this is something the author felt was important to consider when designing the survey. Furthermore, for the purpose of this study, additional questions were included to gather data concerning the preferred coffee brands in Ireland and also the frequency at which coffee is consumed. Appendix II illustrates a duplicate of the questionnaire design that was distributed by the author.

The survey design as compiled by Svensson and Myhre (2012) is presented below:

Q1. Do you drink coffee?

Q2. Do you live in Sweden permanently?

Q3. Gender.

Q4. Age.

Q5. Education level.

Q6. Occupation.

Q7. Culture.

Q8. Income.

Q9. Are you interested in politics?

Q10. How important is the price when you buy coffee?

Q11. How much do you consider that you know about Fair Trade?

Q12. How important do you think Fair Trade is?

Q13. Do you buy Fair Trade coffee?

Q14. For what reason would you be willing to buy Fair Trade coffee?

Q15. For what reason would you not be willing to buy Fair Trade coffee?

Q16. Which factors is of greatest importance when you buy coffee?

Q17. What/who influences you as a consumer the most?

3.8.2 Questionnaire Pilot Testing

Failure to distribute a questionnaire that is clear and concise as may result in participants choosing not to complete the survey (Denscombe, 2010). In order to ensure that the meaning of questions asked was clear the author included hints for the participant on various questions as required. For example, the participant was prompted to select only one answer on certain questions while others required multiple answers.

There is significance importance in compiling a questionnaire that has the ability to gather all of the necessary information. It is vital to ensure that the correct questions are included in the questionnaire before it is distributed to ensure the research aims and objectives are being met. Furthermore, the author prioritised the need to circulate a questionnaire that provides adequate selections for the participant's responses. As a result, a number of questions were designed purposefully with an 'other' option which allowed participants to express their answer in their own words.

To minimise the risk of the questionnaire being unclear or omitting necessary questions the author piloted the questionnaire on a number of individuals. This practice is actively encouraged by authors such as Thomas (2004) and the University of Surrey (2001). The feedback generated from the pilot test was noted and the necessary adjustments were applied to the questionnaire prior to distribution.

3.8.3 Questionnaire Distribution

Questionnaires may be distributed in various ways such as by post, over the telephone, online and face-to-face. Due to time restrictions it was decided not to employ face-to-face questionnaires as this would require a lengthily period of time to survey a large sample of the population. Due to cost restrictions, the options of postal and telephone questionnaires were eliminated also. Therefore, a web-based questionnaire was compiled and distributed on Google Drive.

This distribution method requires the researcher to design a questionnaire as a web page and locate it on a host site where visitors may access it (Denscombe, 2010). The benefits connected with this method are numerous. Primarily, the survey has the potential to be exposed to a large sample if the author so wishes. Google Drive offers a cost effective service whereby the researcher can include as many questions as they feel necessary and also accept as many responses as is necessary free of charge.

A further advantage of utilising a web-based questionnaire is that the respondents are free to complete the questionnaire in their own surroundings at a time that they desire. This method ensures that the respondents do not feel pressure to provide information that may not be true. If the surveyor is present, the respondent may be influenced to provide inaccurate answers, which is often a problem in face-to-face interviews and surveys.

The improved level of convenience with web-based questionnaires may impact positively upon the level of responses received also as distribution and return time is greatly reduced. Finally, the replies to a web-based questionnaire can be automatically converted to programmes such as Microsoft Excel, which increases efficiency; however, this does demand a level of technical skill (Denscombe, 2010).

3.9 Sample Size

The population sample was influenced by time and budgetary restraints. As a result of the aforementioned limitations, the most cost efficient and efficient means for data collection was utilised. This was a web-based questionnaire as previously discussed. In order to generate a large amount of responses from a sample of the Irish population the author developed a strategy to distribute the questionnaire via social media websites such as Facebook and LinkedIn. Targeting these websites meant gaining access to a diverse sample that ranged in terms of age, level of income and education.

Those on social media websites have the ability to connect with hundreds of people at any given time. Therefore, the potential for the questionnaire to multiply across a large sample base at a fast pace was increased. This snowball strategy encouraged participants to forward the survey onto their own connections. Furthermore, implementing a strategy whereby it is compulsory to provide an answer for every question on the survey, it is ensured that each of the participants submit a complete response.

3.10 Limitations of Research

According to Saunders, et al. (2012) a number of limitations may apply to any research. The author may have potentially chosen an alternative research approach, research strategy or data collection method. This decision may have yielded different findings to those within this research however, the author has justified the decision to employ the methods chosen throughout Chapter 3 and therefore, it is considered that the most appropriate methodology has been selected.

A number of measures were implemented in order to increase the reliability of this research. According to Saunders, et al. (2012), four primary threats to the reliability of any study exist. The first is participant error, which refers to the differences in answers that a respondent may provide at different periods of the day. As a result of the questionnaire being self-administered, the respondent decided when they wanted to provide feedback hence, this issue could not be avoided.

Secondly, participant bias is also considered to be a threat to the reliability of research (Saunders, et al., 2012). It is assumed that the participant may provide a false answer if they feel that this is the response the interviewer wants or if they feel that the true answer will make them appear to be inconsiderate. In order to address this issue the author applied complete anonymity in this research and as the respondent was not in the presence of the interviewer while completing the questionnaire the threat of participant bias was further reduced.

The third and fourth threat, researcher error and researcher bias, were eliminated by utilising a self-administered questionnaire as the data collection method. These threats refer to the possibility that the author may be influenced by bias when recording responses or may interpret findings inaccurately. Quantitative research produces fact like statistical data and as a result the author's ability to employ a subjective approach is reduced. This in turn decreases the possibility of bias being present in findings.

Finally, external validity is concerned with the ability to generalise findings to a wider population. The generalizability of the findings of this research is reduced due to non-sampling probability technique of snowball sampling being employed. This technique increases the risk that respondents identified other potential respondents who are similar to them which may result in a homogeneous sample (Saunders, et al., 2012). Therefore, the findings of this research may not be generalizable to all Irish Fairtrade coffee consumers but rather be representative of this sample only. However, this method was selected despite existing alternatives due to the fact that a large sample could be accessed in a timely and cost effective manner.

3.11 Ethical Considerations

It is important to consider the ethical issues that may arise when conducting research. A primary concern that arises in relation to research conducted via the Internet is confidentiality (Denscombe, 2010). In order to assure respondents that anonymity is ensured the author did not request names or addresses at any stage of data collection. Additionally, the option to provide a date of birth was also omitted from the questionnaire and as a result only an age and gender could be provided. The author considers that these actions will increase the level of privacy and confidentiality for participants.

In order to address ethical concerns in this study a paragraph of text was compiled and located at the uppermost point of the questionnaire. The purpose of this paragraph was to inform each respondent of the aim of the research before commencing the survey. Furthermore, this text notified individuals that they could exit the questionnaire at any time. This action ensured that each participant gained informed consent prior to submitting a response. This is an issue that is highlighted in relation to questionnaires distributed via the Internet (Denscombe, 2010) and the author feels that this issue was adequately addressed.

Finally, sources of information utilised throughout this research, primary or secondary, will be identified and referenced in accordance with the Harvard referencing system.

3.12 Summary

The author has examined the selected methodology and justified the methods chosen by demonstrating the incompatibility of alternative approaches for the purpose of this research. Positivism is the dominant research philosophy within this study due to its ability to provide statistical results for analysis and also its ability to test hypotheses that is an integral element of this research.

A deductive explanatory approach has been selected to enable the author to determine if variables such as retail price and coffee quality influence consumer behaviour when purchasing Fairtrade coffee. Hence, it will be possible to verify or reject the hypotheses for the Irish sample.

Finally, a quantitative survey strategy is employed to facilitate access to a large sample of Irish consumers while producing statistical data. This quantitative approach will reduce the potential for limitations to emerge such as researcher bias.

CHAPTER 4 ANALYSIS OF FINDINGS

4.1 Introduction

Data was gathered by implementing a snowball, survey strategy which was distributed via Facebook, an internet social media provider. The focus of data collection is to accumulate statistics that can be analysed to generate knowledge in relation to the research objectives.

1. Examine the demographics of Fairtrade coffee consumers in Ireland,
2. Identify which factors influence Irish consumers when purchasing Fairtrade coffee by means of hypothesis testing,
3. Conduct an international comparison of Irish research findings with those presented in Swedish research.

The analysis conducted in this chapter will enable the author to achieve objective three in Chapter 5.

The survey was designed in a manner that required a response for each of the twenty-one questions before each respondent could proceed to the next stage. This ensured that no incomplete responses were recorded and each question secured a full and complete response from each respondent. The majority of questions were closed however, respondents did have the option to provide their own responses in many of the questions. This was achieved by including an 'other' option within the list of possible answers for questions. Initially, one hundred responses were secured however thirty-three were excluded due to the fact that they either do not consume coffee or do not permanently reside in Ireland. As a result, sixty-seven responses are included in the analysis of data.

4.2 Overview of Research Results

The author was aware of the importance of distributing a survey that would yield valuable data to assist in achieving the research aim and objectives. Analysis of the quantitative data highlights the profile of the Irish Fairtrade coffee consumer in this sample to be predominantly female and aged eighteen to twenty-four. A number of additional demographic factors are also highlighted throughout the analysis.

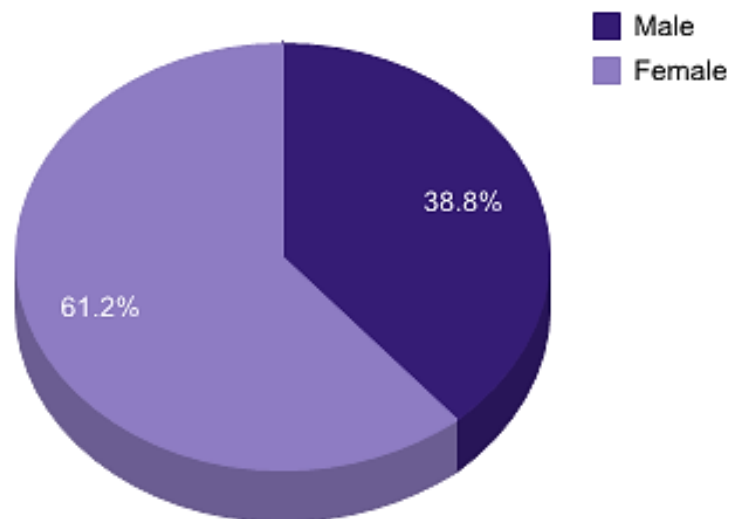
The analysis of the factors that influence the samples decision-making process when choosing to purchase Fairtrade coffee reveals thought-provoking data. When the level of significance is calculated, utilising Pearson's chi-square or Fisher's exact test, to determine if a relationship exists between variables, a number of hypotheses are rejected. In some cases this appears to contradict the cross tabulations which have been generated however, the relationship is simply not of satisfactory significance.

4.3 Sample Profile

4.3.1 Gender Profile

Question 1 of the survey was aimed at establishing the gender of participants. The survey secured a larger response rate from females rather than males which is illustrated in Figure 4.1. Of the sixty-seven responses 61.2% (n=41) are female. The remaining twenty-six respondents are male which represents 38.8% of the total sample.

Figure 4.1 – Graph of Gender Profile

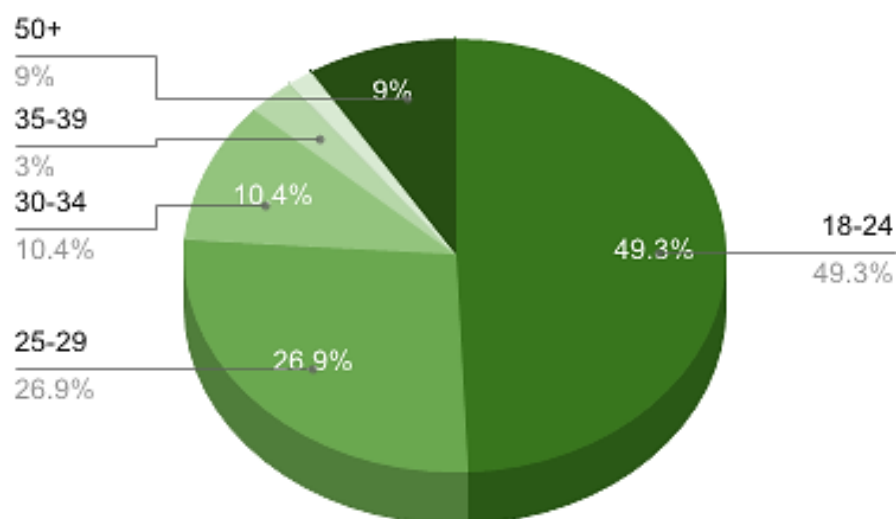


4.3.2 Age Profile

Gathering data in relation to the age of participants was the focus of Question 2. Analysis of the age of survey respondents illustrates that variation existed within the sample population. Responses were secured from those aged between eighteen and fifty and above. This ensures that viewpoints from various demographic audiences are included within the data set.

The primary category to provide information is the 18-24 year olds, which provided a response rate of thirty-three. This represents 49.3% of the total sample. This is followed by the 25-29 group with 26.9% (n=18). Those aged 40-44 and 45-49 provided the lowest response rate of zero and one respectively. As a result, it is noted that the 40-44 year old category fails to be represented within this sample and also in Figure 4.2.

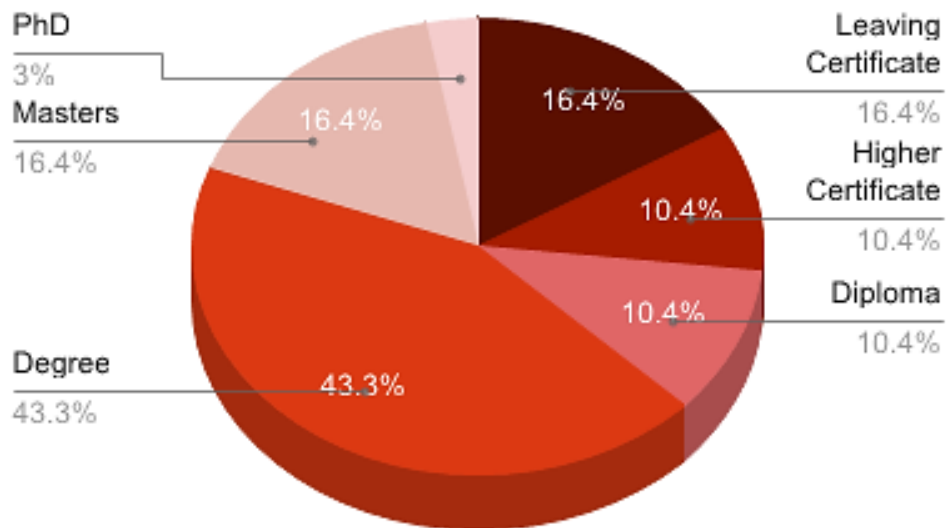
Figure 4.2 – Graph of Age Profile



4.3.3 Educational Profile

Survey respondents provided information in relation to their current level of educational attainment at the time of survey completion. Of the sixty-seven responses collected the majority have obtained a qualification of degree level. Twenty-nine individuals have obtained degrees, which represent 43.3% of the total sample. This is followed by Masters level, which accounts for 16.4% (n=11). Those least represented within this sample are those that have obtained PhD ranking. Of the sixty-seven individuals surveyed, two indicate that they have achieved PhD level, which represents three per cent of the total sample. No responses were reported at Junior Certificate level.

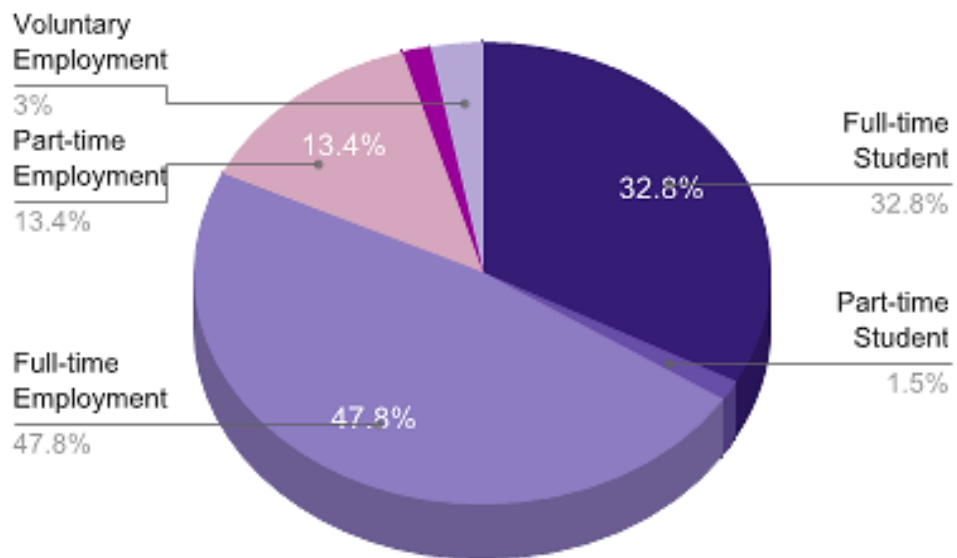
Figure 4.3 – Graph of Educational Attainment



4.3.4 Occupational Profile

47.8% (n=32) indicated that they are employed on a full-time basis. Full-time students offered the second largest response rate of 32.8% (n=22) of the total sample. 13.4% (n=9) of those surveyed specified that they were employed on a part-time basis. Part-time students (n=1), unemployed (n=1) and those engaged with volunteering (n=2) were also reported.

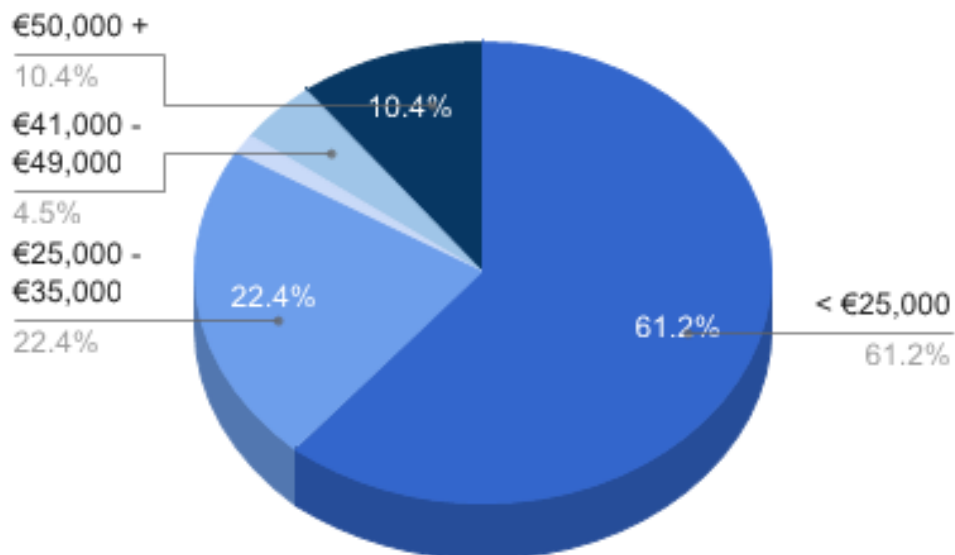
Figure 4.4 – Graph of Occupational Status



4.3.5 Income Profile

This question was located at the final stage of the questionnaire to increase the likelihood of participants divulging this information. It is evident from Figure 4.5 that the largest portion of respondents (61.2%) earns less than €25,000 per annum. This is representative of the answers given by 41 respondents. The second most common answer was €25,000 to €35,000 with fifteen survey participants falling into this category. 10.4% (n=7) respondents can be categorised into the €50,000 plus bracket which is illustrated in Figure 4.5. The most infrequently selected income levels are €36,000 to €40,000 and €41,000 to €49,000 accounting for one and three respondents respectively.

Figure 4.5 – Graph of Income



4.4 Objective 1

The first objective of this dissertation is focused upon examination of the demographics of consumers of Fairtrade coffee in Ireland. In order to achieve this objective SPSS is utilised.

4.4.1 Dependent Variable

The dependent variable in this dissertation is “Ethical Consumer Behaviour”. This is represented by question thirteen of the survey: “How often do you purchase Fairtrade Coffee?” The respondents could select either of three options to answer: ‘Frequently’, ‘Infrequently’ or ‘Never’. For the purpose of this analysis and to aid international comparison, those who selected frequently and infrequently were collapsed together and categorised as ‘Yes’. The remaining respondents stated that they never purchase Fairtrade coffee and are represented by ‘No’.

Table 4.1 illustrates that of the sixty-seven respondents in the sample 68.7% (n=46) state that they do purchase Fairtrade coffee. 31.3% (n=21) answered “Never” to this question and are represented by ‘No’ in this table.

Table 4.1 – Frequency Statistics for Fairtrade Coffee Purchases

		FT coffee purchases			
		Frequency	Percent	Valid Percent	Cumulative Percent
	No	21	31.3	31.3	31.3
Valid	Yes	46	68.7	68.7	100.0
	Total	67	100.0	100.0	

4.4.2 Gender

In order to determine the gender of Fairtrade coffee drinkers within the research sample a cross tabulation was performed. The dependent variable, which refers to the purchase of Fairtrade coffee, was analysed against the gender of each respondent.

Table 4.2 highlights that of the sample, 37.3% (n=25) of female respondents claim that they purchase Fairtrade coffee. This is contrast to 31.3% (n=21) of males. As a result, it is established that Irish females purchase the majority of Fairtrade coffee.

Table 4.2 – Gender Vs. Coffee Purchases Cross tabulation

Gender * FT coffee purchases Crosstabulation					
		FT coffee purchases		Total	
		No	Yes		
Gender	Male	Count	5	21	26
		% within Gender	19.2%	80.8%	100.0%
		% within FT coffee purchases	23.8%	45.7%	38.8%
		% of Total	7.5%	31.3%	38.8%
	Female	Count	16	25	41
		% within Gender	39.0%	61.0%	100.0%
		% within FT coffee purchases	76.2%	54.3%	61.2%
Total	% of Total	23.9%	37.3%	61.2%	
	Count	21	46	67	
	% within Gender	31.3%	68.7%	100.0%	
	% within FT coffee purchases	100.0%	100.0%	100.0%	
	% of Total	31.3%	68.7%	100.0%	

4.4.3 Age

A cross tabulation was generated for the demographic of age versus Fairtrade coffee purchases. This analysis reveals that the eighteen to twenty-four year old category holds the largest number of consumers of Fairtrade coffee with 32.8% (n=22) of the total sample.

Table 4.3 - Age Vs. Coffee Purchases Cross tabulation

Age * FT coffee purchases Crosstabulation

		FT coffee purchases		Total
		No	Yes	
Age	Count	11	22	33
	18-24 % within Age	33.3%	66.7%	100.0%
	% within FT coffee purchases	52.4%	47.8%	49.3%
	% of Total	16.4%	32.8%	49.3%
	Count	5	13	18
	25-29 % within Age	27.8%	72.2%	100.0%
	% within FT coffee purchases	23.8%	28.3%	26.9%
	% of Total	7.5%	19.4%	26.9%
	Count	2	5	7
	30-34 % within Age	28.6%	71.4%	100.0%
	% within FT coffee purchases	9.5%	10.9%	10.4%
	% of Total	3.0%	7.5%	10.4%
	Count	0	2	2
	35-39 % within Age	0.0%	100.0%	100.0%
	% within FT coffee purchases	0.0%	4.3%	3.0%
	% of Total	0.0%	3.0%	3.0%
	Count	0	1	1
	45-49 % within Age	0.0%	100.0%	100.0%
	% within FT coffee purchases	0.0%	2.2%	1.5%
	% of Total	0.0%	1.5%	1.5%
	Count	3	3	6
50+ % within Age	50.0%	50.0%	100.0%	
% within FT coffee purchases	14.3%	6.5%	9.0%	
% of Total	4.5%	4.5%	9.0%	
Count	21	46	67	
Total % within Age	31.3%	68.7%	100.0%	
% within FT coffee purchases	100.0%	100.0%	100.0%	
% of Total	31.3%	68.7%	100.0%	

4.4.4 Education

32.8% (n=22) of the total sample that purchase Fairtrade coffee are those that have obtained a degree standard of education.

Table 4.4 – Education Vs. Coffee Purchases Cross tabulation

			FT coffee purchases		Total
			No	Yes	
Education Level	Leaving certificate	Count	3	8	11
		% within Education Level	27.3%	72.7%	100.0%
		% within FT coffee purchases	14.3%	17.4%	16.4%
	Higher certificate	% of Total	4.5%	11.9%	16.4%
		Count	3	4	7
		% within Education Level	42.9%	57.1%	100.0%
	Diploma	% within FT coffee purchases	14.3%	8.7%	10.4%
		% of Total	4.5%	6.0%	10.4%
		Count	1	6	7
	Degree	% within Education Level	14.3%	85.7%	100.0%
		% within FT coffee purchases	4.8%	13.0%	10.4%
		% of Total	1.5%	9.0%	10.4%
	Masters	Count	7	22	29
		% within Education Level	24.1%	75.9%	100.0%
		% within FT coffee purchases	33.3%	47.8%	43.3%
	PhD	% of Total	10.4%	32.8%	43.3%
		Count	5	6	11
		% within Education Level	45.5%	54.5%	100.0%
	Total	% within FT coffee purchases	23.8%	13.0%	16.4%
		% of Total	7.5%	9.0%	16.4%
		Count	2	0	2
	% within Education Level	100.0%	0.0%	100.0%	
	% within FT coffee purchases	9.5%	0.0%	3.0%	
	% of Total	3.0%	0.0%	3.0%	
	Count	21	46	67	
	% within Education Level	31.3%	68.7%	100.0%	
	% within FT coffee purchases	100.0%	100.0%	100.0%	
	% of Total	31.3%	68.7%	100.0%	

4.4.5 Occupation

The occupation cross tabulation identified that 29.9% (n=20) of the sample who are employed on a full-time basis purchase Fairtrade coffee. Hence, the Irish Fairtrade coffee consumer is employed full-time. Full-time students also account for a large portion of Fairtrade coffee purchases with 26.9% (n=18).

Table 4.5 – Occupation Vs. Coffee Purchases Cross tabulation

		Occupation * FT coffee purchases Cross tabulation		Total	
		FT coffee purchases			
		No	Yes		
Occupation	F/T student	Count	4	18	22
		% within Occupation	18.2%	81.8%	100.0%
		% within FT coffee purchases	19.0%	39.1%	32.8%
		% of Total	6.0%	26.9%	32.8%
	P/T student	Count	0	1	1
		% within Occupation	0.0%	100.0%	100.0%
		% within FT coffee purchases	0.0%	2.2%	1.5%
		% of Total	0.0%	1.5%	1.5%
	F/T employee	Count	12	20	32
		% within Occupation	37.5%	62.5%	100.0%
		% within FT coffee purchases	57.1%	43.5%	47.8%
		% of Total	17.9%	29.9%	47.8%
P/T employee	Count	4	5	9	
	% within Occupation	44.4%	55.6%	100.0%	
	% within FT coffee purchases	19.0%	10.9%	13.4%	
	% of Total	6.0%	7.5%	13.4%	
Unemployed	Count	1	0	1	
	% within Occupation	100.0%	0.0%	100.0%	
	% within FT coffee purchases	4.8%	0.0%	1.5%	
	% of Total	1.5%	0.0%	1.5%	
Volunteer	Count	0	2	2	
	% within Occupation	0.0%	100.0%	100.0%	
	% within FT coffee purchases	0.0%	4.3%	3.0%	
	% of Total	0.0%	3.0%	3.0%	
Total	Count	21	46	67	
	% within Occupation	31.3%	68.7%	100.0%	
	% within FT coffee purchases	100.0%	100.0%	100.0%	
	% of Total	31.3%	68.7%	100.0%	

4.4.6 Income

According to the data gathered those most likely to be Fairtrade coffee consumers in Ireland earn less than €25,000 per annum. 46.3% (n=31) of total respondents indicated that they are consumers of this commodity.

Table 4.6 – Income Vs. Coffee Purchases Cross tabulation

		Income * FT coffee purchases Crosstabulation		Total
		No	Yes	
Income	Count	10	31	41
	u25k			
	% within Income	24.4%	75.6%	100.0%
	% within FT coffee purchases	47.6%	67.4%	61.2%
	% of Total	14.9%	46.3%	61.2%
	Count	6	9	15
	25-35k			
	% within Income	40.0%	60.0%	100.0%
	% within FT coffee purchases	28.6%	19.6%	22.4%
	% of Total	9.0%	13.4%	22.4%
	Count	0	1	1
	36-40k			
% within Income	0.0%	100.0%	100.0%	
% within FT coffee purchases	0.0%	2.2%	1.5%	
% of Total	0.0%	1.5%	1.5%	
Count	1	2	3	
41-49k				
% within Income	33.3%	66.7%	100.0%	
% within FT coffee purchases	4.8%	4.3%	4.5%	
% of Total	1.5%	3.0%	4.5%	
Count	4	3	7	
50k+				
% within Income	57.1%	42.9%	100.0%	
% within FT coffee purchases	19.0%	6.5%	10.4%	
% of Total	6.0%	4.5%	10.4%	
Count	21	46	67	
Total				
% within Income	31.3%	68.7%	100.0%	
% within FT coffee purchases	100.0%	100.0%	100.0%	
% of Total	31.3%	68.7%	100.0%	

4.4.7 Profile of the Irish Fairtrade Coffee Consumer

The data, which was generated from the survey, was utilised to analyse the demographics of the Irish Fairtrade coffee consumer. The answers that were selected most frequently are chosen to form the profile of the sample.

Through conducting cross tabulations with the dependent variable the following demographics have been revealed for the Irish Fairtrade coffee consumer:

- The consumer is most likely to be female,
- Aged between eighteen and twenty-four,
- Have obtained a higher level education of degree standard,
- Be employed on a full-time basis,
- And earn less than €25,000 per annum.

4.5 Objective 2

The second objective of this dissertation is focused on identifying which factors influence Irish consumers when purchasing Fairtrade coffee. This analysis is conducted by testing eight hypotheses. The purpose of the analysis is to either accept or reject the hypotheses once the significance of each has been verified. Svensson and Myhre (2012) utilised Fisher's exact test and the Pearson chi-square test to either verify or falsify each hypothesis. If either of these tests generate a p-value less than or equal to 0.05 then the hypothesis can be accepted, otherwise the hypothesis is rejected. Therefore, as an objective of this study is to perform an international comparison with the findings reported in Sweden, the author has chosen to apply the same method for the analysis of the Irish consumer.

The dependent variable, as previously employed, is whether or not respondents purchase Fairtrade coffee. This is cross tabulated with eight distinct independent variables in SPSS to determine if a relationship exists.

4.5.1 Hypothesis 1

The price of Fairtrade coffee is negatively related to Ethical Consumer Behaviour.

This hypothesis is developed from the Black Box Model (Svensson & Myhre, 2012). To accept or reject this hypothesis the dependent variable, of whether or not the respondent purchases Fairtrade coffee, is examined against how important price is when purchasing coffee (question eleven). The result is that of the sixty-seven respondents, 40.3% (n=27) of those that purchase Fairtrade coffee consider price to be relatively important. As the chi-square test is not significant (p=0.322) this hypothesis is rejected (Appendix III). It is not proved that the price of Fairtrade coffee is negatively related with ethical consumer behaviour.

Table 4.7 – Hypothesis 1 Cross tabulation

Why FT..Price * FT coffee purchases Cross tabulation					
			FT coffee purchases		Total
			No	Yes	
Why FT..Price	Very important	Count	7	8	15
		% within Why FT..Price	46.7%	53.3%	100.0%
	Relatively important	Count	9	27	36
		% within Why FT..Price	25.0%	75.0%	100.0%
	No opinion	Count	2	6	8
		% within Why FT..Price	25.0%	75.0%	100.0%
	Relatively unimportant	Count	2	5	7
		% within Why FT..Price	28.6%	71.4%	100.0%
	Unimportant	Count	1	0	1
		% within Why FT..Price	100.0%	0.0%	100.0%
Total	Count	21	46	67	
	% within Why FT..Price	31.3%	68.7%	100.0%	

4.5.2 Hypothesis 2

Positive attitudes towards Fairtrade coffee are positively related to Ethical Consumer Behaviour.

The Black Box Model proposes that attitudes are a primary influencer of consumer behaviour. The dependent variable is again cross tabulated with the independent variable that represents attitude. This variable is how important respondents consider the Fairtrade ethos to be (question eighteen). The result is that 43.3% (n=29) of respondents do purchase Fairtrade coffee and consider the ethos of Fairtrade to be very important. Additionally, 16.4% (n=11) of the total sample do not purchase Fairtrade coffee but consider the ethos to be very important also. The chi-square test generated a value of $p=0.494$, which indicates that this hypothesis must be rejected (Appendix IV).

Table 4.8 – Hypothesis 2 Cross tabulation

Importance of FT ethos * FT coffee purchases Cross tabulation

			FT coffee purchases	
			No	Yes
Importance of FT ethos	Very important	Count	11	29
		% within Importance of FT ethos	27.5%	72.5%
	Relatively important	Count	3	8
		% within Importance of FT ethos	27.3%	72.7%
	No opinion	Count	4	7
% within Importance of FT ethos		36.4%	63.6%	
Relatively unimportant	Count	3	2	
Total	% within Importance of FT ethos	60.0%	40.0%	
	Count	21	46	
	% within Importance of FT ethos	31.3%	68.7%	

4.5.3 Hypothesis 3

Brand familiarity is negatively related to ethical consumer behaviour.

The Black Box Model was also the foundation for the formulation of this hypothesis (Svensson & Myhre, 2012). The independent variable for this hypothesis is brand and is measured by question twenty-one of the survey “In your opinion, what influences you as a consumer the most?” This independent variable is cross tabulated with the dependent variable, which is illustrated in Table 4.9. The analysis reveals that 52.2% (n=35) of those that purchase Fairtrade coffee are affected by brand. 17.9% (n=12) of the sample that do not purchase Fairtrade coffee claim not to be affected by brand.

Appendix V demonstrates that Fishers exact test was utilised for the purpose of this analysis due to the fact that the answer is analysed in a yes or no format. The significance of the relationship between these two variables is calculated to be $p=0.012$ and as a result this hypothesis is accepted. Brand familiarity is negatively related to ethical consumer behaviour for this sample.

Table 4.9 – Hypothesis 3 Cross tabulation

Brand * FT coffee purchases Cross tabulation

			FT coffee purchases		Total
			No	Yes	
Brand	No	Count	12	11	23
		% within Brand	52.2%	47.8%	100.0%
	Yes	Count	9	35	44
		% within Brand	20.5%	79.5%	100.0%
Total	Count	21	46	67	
	% within Brand	31.3%	68.7%	100.0%	

4.5.4 Hypothesis 4

Lack of information about Fairtrade coffee is negatively related to Ethical Consumer Behaviour.

The literature review demonstrated that a lack of information about Fairtrade coffee exists. The independent variable used to test the significance of this hypothesis is question seventeen, “Do you consider yourself to be educated about Fairtrade?” 20.9% (n=14) of the total sample claim to be educated about Fairtrade, not in-depth, but do not purchase Fairtrade coffee. Additionally, 53.7% (n=36) of the sample claim to be somewhat educated about Fairtrade and do purchase Fairtrade coffee. Despite these findings, the chi-square which was generated for this cross tabulation produced a significance level of $p=0.436$ (Appendix VI). As a result this hypothesis is rejected. For this sample, it cannot be proved that a lack of information about Fairtrade coffee is negatively related to Ethical Consumer Behaviour.

Table 4.10 – Hypothesis 4 Cross tabulation

Are you FT educated * FT coffee purchases Cross tabulation

			FT coffee purchases	
			No	Yes
Are you FT educated	No	Count	6	7
		% within Are you FT educated	46.2%	53.8%
	Yes but not in-depth	Count	14	36
		% within Are you FT educated	28.0%	72.0%
	Yes and knowledgeable	Count	1	3
		% within Are you FT educated	25.0%	75.0%
Total	Count	21	46	
	% within Are you FT educated	31.3%	68.7%	

4.5.5 Hypothesis 5

A consumer's conscience is positively related to Ethical Consumer Behaviour.

This hypothesis is formed on the basis that consumers may purchase Fairtrade coffee to improve their conscience. This question is measured in question fourteen of the survey “Which factors are of importance as to why you would be willing to purchase Fairtrade coffee?” For the purpose of this analysis the answers were collapsed into two categories “Yes” and “No” which results in Fishers exact test being utilised to test the level of significance of the relationship between the dependent and independent variables.

The cross tabulation indicates that of the sixty-seven respondents 61.2% (n=41) that purchase Fairtrade coffee do so for reasons that will improve their conscience. 23.9% (n=16) of the total sample indicate that they do not purchase Fairtrade coffee but do want to improve their conscience. The level of significance calculated for the relationship between these variables is $p=0.226$, which results in this hypothesis being rejected also (Appendix VII).

Table 4.11 – Hypothesis 5 Cross tabulation

Why FT..Ethics * FT coffee purchases Cross tabulation

		FT coffee purchases		Total	
		No	Yes		
Why FT..Ethics	No	Count	5	5	10
		% within Why FT..Ethics	50.0%	50.0%	100.0%
	Yes	Count	16	41	57
		% within Why FT..Ethics	28.1%	71.9%	100.0%
Total		Count	21	46	67
		% within Why FT..Ethics	31.3%	68.7%	100.0%

4.5.6 Hypothesis 6

The attitude behaviour gap is negatively related to Ethical Consumer Behaviour.

The purpose of hypothesis six is to test the attitude-behaviour gap that has been highlighted by Pelsmacker et al., (2005). This gap proposes that those who claim to care about Fairtrade do not actually purchase Fairtrade coffee. Again the dependent variable of “do you purchase Fairtrade coffee?” is cross tabulated against question eighteen of the survey, “How important do you consider the ethos of Fair Trade to be?”

20.9% (n=14) of the total sample respondents claim to consider Fairtrade as either very important or relatively important but do not purchase Fairtrade coffee. However, 43.3% (n=29) of those surveyed consider Fairtrade to be very important and purchase Fairtrade coffee. The chi-square calculated a significance level of $p=0.494$ and so hypothesis six is rejected (Appendix VIII).

Table 4.12 – Hypothesis 6 Cross tabulation

			Importance of FT ethos * FT coffee purchases Cross tabulation	
			FT coffee purchases	
			No	Yes
Importance of FT ethos	Very important	Count	11	29
		% within Importance of FT ethos	27.5%	72.5%
	Relatively important	Count	3	8
		% within Importance of FT ethos	27.3%	72.7%
	No opinion	Count	4	7
		% within Importance of FT ethos	36.4%	63.6%
Relatively unimportant	Count	3	2	
	% within Importance of FT ethos	60.0%	40.0%	
Total	Count	21	46	
	% within Importance of FT ethos	31.3%	68.7%	

4.5.7 Hypothesis 7

An interest in politics is positively related to Ethical Consumer Behaviour.

This hypothesis is also generated from examining the influences that exist within the Black Box Model (Svensson & Myhre, 2012). The independent variable utilised to test the significance of this hypothesis is question nineteen of the survey: “Do you have an interest in politics?” This is again cross tabulated with the dependent variable. The answers to this question were again collapsed to form two groups for analysis, ‘Yes’ and ‘No’, therefore Fisher’s exact test is utilised.

Table 4.13 illustrates that of the 67 respondents, 77.5% of those that have an interest in politics or 46.3% (n=31) of the total sample, purchase Fairtrade coffee. However, the test of significance between the dependent and independent variable generated a value of $p=0.067$ (Appendix IX). Hence, the hypothesis that an interest in politics is positively related to ethical consumer behaviour is rejected.

Table 4.13- Hypothesis 7 Cross tabulation

			FT coffee purchases		Total
			No	Yes	
Politically interested	No	Count	12	15	27
		% within Politically interested	44.4%	55.6%	100.0%
	Yes	Count	9	31	40
		% within Politically interested	22.5%	77.5%	100.0%
Total	Count	21	46	67	
	% within Politically interested	31.3%	68.7%	100.0%	

4.5.8 Hypothesis 8

The commercial impact is positively related to Ethical Consumer Behaviour.

Hypothesis eight is derived from the Black Box Model, which suggests that promotion may have an impact upon consumer buyer behaviour. The dependent variable remains the same as for the previous hypothesis testing. The independent variable is measured by question twenty-one of the survey: “In your opinion, what influences you as a consumer the most?”

The cross tabulation of the sixty-seven respondents reveals that 52.2% (n=35) of the total sample purchase Fairtrade coffee but do not consider advertising as one of the most important influences when making purchase decisions. The Fisher exact test generated a level of significance of $p=0.765$ between these variables (Appendix X). Hence, hypothesis eight is rejected and it is concluded that commercial impact is not positively related to ethical consumer behaviour for this sample.

Table 4.14 – Hypothesis 8 Cross tabulation

Advertising * FT coffee purchases Cross tabulation

		FT coffee purchases		Total	
		No	Yes		
Advertising	No	Count	15	35	50
		% within Advertising	30.0%	70.0%	100.0%
	Yes	Count	6	11	17
		% within Advertising	35.3%	64.7%	100.0%
Total		Count	21	46	67
		% within Advertising	31.3%	68.7%	100.0%

4.5.9 Hypotheses Overview

Table 4.15 provides a brief overview of the validity of each hypothesis for this sample of the Irish Fairtrade coffee consumer. Of the eight hypothesis tested, the level of significance validated only hypothesis three for this sample.

Table 4.15 – Hypotheses Overview

Hypothesis	Validity
1	Rejected
2	Rejected
3	Accepted
4	Rejected
5	Rejected
6	Rejected
7	Rejected
8	Rejected

4.6 Summary

This chapter has demonstrated the methods employed to conduct the analysis of primary data, which was gathered through web-based questionnaires. Additionally, objectives one and two have been achieved which will enable discussion of the findings in Chapter 5 hence, securing objective three of this study.

CHAPTER 5 DISCUSSION

5.1 Introduction

The purpose of Chapter 5 is to discuss the key findings of the primary research which is analysed in Chapter 4. Literature which has been previously identified in Chapter 2 will be called upon where relevant to aid discussion. The primary research discussed within this chapter will contribute substance to existing literature. Additionally, the reported findings will assist in addressing the gap in knowledge which currently exists surrounding the objectives of this study.

Objective three will be achieved within this chapter as international comparison of the findings of this study are compared and evaluated with those of Svensson and Myhre (2012) for the Swedish consumer. This will enable differences or similarities that exist between the two samples to be identified and discussed.

5.2 Overview of Key Findings

5.2.1 Objective 1

The first objective of this study is focused upon examination of the demographics of consumers of Fairtrade coffee in Ireland. The author has outlined the key finding from the primary research conducted in relation to this objective.

- The demographic variables that have been identified within the Irish sample as the profile of the Fairtrade coffee consumer are almost a duplicate of those presented within research conducted in Sweden.
- This profile cannot be generalised to the greater population as distortion is evident within the research sample.

5.2.2 Objective 2

Objective two of this dissertation is aimed at identifying the factors that influence the sample when purchasing Fairtrade coffee. The key findings are;

- Consumers of Fairtrade coffee may be less sensitive to price.
- Consumers in Ireland have not purchased Fairtrade coffee in the hope of improving their conscience.
- The attitude-behaviour gap is not present within the Irish sample.

5.2.3 Objective 3

Objective three is to compare the outcomes of this study to those reported in Sweden. International comparison will provide insight into any similarities that may exist between the two samples. The key findings for this objective are;

- The profile of the Irish and Swedish Fairtrade coffee consumer are virtually an imitation of each other.
- A number of the same hypotheses are rejected for both the Irish and Swedish samples. However, some variation is evident and is illustrated in Table 5.1.

Table 5.1 – Overview of Irish & Swedish Hypotheses Results

Hypothesis	Ireland	Sweden
1	X	X
2	X	✓
3	✓	X
4	X	✓
5	X	X
6	X	✓
7	X	X
8	X	X

5.3 Influence of Demographic Variables

Determining the demographic profile is a key feature of the first objective of this study. Previous studies have highlighted that demographic variables such as age do not provide an indication of which consumer segment is more likely to consume Fairtrade produce (Cailleba, 2009). However, the analysis conducted for the Irish sample appears to indicate that demographic variables such as gender, age and income level do impact upon the levels of Fairtrade coffee purchased. Cross tabulations were performed on the data set between demographic variables and the dependent variable of whether each respondent purchases Fairtrade coffee or not. Results highlighted variation in opinions and attitudes within differing segments of Irish consumers.

For example, an analysis was conducted to determine the age of the Irish consumer of Fairtrade coffee for this sample. This analysis reveals that the youngest segment, eighteen to twenty-four year olds, is most likely to purchase this commodity. This is representative of 32.8% (n=22) of the total sample. This signifies that 66.7% of respondents that fall into this category do purchase Fairtrade coffee. This is in contrast to those aged fifty and above where 50% of those within this category purchase Fairtrade coffee (Table 4.3).

This is in agreement with the findings of Svensson and Myhre (2012) which claim that those aged between eighteen and thirty within the Swedish market are also most likely to purchase Fairtrade coffee. Again, those aged fifty and above are found to consume Fairtrade coffee the least for this sample also.

Bord Bia (2011), the Irish Food Board, demonstrates the variation of opinions and attitudes that can exist within different age groups, especially surrounding coffee consumption. For example, fifty per cent of those aged between eighteen and thirty-five have increased their level of coffee consumption within the home due to a change in social behaviour. Those surveyed claimed that they now stay at home more often hence, coffee is consumed more often at home. This is in contrast to those surveyed aged fifty-five and over. Seventy-three per cent of this age group stated that they choose to consume coffee more frequently within the home as a choice of preference.

Additional demographic variables have also been identified within Chapter 4 as being influential when examining the market for Fairtrade coffee consumers. Cross tabulation between income, education, gender and occupation highlighted that variation exists across these demographics also. As previously stated, the profile of the Irish Fairtrade coffee consumer for the sample of this study is female, aged between eighteen and twenty-four, with a degree level in education and are employed full-time with a low-income.

It is important to note that Svensson and Myhre (2012) reported similar findings for the Swedish Fairtrade coffee consumer. This research indicates that females, aged between eighteen and thirty, with a tertiary level education and are employed in a low-income full-time position are also most likely to purchase Fairtrade produce. This revelation leads the author to the question of whether it is possible that this profile of the Fairtrade coffee consumer could be accurate on a grander scale?

5.4 Interpretation of Hypothesis Findings

The following section of this dissertation will examine each of the eight hypotheses that were tested in Chapter 4. Literature which has been previously identified in Chapter 2 will be called upon where relevant to aid discussion. Furthermore, the outcome for each hypothesis will be compared to those of Svensson and Myhre (2012). This comparison will assist the author to achieve objectives two and three of this study which are centred upon hypothesis testing and international evaluation of findings.

5.4.1 Hypothesis 1

The price of Fairtrade coffee is negatively related to Ethical Consumer Behaviour.

Chapter 2 revealed the importance of price to consumers within Europe as being substantial. TNS Opinion and Social (2012) conducted research on behalf of the European Commission which highlights that ninety-one per cent of European consumers included in the sample indicated that price is of importance when purchasing food produce.

As a result of research findings such as this Svensson and Myhre (2012) formulated hypothesis one. The aim of this hypothesis was to demonstrate that the premium price associated with Fairtrade coffee would discourage consumers from purchasing this product. However, the level of significance of the relationship between price and Fairtrade coffee consumption resulted in the hypothesis being rejected by Svensson and Myhre (2012).

TNS Opinion and Social (2012) also reveal that ninety-six per cent of consumers in Ireland consider price to be important when purchasing food produce. A high frequency of 40.3% (n=27) of respondents consider price as relatively important (Table 4.7). However, as highlighted in Chapter 4, hypothesis one is rejected for the Irish sample due to a lack of significance in the relationship between price and Fairtrade coffee purchases ($p=0.322$) (Appendix III).

Svensson and Myhre (2012) offer the explanation that coffee is a good which many people rely upon on a day-to-day basis. As the reliance of consumers on coffee increases they may become less sensitive to price. The findings for the Irish and Swedish consumer are that those included within both samples purchase the coffee that they desire without much consideration for price.

5.4.2 Hypothesis 2

Positive attitudes towards Fairtrade coffee are positively related to Ethical Consumer Behaviour.

Griskevicius, et al. (2010), Sandhusen (2008) and Pelsmacker, et al. (2005) propose that consumer attitude is a major influence in the buyer decision making process. As a result of the arguments presented by the aforementioned authors, Svensson and Myhre (2012) considered it necessary to generate a hypothesis that would enable the level of significance for this factor to be tested. This hypothesis is accepted for the Swedish sample. An awareness level of seventy-four per cent of Swedish consumers towards Fairtrade is reported by (TNS Opinion & Social, 2012) (Figure 2.1). This level of awareness may contribute to the formulation of a positive attitude for Fairtrade in this market.

As identified in Chapter 4, hypothesis two does not hold a satisfactory level of significance for the Irish sample of this study and as a result is rejected ($p=0.494$) (Appendix IV). It is noted that (TNS Opinion & Social, 2012) indicate that the level of awareness for Fairtrade is greater in Ireland than Sweden. With levels of awareness reaching seventy-eight per cent in Ireland is unexpected that this finding would be reported.

5.4.3 Hypothesis 3

Brand familiarity is negatively related to ethical consumer behaviour.

Svensson and Myhre (2012) developed hypothesis three to test the level of significance of the relationship between branding and Fairtrade coffee purchases. It is proposed that if a brand is not appealing to consumer's preference then it may be rejected by the market. This hypothesis is rejected by Svensson and Myhre (2012) for the Swedish sample.

As illustrated in Chapter 4, this is the only hypothesis accepted for the Irish sample. A p-value of 0.012 signifies that a relationship exists between brand familiarity and Fairtrade coffee purchases for the selected sample (Appendix V). Again, the high level of brand awareness for Fairtrade in Ireland of seventy-eight per cent, may contribute to the level of brand familiarity within the sample (TNS Opinion & Social, 2012).

5.4.4 Hypothesis 4

Lack of information about Fairtrade coffee is negatively related to Ethical Consumer Behaviour.

De Palsmacker, et al., (2005) and Loureiro and Lotade (2005) argue that knowledge is a primary influencer of consumer buyer behaviour. 53.7% (n=36) of the Irish sample claim to be somewhat educated about Fairtrade and purchase Fairtrade coffee. However, the chi-square generated a significance level of $p=0.436$ (Appendix VI). This results in the hypothesis being rejected for the sample.

This finding is contrary to that of Svensson and Myhre (2012). Acceptance of this hypothesis signifies that those included in the Swedish sample may purchase a greater quantity of Fairtrade coffee if they receive further information about the organisation.

If Irish consumers become more educated in relation to Fairtrade and continue to purchase goods that are Fairtrade certified, the significance of this relationship may be increased in the future. The author considers that this is an accurate impression of future consumer behaviour in Ireland as Fairtrade sales in Ireland have experienced annual growth. Sales reached €93 million in 2008 and increased to €118 million in 2009 (Fairtrade Ireland, 2010). Furthermore, it is reported that sales reached almost €159 million in 2011 (Fairtrade International, 2012). Finally, Bord Bia (2011) has also reported that Irish consumers are willing to learn about coffee.

5.4.5 Hypothesis 5

A consumer's conscience is positively related to Ethical Consumer Behaviour.

This hypothesis is formed on the basis that consumers may purchase Fairtrade coffee to improve their conscience. Of the sixty-seven research respondents, 61.2% (n=41) that purchase Fairtrade coffee have done so for reasons that will improve their conscience. However, the level of significance calculated for the relationship between Fairtrade coffee purchases and conscience is $p=0.226$, which results in this hypothesis being rejected (Appendix VII).

Creyer and Ross (1997) and Carrigan and Attalla (2001), depict a situation whereby consumers will continue to purchase unethically produced products at a lower price. This may be an explanation as to why both the Irish and Swedish sample have not obtained a significant relationship between Fairtrade coffee purchases and conscience. Additional factors such as price may be of greater importance to these samples.

5.4.6 Hypothesis 6

The attitude behaviour gap is negatively related to Ethical Consumer Behaviour.

The attitude-behaviour gap model is highlighted within the literature review as occurring when an individual's attitude fails to predict their behaviour (Byrka, 2009). Svensson and Myhre (2012) accept this hypothesis for the Swedish consumer and conclude that an attitude-behaviour gap exists within the selected sample.

20.9% (n=14) of the total Irish sample claim to consider Fairtrade as either very important or relatively important but do not purchase Fairtrade coffee. However, 43.3% (n=29) of those surveyed consider Fairtrade to be very important and purchase Fairtrade coffee. The chi-square calculated a significance level of $p=0.494$ and so hypothesis six is rejected for the Irish sample (Appendix VIII). This action indicates that an attitude-behaviour gap is not evident within this sample and the majority of those who claim to care about Fairtrade do in fact purchase Fairtrade coffee.

5.4.7 Hypothesis 7

An interest in politics is positively related to Ethical Consumer Behaviour.

According to Sandhusen (2008) the Black Box Model presents political interest as an environmental factor that may influence consumer buyer behaviour. Svensson and Myhre (2012) formulated hypothesis seven to determine if an interest in politics affects Fairtrade coffee purchases.

46.3% (n=31) of the total Irish sample has an interest in politics and purchase Fairtrade coffee (table 4.13). However, the hypothesis is rejected for this sample as a significance level of $p=0.067$ is calculated (Appendix IX). This finding is consistent of that reported by Svensson and Myhre (2012). An explanation offered for the lack of validation for hypothesis seven is that those who claim to be interested in politics may not actively follow political debates (Svensson & Myhre, 2012).

5.4.8 Hypothesis 8

The commercial impact is positively related to Ethical Consumer Behaviour.

Product promotion is highlighted in Chapter 2 as a means by which consumers can be encouraged to purchase a particular good (Charles et al., 2010). Hypothesis eight is implemented to identify if the sample consider advertising to be of importance when purchasing Fairtrade coffee. 52.2% (n=35) of the total sample in Ireland purchase Fairtrade coffee but do not consider commercial impact as one of the most important influences when making purchase decisions. This frequency is complimented as Fisher's exact test generated a level of significance of $p=0.765$. As a result the hypothesis is rejected (Appendix X).

This rejection coincides with the findings for the Swedish Fairtrade consumer. It is proposed that alternative factors such as price have a more substantial impact upon consumer purchase decisions (Svensson and Myhre, 2012).

5.5 Research Sample Limitations

As previously highlighted, one hundred responses were secured at the time of survey distribution. However, thirty-three respondents were excluded from the sample due to the fact that they are not consumers of coffee or do not permanently reside in Ireland. As a result, sixty-seven responses were included in the analysis of data.

High response rates were secured for particular categories while others failed to be represented within the sample. This may be a consequence of utilising a snowball sampling technique which can lead to complexities when attempting to generalise to a larger population (Saunders, et al., 2007). The sample may not be representative of the population due to the fact that the respondents may have forwarded the survey onto those who are similar to themselves rather than to a diverse selection of individuals. Therefore, it is a threat that particular portions of the population are underrepresented.

For example, the frequency of female respondents dominated the sample with 61.2% (n=41). As a result, opinions of the male population may be understated within this sample. Additionally, the eighteen to twenty-four year old category secured the majority of responses with 49.3% (n=33). This is in contrast to the forty to forty-four year olds which failed to be represented within this sample.

The author acknowledges that this disproportion may have some bearing on the findings of this research however, it must be noted that both genders were evenly targeted at the time of distribution. As a result, the findings of this study may not be representative of the population of Irish coffee drinkers. The conclusions drawn may be relevant for this sample only.

5.6 Summary

Overall, it is evident that the research topic has the ability to generate much discussion. Generally, the findings of this study do not coincide with previous research as a number of the hypotheses are rejected for the Irish sample. International comparison has assisted the author to identify similarities that exist between this study and research conducted on the Swedish consumer. Most notably, the Fairtrade coffee consumer in each of these samples has an almost identical profile.

CHAPTER 6 CONCLUSION

6.1 Key Conclusions

The purpose of this study was to achieve the three objectives as set out in Chapter 1. By doing so, the overall aim of this research will be reached. Through investigation, analysis and discussion a number of key conclusions have been identified.

Despite the global expansion of the Fairtrade organisation and increased demand for ethically sourced produce in recent years, a gap exists in literature surrounding the Fairtrade consumer. Two key areas that suffer from inadequate levels of research have been identified.

Firstly, the demographic attributes that may impact upon consumer behaviour for Fairtrade coffee has not been established within existing literature, with the exception of Svensson and Myhre (2012). Primary data presented within this study indicates that variation of opinions and attitudes, towards Fairtrade coffee in Ireland, exist between different demographic categories. Additionally Bord Bia (2011), the Irish Food Board, presents evidence that those from differing age groups in Ireland hold dissimilar views of coffee consumption in general.

Secondly, it is highlighted that a lack of literature exists which examines consumer purchasing towards Fairtrade produce. Various models and numerous authors have developed concepts which relate to consumer behaviour, however, focus upon influencing factors of buyer behaviour for ethically produced goods is lacking.

As a result of identifying these gaps, the author has conducted research that will assist in addressing this issue for a sample of the Irish population. Through statistical analysis of demographic variables, a profile of the Irish Fairtrade coffee consumer was constructed. The findings of this analysis indicate that for the selected sample young females, who have obtained a third level education, are most likely to purchase Fairtrade coffee. Additionally, they are engaged in full-time, low-income employment. International comparison of findings revealed that this profile is almost a duplicate of that which is reported by Svensson and Myhre (2012) for a sample of the Swedish population.

To address the second gap identified within existing literature hypothesis testing was carried out. The levels of significance of eight hypotheses were calculated for the Irish sample. These hypotheses were developed from the Black Box Model by Svensson and Myhre (2012) in order to determine what factors influence Fairtrade coffee consumers.

The key points which were identified for the Irish sample through hypothesis testing were that the respondents are not sensitive to price when purchasing Fairtrade coffee. This is consistent with the findings of Svensson and Myhre (2012) for the Swedish sample also. Additionally, the presence of an attitude-behaviour gap within the Irish sample is not evident which indicates that those who consider the values of Fairtrade as important do purchase Fairtrade coffee.

By achieving each of the three objectives insight has been gained into consumer behaviour of Fairtrade coffee consumers within the selected sample. It is evident that various factors have an influential impact on consumers while others do not hold a level of significance and can be rejected. As demand increases for ethically produced goods it becomes more important to investigate the factors that impact upon purchasing behaviour for this segment. Overall, this study has produced new literature as no previous studies have been conducted in this setting.

6.2 Limitations & Recommendations

The key limitation that exists in relation to this study is that as a result of utilising a snowball sampling technique the findings reported are not generalizable. Due to distortion within the respondent profile this research is not representative of the greater Irish population.

Additionally, distributing the survey via Facebook may have also contributed to high levels of distortion within the sample. The presence of the younger population on this social media website is greater than that of the older generation. As a result, the likelihood of receiving an equal frequency of responses from all age categories was reduced immediately. Furthermore, this strategy also eliminated those without internet access or a Facebook account from the sample.

It is recommended that future research should focus on gathering qualitative data that concentrates on gaining in-depth knowledge and understanding of a topic. Gaining detailed in-sight into the purchasing behaviour of the Irish Fairtrade consumer may highlight influencing factors that have not been identified within this study. Due to time constraints, it was not possible to adopt a mixed methods approach that would enable examination of both quantitative and qualitative data.

Additionally, it is suggested that future research in this area could also be conducted in a manner which enables findings to be generalised to the larger population. Utilising an alternative sampling technique whereby the researcher has greater control over the distribution of questionnaires could be beneficial. Eliminating a strategy such as snowball sampling will increase the level of control over likelihood of gathering data that is representative of a larger population.

As a gap within existing literature has been identified, it is suggested that research is conducted in the area of consumer behaviour towards Fairtrade produce. This topic should be the focus of research in Ireland but also internationally so that comparisons can be conducted and similarities between markets identified.

6.3 Reflection

“It is not sufficient simply to have an experience in order to learn. Without reflecting upon this experience it may quickly be forgotten, or its learning potential lost. It is from the feelings and thoughts emerging from this reflection that generalisations or concepts can be generated. And it is generalisations that allow new situations to be tackled effectively.”

(Gibbs, 1988, pg. 9)

During the initial period of topic generation, the author identified that the study would be centred upon the Fairtrade brand. This is due to the fact that a strong personal interest in this topic exists and has influenced past research during undergraduate studies. This interest along with recognition for a gap in existing literature resulted in consumer behaviour towards Fairtrade coffee being selected as the focus of this study.

The scale of the task at hand was daunting however, encouragement and guidance from academic staff and family was always at hand. This support system delivered inspiration on a constant basis and a genuine personal interest in the area of study ensured that the author engaged fully with the task at hand.

The greatest challenge encountered by the author was the need to ensure that time management skills were utilised correctly. Such a large task requires a large amount of attention on a daily basis. However, the previous twelve months have developed the author’s time management abilities and as a result the study was completed in time to enable a thorough read through of the final document.

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APPENDIX I - IRISH FAIR TRADE NETWORK LIMITED

DIRECTORS

Una Johnston

Michael Doorly

Lino Olivieri

Norman Hewson

Cathy McCarthy

Tom Crowley

Miriam Hamilton (Appointed 1 January 2012)

Ciara Gaynor (Appointed 20 April 2012)

SECRETARY AND REGISTERED OFFICE

John Daly

Carmichael House

North Brunswick Street

Dublin 7

STAFF

Executive Director

Peter Gaynor

Company Secretary/Overseas Programme

John Daly

Project Manager

Melanie Drea

Financial Manager

Dunstan Burke

General Administrator

Malcolm Sen

AUDITORS

Deloitte & Touche

Chartered Accountants

BUSINESS ADDRESS

Carmichael House

North Brunswick Street

Dublin 7

BANKERS

Bank of Ireland

Smithfield

SOLICITORS

Noonan & Linehan

CHARITY STATUS NUMBER

CHY 11264

COMPANY NUMBER

217128

APPENDIX II – CONSUMER SURVEY

The following questionnaire has been compiled by a Masters of Business Studies student in the Athlone Institute of Technology. The aim of this survey is to examine consumer behaviour in Ireland in relation to Fairtrade coffee. All respondents will remain anonymous and the data collected will be stored for no longer than six months. Any respondent can chose exit this survey at any time by simply exiting the window. This survey will take no longer than ten minutes to complete. Thank you for participating in this research.

* Required

1. Gender *

Mark only one oval.

Male

Female

2. Age *

Mark only one oval.

Less than 18

18-24

25-29

30-34

35-39

40-44

45-49

50+

3. Nationality *

Mark only one oval.

Irish

British

German

French

Polish

Other: _____

4. Do you currently reside in Ireland on a permanent basis? *

Mark only one oval.

Yes

No

5. Current Occupation *

Tick all that apply.

Full-time Student

Part-time Student

Employed on a full-time basis

Employed on a part-time basis

Unemployed

Voluntary Employment

Other: _____

6. Education *

The maximum level of education that you have obtained
Tick all that apply.

Junior Certificate

Leaving Certificate

Diploma

Degree

Masters

PhD

Other: _____

Coffee Consumption

7. How often do you consume coffee? *

Mark only one oval.

Daily – Multiple times

Daily – Once/ Twice

On a weekly basis

Not often

Never (Skip to question 12)

Other: _____

8. How frequently do you purchase an individual cup of coffee? *

Mark only one oval.

Daily – Multiple times

Daily – Once/ Twice

On a weekly basis

Not often

Never

Other: _____

9. How often do you purchase a jar of coffee? *

Mark only one oval.

Monthly

Weekly

Never

10. Which brands of coffee do you consume most often? *

Tick all that apply.

Nescafe

Maxwell

Bewley's

Costa

Starbucks

Kenco

Do not favour any one brand

Other: _____

11. Which factors are of greatest importance when you purchase coffee? *

Tick all that apply

Price

Quality

Brand

Recommendations

Other: _____

Fairtrade

12. What Fairtrade goods do you purchase? *

Tick all that apply.

Coffee

Tea

Flowers

Fruit

Chocolate

None

Other: _____

13. How often do you purchase Fairtrade coffee? *

Mark only one oval.

Frequently

Infrequently

Never

Other: _____

14. Which factors are of importance as to why you would be willing to purchase Fairtrade coffee? *

Mark only one oval per row.

Very Important Relatively Important No Opinion Relatively Unimportant Unimportant

The price is attractive	
The quality of the coffee is better than alternatives	
You believe that you are providing a better standard of living for the suppliers	
Recommended by family/friends	
It is a habit for you to purchase Fairtrade coffee	

15. Which factors are important as to why you would NOT be willing to purchase Fairtrade coffee? *

Mark only one oval per row.

	Very Important	Relatively Important	No Opinion	Relatively Unimportant	Relatively Important
You do not consider the product to be of a good quality					
The price is unattractive					
Your family/friends do not purchase Fairtrade coffee					
You prefer to donate directly to a cause					

16. Please share any additional factors that you may feel influence your willingness to purchase/not purchase Fairtrade coffee below.

17. **Do you consider yourself to be educated about Fairtrade? ***

Mark only one oval.

No

Yes but not in-depth

Yes, I consider myself to know a lot in relation to Fairtrade

Other: _____

18. **How important do you consider the ethos of Fair Trade to be? ***

The ethos: Provide fairer wage levels to suppliers in developing countries.

Mark only one oval.

1	2	3	4	5
Very Important				Unimportant

Additional Information

19. **Do you have an interest in politics? ***

Mark only one oval.

Yes

No

Only when issues I am interested in are being debated

Other: _____

20. Income per annum *

Mark only one oval.

Less than 25,000

25,000 – 35,000

36,000 – 40,000

41,000 – 49,000

50,000 +

21. In your opinion, what influences you as a consumer the most? *

Tick all that apply.

Advertising

Family/friends

Pricing

Brand

Convenience

Other: _____

APPENDIX III – SIGNIFICANCE HYPOTHESIS 1

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.675 ^a	4	.322
Likelihood Ratio	4.735	4	.316
Linear-by-Linear Association	.101	1	.751
N of Valid Cases	67		

APPENDIX IV - SIGNIFICANCE HYPOTHESIS 2

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.396 ^a	3	.494
Likelihood Ratio	2.229	3	.526
Linear-by-Linear Association	1.713	1	.191
N of Valid Cases	67		

APPENDIX V - SIGNIFICANCE HYPOTHESIS 3

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	7.062 ^a	1	.008		
Continuity Correction ^b	5.665	1	.017		
Likelihood Ratio	6.898	1	.009		
Fisher's Exact Test				.012	.009
Linear-by-Linear Association	6.957	1	.008		
N of Valid Cases	67				

APPENDIX VI - SIGNIFICANCE HYPOTHESIS 4

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.660 ^a	2	.436
Likelihood Ratio	1.585	2	.453
Linear-by-Linear Association	1.377	1	.241
N of Valid Cases	67		

APPENDIX VII - SIGNIFICANCE HYPOTHESIS 5

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	1.901 ^a	1	.168		
Continuity Correction ^b	1.019	1	.313		
Likelihood Ratio	1.789	1	.181		
Fisher's Exact Test				.266	.156
Linear-by-Linear Association	1.873	1	.171		
N of Valid Cases	67				

APPENDIX VIII - SIGNIFICANCE HYPOTHESIS 6

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.396 ^a	3	.494
Likelihood Ratio	2.229	3	.526
Linear-by-Linear Association	1.713	1	.191
N of Valid Cases	67		

APPENDIX IX - SIGNIFICANCE HYPOTHESIS 7

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	3.607 ^a	1	.058		
Continuity Correction ^b	2.660	1	.103		
Likelihood Ratio	3.575	1	.059		
Fisher's Exact Test				.067	.052
Linear-by-Linear Association	3.553	1	.059		
N of Valid Cases	67				

APPENDIX X - SIGNIFICANCE HYPOTHESIS 8

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.165 ^a	1	.684		
Continuity Correction ^b	.011	1	.917		
Likelihood Ratio	.163	1	.686		
Fisher's Exact Test				.765	.451
Linear-by-Linear Association	.163	1	.687		
N of Valid Cases	67				