

## **ABSTRACT**

MCKKARHER, KRISTEN O'NEAL. The Value of Fair Trade Fashion Through the Eyes of Female Consumers. (Under the direction of Dr. Delisia Matthews).

Fair trade is a trading partnership based on dialogue, transparency, and respect that seeks greater equity in international trade. The mission is to provide better trading conditions and securing the rights of marginalized workers. Fair trade is a topic of great concern because to have a sustainable economy, people need to be treated well and respected for their craft, especially within the fashion community. Currently, there is limited research on fair trade fashion and motivations of consumers to continually purchase fair trade. Thus, the purpose of this study was to further the understanding of female consumers' behaviors and motivations towards purchasing fair trade fashion. This study investigated female consumers' behaviors and motivations that are influential in their level of engagement with fair trade fashion. The specific variables that were explored among female consumers included: fair trade purchase intention, beliefs about fair trade, their pro-environmental behaviors, their sense of community, and shopping motivations.

This study used a mixed method approach through qualitative interviews and a quantitative survey. Using a qualitative approach, seven female consumers of fair trade fashion were interviewed through semi-structured, in-depth interviews. The interviews were audio-taped, and afterwards transcribed verbatim for data analysis. Results from the qualitative portion of this study emerged four themes. Using a quantitative approach, an online survey was distributed to subjects recruited through a local, fair trade boutique owner. SPSS data analysis software was utilized to conduct various tests on the relationships of the data collected from the survey. Linear regression was used to examine the proposed relationships between shopping motivations, fair trade purchase intention, fair trade beliefs, pro-environmental behaviors, and sense of community. Results of the quantitative portion suggest there was no statistically significant

relationship between the variables. A potential reason for this outcome is the unique type of consumer surveyed. Their relationship with the local, fair trade boutique and owner could be a strong motivator for them to purchase fair trade fashion instead of the variables assessed.

Findings from this study will not only provide great insights on female consumers' motivations for purchasing fair trade fashion, but also more importantly will provide great managerial implications to fair trade fashion brands in their endeavor to increase female consumer engagement. Limitations of this study were discussed, and recommendations were provided for future studies.

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The Value of Fair Trade Fashion Through the Eyes of Female Consumers

by  
Kristen O'Neal McKaraheer

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## **DEDICATION**

This master thesis is dedicated to my parents, Charles McKaraheer and Anne McKaraheer. Thank you for being a constant flow of love and support throughout my life. I know you have my back no matter what and I am forever grateful for all your guidance and wisdom. Not only do I get to call you my parents, I get to call you my heroes. I love you.

## **BIOGRAPHY**

Kristen O'Neal McKaraher was born in Winston Salem, North Carolina on November 3<sup>rd</sup>, 1993. She moved to Hickory, North Carolina at the age of seven where she was raised. She is the daughter of Charles and Anne McKaraher. Kristen has one older brother- Andrew McKaraher- and one sister-in-law Belynda McKaraher. She has a beautiful niece Brendalynn McKaraher. Kristen graduated from Saint Stephens High School in 2012 and continued her education at North Carolina State University with the College of Textiles. She graduated cum laude with a Bachelor of Science degree in Fashion and Textile Management with a concentration in Fashion Development and Product Management in May of 2016.

After two years of working in the retail industry, Kristen decided to return to school and receive her Master of Science in textiles. Upon acceptance into the NC State graduate program Kristen served as a Research Assistant for Dr. Delisia Matthews. Along with a fellow student, she assisted Dr. Matthews in research focused on body appreciation among plus-size members of the apparel subscription service, Gwynnie Bee. In October 2019, she had the opportunity to present their research at the International Textile and Apparel Association conference in Las Vegas. Kristen also served as a Teaching Assistant for the duration of her graduate studies under the direction of Dr. Lori Rothenberg. While attending graduate school, she has had opportunities to work on a project with a startup company and organize a clothing swap event. Kristen is excited for the future opportunities her education will provide her.

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## **Chapter 1 Introduction**

### **Background of the Study**

The global economy is growing and there is an increase in manufacturing all over the world. This increase has led to a concern over the relationships between producers and retailers. Given this, the concept of fair trade has been introduced into global societies. Fair Trade Organizations promote equal opportunities for workers and artisans and allow for fair wages.

Fair trade is an institutional arrangement that entails workers making fair wages, being treated properly, and working in safe conditions (WTFO, 2015). Fair trade is important because to have a sustainable economy, people need to be treated well and respected for their craft. Historically, workers have been abused for decades, especially in the apparel industry with the rise of fast fashion. Workers are expected to work long hours for insufficient pay to create a product that is cheap to the consumer and delivered in fast timing. Fair trade helps alleviate these issues providing a better work environment where artisans can comfortably live in their region.

Fair trade is a rising trend in the global market. Global sales of fair trade products rose to \$9.2 billion dollars in 2017 (Fair Trade International Annual Report, 2017-2018). The US ranks the third largest market for fair trade goods and retail sales topped at \$1 billion in 2017 (Fair Trade International Annual Report, 2017-2018). Consumers are becoming more interested in the background of their products. There is also increasing concern centered around ethical consumption. However, consumers are not buying fair trade items as readily as non-fair trade products. Some consumers have a negative perception that fair trade items are high priced and low quality (McClure, 2018). Consumers also feel that fair trade is part of a “guilt industry” where a company guilts their customer into purchasing fair trade products (McClure, 2018).

These perceptions suggest that there needs to be change in the overall perception of fair trade items among consumers.

Currently, there is limited research on fair trade fashion and motivations of consumers to continually purchase fair trade. There are many factors that go into the decision making of purchasing fair trade fashion products. To address the gaps in understanding consumers' purchase intention and behaviors towards fair trade, this thesis research will define and explore several variables: fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, sense of community, and shopping motivations.

Consumers' beliefs about fair trade include sensitivity to the conditions of workers including fair wages and sustainability in practice. Consumers also believe they contribute to alleviating poverty and create a better world through purchasing fair trade (Jin Ma, Littrell, & Niehm, 2012). Moreover, seminal research confirms that an individual's beliefs regarding a behavior is a significant motivation of attitudes towards a given behavior (Ajzen & Fishbein, 1980). In this study, beliefs about fair trade being a determinant in consumers purchase intention of fair trade fashion products will be assessed. This variable along with fair trade fashion purchase intention will be assessed using assumed scale from Jin Ma, Littrell, and Niehm (2012).

The ideal "green consumer" is a citizen who works towards sustainable development mainly through small good deeds and is motivated by their personal ethics and confidence that they can make a difference (Moisander & Pesonon, 2002: & Cleveland et al, 2012). These good deeds include "reduce-reuse-recycle" activities and being a customer of an environmentally friendly business. Thus, these green consumers practicing eco-friendly behaviors, and are more inclined to practice eco-friendly apparel consumption behavior (Lin & Huang, 2012). In this same vein, environmental behaviors are an important reference to investigate consumer decisions

with a moral dimension (Schneck, 2019). Consequently, pro-environmental behaviors will be tested in this study. This variable will be assessed using assumed scale from Golob and Kronegger (2019).

Sense of community is defined as a fundamental human phenomenon of collective experience (Peterson, 2008). Likewise, the concept of community extends to consumption communities that are surrounded by ideologies and philosophies related to the production and consumption of goods, including the notion of fair trade (Cova, 1997). For instance, a study by Connolly and Shaw (2006) discussed that consumers share enthusiasm for the fair trade brands that make them feel part of a community and exist beyond physical boundaries. Sense of community is an important factor in determining fair trade purchase intention. This variable will be assessed using assumed scale from Friedman, Abeele, and De Vos (1993).

On the topic of shopping motivations, researchers have examined its importance and how it affects a consumers' purchase intention. For this study, shopping motivations are defined as values of shopping that a consumer considers and the enjoyment that is sought out from the consumer (Kang & Park-Poaps, 2010). There are two separate shopping motivations categories: utilitarian and hedonic. Studies identify utilitarian shopping motivations as task-related, purchase products rationally and efficiently (Guido et al, 2007), while hedonic shopping motivations happen for the enjoyment, pleasure, and social experience of shopping (Kang & Park-Poaps, 2010). This variable will be assessed using assumed scale from Babin et al. (1994) and Kang and Parks-Poaps (2010).

### **Purpose**

The purpose of this study is to explore how fair trade fashion products are valued by females between 20-60 years in the United States. A mixed method approach through qualitative

interviews and a quantitative survey will be employed to assess female fair trade consumers. Specifically, the study will seek to understand what motivates their purchasing decisions for fair trade fashion. The five main criteria studied will be fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, sense of community, and shopping motivations.

This thesis research will begin by investigating female consumers' fair trade fashion purchasing behavior. Next, the current research will look at various factors that may influence female consumers' purchasing behaviors with fair trade fashion, including their beliefs about fair trade, pro-environmental behaviors and sense of community. Finally, female consumers' shopping motivations will be defined and explored, particularly their utilitarian and hedonic motivations.

### **Research Questions**

The following research questions will guide this current study's investigation of female consumers' purchase intention of fair trade fashion:

1. Do shopping motivations impact female consumer's purchase intention for fair trade fashion products?
2. Do beliefs about fair trade, pro-environmental behaviors, and sense of community impact consumer's shopping motivations for fair trade fashion products?
3. What variables are most significant in determining female consumer's shopping motivations to purchase fair trade fashion products?

## **Significance of the Study**

Social sustainability is an increasing concern. Purchasing fair trade can reduce poverty, encourage environmentally friendly production methods, and increase humane working conditions (Spector, 2013). The current conditions and environment workers are surrounded by will not change unless producers and consumers take it upon themselves to make a change by supporting fair trade businesses.

This study will be beneficial by better understanding the consumers who purchase fair trade fashion and find effective marketing strategies for businesses promoting fair trade. A clearer understanding of consumers who currently purchase fair trade will allow academic researchers to continue studying fair trade consumers more in depth. That is, fair trade businesses can better understand the consumer motivations and provide more meaningful experiences to encourage repeat sales and loyalty. They can also market more effectively to gain new customer followings. Successful marketing strategies will make the concept of fair trade more pronounced and well-known. Additionally, increasing sales in the fair trade market will help many individuals in developing countries maintain a comfortable living and safe working conditions.

## **Organization of the Thesis**

The subsequent chapters of this thesis will be Chapter 2: Literature Review, Chapter 3: Methodology, Chapter 4: Results of the Data, and Chapter 5: Conclusion, Implications, and Recommendations for Future Research.



## **Chapter 2: Review of Literature**

### **Introduction**

The purpose of this study is to gain understanding of the motivations of female consumers to purchase fair trade fashion products. To grasp this, five key areas will be assessed. The five areas include fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, community, and shopping motivations.

This chapter provides the discussion of empirical literature for the study. The first section will give an overview of fair trade and fair trade purchase intentions. The second section focuses on beliefs about fair trade. The third section discusses pro-environmental behaviors. The fourth section goes in depth about community and consumption communities. The final section focuses on utilitarian and hedonic shopping motivations. Based on literature review, a proposed model of fair trade fashion purchase intention and research hypotheses will be presented.

### **Fair Trade Purchase Intention**

Fair trade is defined by the World Fair Trade Organization (WTFO) as a “trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in international trade. Offers better trading conditions to, and securing the rights of, marginalized producers and workers” (WTFO, 2015). Currently there are over a million small scale fair trade producers and workers in as many as 3,000 grassroot organizations, which encompass 70 countries. Their products are sold in thousands of world shops and fair trade shops along with supermarkets and other points of sales (WTFO, 2015).

One of the first fair trade initiatives started in the United States in 1946. Edna Ruth Byler, a volunteer for Mennonite Central Committee (MCC), attended an MCC sewing class in Puerto Rico. While there she discovered the beautiful embroidery created by the women. She also saw

the extreme poverty conditions they worked in, despite having such talent. Byler decided to take the pieces and sell them in the United States and return the money back to the groups directly (Fair Trade Federation, 2020). Throughout the 1950's, MCC, a relief and aid agency, would fund her travels abroad to places such as India and Jordan. Byler took these needlework pieces to friends and sewing circles, sharing the stories of the makers and how each purchase gave economic independence to these women. In 1958, her work grew to become the first formal fair trade shop to open in the United States. In 1996, this fair trade shop would come to be known as Ten Thousand Villages (Ten Thousand Villages, 2020). Currently, they are working with over 20,000 makers in over 30 countries. Over 60 years, the fair trade movement has grown significantly (WTFO, 2015).

Global sales of fair trade products rose to \$9.2 billion dollars in 2017 (Fair Trade International Annual Report, 2017-2018). The United States ranks the third largest market for fair trade goods, and retail sales topped at \$1 billion in 2017 (Fair Trade International Annual Report, 2017-2018). More consumers are concerned with where they are getting their products. Thus, it is increasingly important to them that they purchase from a company who follows ethical business practices. Ethical business practices include being socially responsible and providing fair wages and safe working conditions to their employees. From a Mintel report assessing attitudes towards brand ethics (*Attitudes towards Brand Ethics*, 2020), 69% of consumers say it is important for them to purchase from a company that follows ethical business practices. Six in ten consumers believe that companies have a responsibility to pay their employees a living wage (*Attitudes towards Brand Ethics*, 2020). Consumers see businesses that support fair trade as reputable and trustworthy (McClure, 2018). Given this, consumers increased demand for fair

trade products is encouraging more mainstream business to adopt fair trade practices and increasing the popularity of Fair Trade Organizations (WTFO, 2015).

Previous academic research highlights a variety of factors that affect consumer's purchase decisions of fair trade apparel. Shaw, Hogg, Wilson, Shiu, & Hassan (2006) revealed 55% of United Kingdom ethical consumers found difficulties in accessing ethical retailers or reported there were no ethical brands or retailers on high street, a street filled with business in a town or city. 32% of participants reported a problem of limited choice/range in ethically produced clothing. Shen, Wang, Lo, & Shum's (2012) study reported consumers were willing to support ethical fashion brands but lacked knowledge of them. The authors, Shaw et al (2006) revealed consumers would purchase fair trade, but have difficulties in access and limited choice, while Shen et al. (2012) revealed consumers are also willing to buy fair trade but lacked knowledge of ethical fashion business. The articles focused on the regions of the United Kingdom and Hong Kong and not of United States consumers. Also, these articles focus on other variables being an impact of fair trade purchase intention and did not include factors of beliefs about fair trade, pro-environmental behaviors, sense of community, and shopping motivations.

Hwang, Lee, & Diddi (2015), tested Generation Y's moral obligation and purchase intention for organic, fair trade, and recycled apparel products. The study revealed that participants viewed fair trade as the most important corporate social responsibility attribute. They also found females reported more positive attitudes towards all three corporate social responsibility attributes. Research performed by Beldad and Hegner (2018) investigated the determinants of fair trade product purchase intention among Dutch consumers through the theory of planned behavior. The variables of attitudes, subjective norms, perceived behavioral control along with moral obligation and self-identity were tested. The findings revealed that perceived

behavioral control made a significant impact on fair trade product purchase intention on the female consumers. In addition, self-identity proved to be significantly important in purchase intention of both female and male consumers. The authors found significant importance of Dutch consumer's fair trade product purchase intention; however, their research was done through the theory of planned behavior and did not assess female's beliefs towards fair trade.

### **Beliefs about Fair Trade**

Beliefs are defined as ideas that a person holds as being true. Beliefs can develop from several different sources: a person's own experiences, acceptance of cultural and societal norms (i.e. religion), and influence from what other people say (i.e. education and mentoring) (Ridgeway & Correll, 2004). From the understanding of beliefs stems Stern's (1995) value-belief-norm (VBN) theory. The VBN theory, regarding the ethical consumption movement, asserts that consumer's motivation to participate in sustainable practices lies within the individual's values, beliefs, and personal norms (Stern et al. 1999). A market survey done by Littrell et al (2004) was sent out to consumers from US largest fair trade organizations. The results show fair trade consumers held strong beliefs about the fair trade concept.

Author Dickson (2000) performed a study providing an initial understanding of female consumers' decision to purchase from socially responsible apparel businesses. Three groupings of variables were explored: consumers' personal values, beliefs, and knowledge, attitudes relating to socially responsible apparel business practices, as well as product-specific attitudes, and intentions to purchase apparel from socially responsible businesses. Findings revealed a greater knowledge about industry issues led to greater concern for industry workers. Concerns for workers was directly related to support for socially responsible apparel businesses. Littrell et al (2005) focused on answering two questions: "How do generational cohorts of fair trade

consumers differ in their product attitudes and behaviors, retail preferences, shopping orientations, and socio-political attitudes?” and “How do factors influencing purchase intentions for fair trade apparel differ among generational cohorts?” All three generational cohorts held strong views related to fair trade ideology and global responsibility.

Research done by Jin Ma, Littrell, & Niehm (2012) about young female consumers' intention towards fair trade consumption assessed Generation Y consumer's purchase behavior toward non-food related fair trade items. They evaluated relationships among beliefs, attitudes, perceived behavioral control, and purchase intentions. The overall findings concluded that beliefs about the fair trade concept and product attributes, attitudes toward fair purchase and perceived behavioral control in regard to fair trade purchase were all important factors in a consumers purchase intention of a fair trade product (Jin Ma, Littrell, & Niehm, 2012). The authors found significant importance of Generation Y female's beliefs, attitudes, and perceived behavioral control towards fair trade purchase intention; however, the authors failed to mention if pro-environmental behaviors influenced fair trade purchase intention.

### **Environmental Concern/Pro-Environmental Behavior**

Concern for the environment is not a new concept. For years, there have been individuals thinking about the environment and ways to reduce the ecological footprint. Recently concern for the environment has grown significantly. The environment is experiencing a crisis, and climate change concerns have accelerated the need for environmental responsibility (Hamilton & Zilberman, 2006). Environmental concerns entail an individual's attention toward environmental issues.

Consumers are increasingly motivated to be more environmentally conscious. Individual's concern level towards environmental issues is a useful indicator of environmentally

conscious behavior ranging from recycling behavior to green buying behavior. Studies have often questioned whether environmental concern affects an individual's environmental purchase intention. One such study done by Newton, Tsarenko, Ferraro & Sands (2015) revealed that environmental concern does indirectly impact environmental purchase intention. In addition, another study found environmental concern will positively affect the purchase intentions of bamboo textile and apparel products (Yoo, Devita, & Kim, 2013). Research performed by Rothenberg & Matthews (2017), studied consumer decision making when purchasing eco-friendly apparel. The study found consumers were more willing to purchase an eco-friendly t-shirt over an organic and non-organic t-shirt. Their participants had previous knowledge of environmental sustainability, thus supporting Gowerk et al (2012) and Kang et al (2013) research finding that consumer knowledge was directly related to intent to purchase for sustainable apparel (Rothenberg & Matthews, 2017). Thus, being knowledgeable of sustainability factors has a significant impact on attitudes and behaviors. Furthermore, knowledge of the environment correlates with being concerned with the environment. (Kasir, 1999).

Though a variety of research exists related towards environmental concerns and environmental purchasing behavior, a gap in the literature still exists relating environmental concerns to fair trade fashion purchase behavior. This poses the question: do individuals who express concern for the environment also express concern to purchase fair trade? While these articles discuss environmental concern, environmental concern can impact behaviors of consumers. Schwepker & Cornwell's (1991) research on ecologically concerned consumers and purchase intention of ecologically packaged products revealed consumers who have an increased awareness of a problem may exhibit attitude change, which results in behavioral changes. This can result in an individual performing pro-environmental behaviors.

Recent concerns regarding the environment have led to consumer trends that impact human decision making. Specifically, consumers' awareness and concerns over the environment have led to behaviors to lessen the negative impact to the environment. Behaviors such as throwing away waste or clearing a forest directly causes environmental change (Stern, 2000). Other behaviors can have an indirect impact and be environmentally significant. Examples include behaviors that affect international policies and national environmental and tax policies (Stern, 2000). The term pro-environmental behaviors have emerged to describe these collective efforts.

Pro-environmental behaviors are defined as actions that an individual can take to make positive changes that will benefit the environment (Stern, 2000). The two definitions are described to further define pro-environmental behaviors and are categorized as impact oriented or intent oriented. Impact oriented behaviors involve behaviors that can make an extensive change to the environment, while intent oriented behaviors focus on people's beliefs and motives (Stern, 2000). Additionally, there are four main types of pro-environmental behaviors. Each type is defined in the table below (Stern, 2000).

**Table 1.** Types and definitions of pro-environmental behaviors

Types of Pro-Environmental Behaviors	Definitions
Environmental activism	Active involvement in environmental organizations and demonstrations
Nonactivist behaviors in the public sphere	Affect the environment indirectly by influencing public policies such as willing to pay higher taxes for environmental protection.
Private-sphere environmentalism	Focuses more on purchase, use, and disposal of personal and household products that have an environmental impact.
Other environmentally significant behaviors	Classified as how an individual's environmental behavior influences actions of organizations in which they belong.

Consumers practicing eco-friendly behavior are more inclined to practice eco-friendly apparel consumption behavior (Lin & Huang, 2012). There is limited research discussing whether fair trade consumers also participate in pro-environmental behaviors. Although there has been a linkage to pro-environmental behaviors and purchasing environmentally friendly items, there is limited research on linking pro-environmental behaviors and fair trade fashion purchasing. This raises the question: if consumers have pro-environmental behaviors, will they likely purchase other forms of sustainable products such as fair trade fashion? Strong interest in performing consumption behaviors may lead to individuals seeking out communities who also engage in these environmental and fair trade behaviors more frequently.

### **Sense of Community**

Sense of Community refers to the fundamental human phenomenon of collective experience (Peterson et al, 2008). According to Peterson, Speers and McMillan (2008), there are four main dimensions. The dimensions are defined in the table below.

**Table 2:** Main Dimensions of Sense of Community

Main Dimension	Definitions
Needs fulfillment	A perception that members' needs will be met by the community
Group Membership	A feeling of belonging or a sense of interpersonal relatedness
Influence	A sense that one matters, or can make a difference, in a community and that the community matters to its members
Emotional Connection	A feeling of attachment or bonding rooted in members shared history, place, or experience

The early concept of community was based around the idea of geographical boundaries. Traditional ideas of what creates community, strong ties in members and geographic settlements, were adopted by Tönnies (1887), Durkheim (1893,1964), and Whyte (1955). With the social revolution of the 1960's the definition of community began to bring about a new meaning.



Modernization and technological advancement were able to give existence to communities beyond geographic restraints (Marcelin, 2006).

With the freedom to exist in a community without physical boundaries, the creation of consumption communities developed (Cova, 1997). Consumption communities can comprise of goods and services through their linking value, permit and support social interactions of the communal type. Community and consumption are becoming intertwined and can be described as tribal consumption (Cova, 1997). Tribal consumption is where consumers can satisfy their desires for community by seeking out products and services specifically for their linking value. Most consumption communities share four characteristics: they are socially connected across consumption of goods and services, consumption experiences are shaped by community members, brand messages, philosophies, and ideologies are interpreted by members, and community members may belong to separate consumption communities (Cova, 1997). There are consumption communities surrounded by ideologies and philosophies related to the production and consumption of goods, such as the notion of fair trade (Cova, 1997).

The brand community concept was first developed by Muñiz and O'Guinn (2001). They are arranged and differentiated by the degree to which a community centers on a brand, activity, or ideology" (Thomas, Schau, & Price, 2011). Muñiz and O'Guinn initiated a study of three brands (Ford Bronco, Apple, and Saab) to explore and define brand communities (Muñiz & O'Guinn (2001). The authors defined brand communities as "a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand. (Muñiz & O'Guinn, 2001). Three positive aspects of brand communities were observed. Their collective nature and computer-mediated communications, consumers have a greater voice, then if they were in more isolated situations, Second, community members can easily turn towards

one another for information on the brand. Lastly, communal interaction provides wider social benefits to the members.

Authors Connolly and Shaw (2006), discussed that socially concerned and active consumers share enthusiasm for the fair trade brands, which makes them feel part of a community that exists beyond physical boundaries. Their findings also revealed that the wider collective community of active consumers allows an individual to justify their own consumption activities. Fair trade as a consumption community has been researched, however, limited studies have been done to show if specifically, female consumers feel more connected to others through fair trade fashion consumption communities. Thus, within community motivated consumers, there may be different ways they value shopping that are more experience-oriented or functionally-oriented.

### **Shopping Motivations**

A shopping experience can evoke value either through fulfilling its intended goal successfully or providing pleasure and/or fun (Babin, Darden, & Griffin, 1994). Shopping motivations are values of shopping that a consumer considers and the enjoyment that is sought out from the consumer (Kang & Park-Poaps, 2010). Consumer behavior studies have exposed two sides to the shopping experience: the “shopping is work” feeling or “shopping is fun” concept. Given this, the two main categories of shopping motivations are utilitarian and hedonic.

Babin, Darden, & Griffin (1994) developed a scale to capture the content of the two distinct dimensions of shopping values (Babin et al, 1994). The scale was developed using focus group interviews and validated using a multistep process. The results demonstrated the existence of distinct hedonic and utilitarian shopping value dimensions. Since the introduction of hedonic and utilitarian shopping motivations, research has further developed the concept. Arnold and

Reynolds (2003) identifies a “comprehensive inventory of consumers’ hedonic shopping motivations.” Through exploratory qualitative and quantitative studies, a six-factor scale was developed. The six factors included adventure, gratification, role, value, social, and idea shopping motivations. This study was able to further identify the dimensions within hedonic motivations from Babin, Darden, and Griffin (1994). Kang and Park-Poaps (2010) have applied the hedonic and utilitarian shopping motivation concept to their research of better understanding of fashion leadership and determining the primary shopping motivations of fashion leaders.

Utilitarian shopping motivations are based on function and task-related objectives. The intention of utilitarian shopping is to be efficient and purchase a product rationally. Products are purchased to solve a specific problem for example shopping for a need (Guido et al., 2007). The intention behind hedonic shopping motivations distinctly different from utilitarian and seek out fun and playfulness in the shopping experience.

Research has been done to further confirm hedonic shopping. Researchers discovered several hedonic reasons for shopping such as enjoyment, pleasure, social experience, and other values related to entertainment aspects of shopping. Within hedonic shopping motivations there are categories including adventure, gratification, role, value, social, and idea (Arnold & Reynolds 2003; Kang & Park-Poaps, 2010). Adventure shopping motivations describe shopping for stimulation or something different than the usual routine. Adventure shopping is set in stimulation and expressive theories of human motivations described by McGuire (1974). Prior findings have similarities with adventure shopping that shoppers often want to experience sensory stimulation while shopping (Arnold & Reynolds, 2003). Adventurous shopping may produce hedonic shopping value (Babin et al, 1994). Gratification shopping motivations refers to shopping as a means of relaxation, to boost mood positivity, or indulge in a self-treat. Humans

can be motivated to act to reduce tension returning to an inner equilibrium (Arnold & Reynolds, 2003). Role shopping motivations is when an individual purchases gifts for others and in turn makes themselves happy. This motive plays into the self, people experience positive effects when shopping because it plays into their social role (Tauber, 1972). Babin, Darden & Griffin (1994) explain one may feel it is their duty to shop but receive enjoyment from it resulting in a hedonic motivation. When a consumer experiences value shopping behavior, they seek out deals, bargains, and reduced prices. Finding a good value can be seen as a game to win. Bargain perceptions increase sensory involvement and excitement (Babin et al, 1994). Social shopping drives enhancing relationships among peers, and family. McGuire's (1974) collection of affiliation theories of human motivations grounds social shopping because his theories "collectively focus on people being altruistic, cohesive, and seeking acceptance and affection in interpersonal relationships (Arnolds & Reynold, 2003). Lastly, idea shopping motivation refers to consumers who seek out new styles and keep up with trends (Arnolds & Reynold, 2003; Kang & Park-Poaps, 2010). This can apply to consumers who may enjoy browsing and collecting information as an end and not make a purchase (Bloch, Ridgeway, & Sherrell, 1989).

Past research suggests that consumers' inclination to participate in hedonic or utilitarian shopping behaviors not only rely on product characteristics but also the consumers own individual characteristics (Guido et al., 2007). Consumers purchasing products under fair trade laws are characterized by "a greater 'global cognitive orientation'", which implies interest in the geographical origin of the products consumed and the social and economic conditions in which they were elaborated (Goig, 2007). Pro-environmental behaviors, environmental concerns, and sense of community are all possible characteristics a consumer may possess to encourage certain shopping behaviors. While shopping motivations have been explored extensively, there is

limited research on the relationship between shopping motivations and fair trade fashion purchasing. Thus, this study will address this gap by testing how shopping motivations affect fair trade purchasing intention.

### **Summary**

In this chapter, I provided an overview of relevant literature concerning the topics of fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, community, and shopping motivations of female consumers. Gaps within the literature were highlighted relative to the goals and objectives of the present study. In the next chapter, the methodological framework and methods to collect data are explained.

## Chapter 3: Methodology

### Purpose of Study

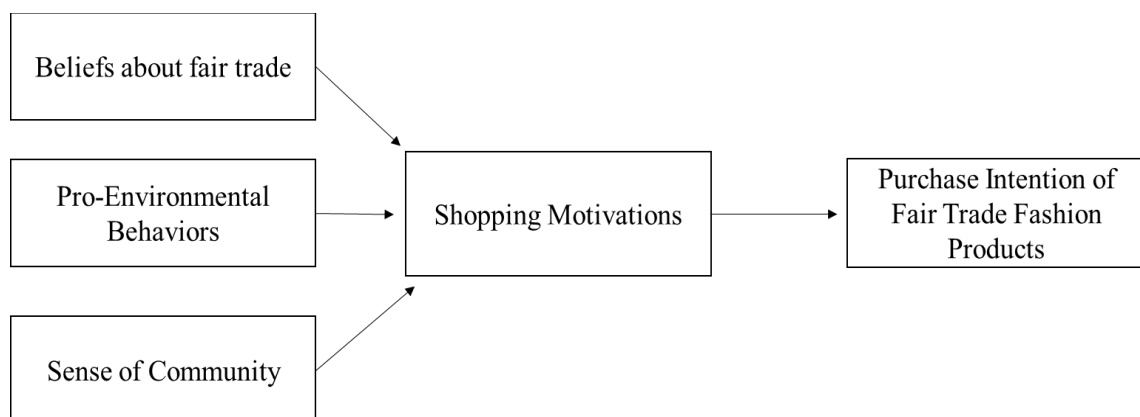
The purpose of this study was to further the understanding of female consumers' behaviors and motivations towards purchasing fair trade fashion. This study investigated female consumers' behaviors along with motivations and other factors that are influential in their level of engagement with fair trade fashion. The specific variables that were explored among female consumers included: fair trade purchase intention, their beliefs about fair trade, their pro-environmental behaviors, their sense of community, and shopping motivations.

### Research Framework

Based on relevant literature, a research framework (Figure 1) was developed for this study regarding the relationships between females' intentions towards purchasing fair trade, beliefs about fair trade, pro-environmental behaviors, community and shopping motivations.

To meet the research objectives the proposed model (Figure 1) was tested. Four hypotheses were formed from the model.

**Figure 1.** Research framework



## **Hypotheses**

H1: A positive relationship between beliefs about fair trade and shopping motivations will exist in females who consume fair trade fashion products

H2: A positive relationship between pro-environmental behaviors and shopping motivations will exist in females who consume fair trade fashion products.

H3: A positive relationship between a sense of community and shopping motivations will exist in females who consume fair trade fashion products.

H4: A positive relationship between shopping motivations and purchase intention will exist in females who consume fair trade fashion products.

For H1-H3, the independent variables were beliefs about fair trade, pro-environmental behaviors, and sense of community and the dependent variable was shopping motivations. For H4, the independent variable was shopping motivations and the dependent variable was fair trade fashion purchase intention.

## **Research Design**

As briefly discussed in Chapter 1, a mixed method approach through qualitative interviews and a quantitative survey has been employed for this thesis study. Mixed method approach combines the collection of both qualitative and quantitative data to assess the research hypotheses. Both forms of data provide different types of information. Combining the two methods give a stronger insight beyond information obtained by either the qualitative or quantitative data alone (Creswell & Creswell, 2017).

Qualitative research is “an approach for exploring and understanding the meaning individuals or groups ascribe to concerning a social or human problem” (Creswell & Creswell, 2017). The process of this research includes emerging questions and procedures. Data analysis usually involves developing general themes. The five most common types of qualitative design are narrative, phenomenology, ethnography, case study, and grounded theory. Narrative and phenomenology occur when researchers study individuals, while case studies and grounded theory explore processes, events, and activities. Last, ethnography follows culture-sharing behavior of individuals or groups. There are several different ways qualitative research can be conducted. Types of qualitative research include observations, interviews, documents, and audiovisual and digital materials. Interview types consist of face-to-face interviews, phone interviews with one participant or several, or a focus group with six to eight individuals (Creswell & Creswell, 2017). For the purpose of this thesis, one-on-one interviews were chosen.

One-on-one interviews entail the researcher and individual meeting in person or over the phone. The researcher presents questions, and information from the participant is gathered. The research for this thesis involved face-to-face interactions. These interviews consisted of open-ended, semi-structured questions. The questions directly prompt views and opinions from the participants. Once the data is collected, each interview is transcribed and closely read over. After the transcription is complete, coding of the data begins. The researcher will find themes among each individuals’ response. Lastly, the themes will be grouped together and assigned a code.

Quantitative research is “an approach for testing objective theories by examining the relationship among variables” (Creswell & Creswell, 2017). This research is conducted either through surveys or experimental designs. For the purpose of this thesis, the survey design was chosen. A survey design can help answer three types of questions: descriptive questions,



questions about relationships between variables, and questions about predictive relationships between variables over time. The primary purpose of this survey research was to evaluate the relationships between fair trade purchase intention, fair trade beliefs, pro-environmental behaviors, sense of community, and shopping motivations of female fair trade consumers. In this study, an online survey was administered to perform. The data analysis software used was the Statistical Package for Social Science (SPSS) software. Cronbach's Alpha was used to determine the internal consistency, or reliability, of each scale. Each relationship in the hypotheses were tested using linear regression. Linear regression models the relationship between a dependent variable and independent variable. (Schneider, Hommel, & Blettner, 2010).

### **Qualitative Data Collection and Analysis**

The exploratory portion of this study was conducted to analyze how female consumers value fair trade fashion. A qualitative research design was employed which included in-depth primary data collection and seven interviews with females who purchase fair trade fashion. The females interviewed were locals of a Southeastern city in the United States and held a strong connection to the local, fair trade boutique and owner. The recruitment process involved the boutique owner reaching out to 15 of her clients through email she selected herself. After reaching out to the 15 clients through email, 7 participants were confirmed and interviewed at a later date.

Upon Institutional Review Board approval from North Carolina State University (Appendix B), recruitment for the study was conducted through individualized emails to contacts connected to the local, independent fair trade boutique owner. The owner started her business through a fair trade fashion truck in a Southeastern city in the United States. Her fair trade business model, along with her desire to build a strong community around her business, gained

support through long time connections with customers. Since starting her business in 2015, these close connections to her customers have been a staple of her business model, along with the notion of shopping with meaningful purpose.

Names of the participants were changed to pseudonyms to protect the anonymity of the participants (Table 3). A discussion guide (Appendix A) was created as a guideline. Interviews lasted between 20 and 40 minutes and were audio-recorded with the participants' consent. The following statements and questions, among others, were asked during the interviews: (a) How much fair trade fashion do you purchase? (b) Describe your environmentally friendly behaviors and habits. (c) Do you feel you have met people through purchasing fair trade? (d) Do you enjoy shopping? If yes, what do you enjoy about shopping? If not, what do you not enjoy about shopping?

**Table 3:** Names and Occupations of Participants

Name	Occupation
Kelly	Owner
Cheryl	Banking
Tonya	Educator, Fitness Instructor
Madison	Education Consultant
Megan	Clinical Recruiter
Charlotte	Community Minister
Julia	Program Director

Upon completion of the data collection, all interviews were transcribed verbatim and analyzed through an iterative process of analysis (Spiggle, 1994). Commonalities and differences expressed by the participants in the interview responses were first assessed and compared by the researcher. This was done by having the researcher find patterns in the data that expressed common meanings and common issues that emerged. Lastly, the categories were compared and developed into themes used to structure the interpretation of the data (Spiggle, 1994).

## **Quantitative Design Collection**

A survey (Appendix C) was conducted to collect data for this study. An IRB approval (Appendix D) was obtained through North Carolina State University prior to the survey distribution. Qualtrics, an online survey software and questionnaire tool, was used to distribute the online survey. Respondents were provided with a web-link directing them to the questionnaire. The survey took approximately 10 – 15 minutes to complete. Qualtrics automatically recorded and stored the responses. The data collection took place over three days.

The target population of this study was consumers between the ages of 20 and 60. A survey link was posted to a local, fair trade boutique owner's mailing list. The goal was to obtain a total of 100 completed surveys. During the data collection process, ongoing monitoring was implemented to delete incomplete surveys and surveys completed in obviously careless manners.

There were seven sections included in this survey. The first section measured how often the female consumers shop. The second section focused on their shopping motivations in general, including both hedonic and utilitarian motivations. The third section measured their purchase intention for fair trade fashion. The fourth section focused on their beliefs about fair trade. The fifth section measured their pro-environmental behaviors. The sixth section focused on their sense of belonging to a fair trade section. The final section was about demographics. The following demographics were included: gender, age, ethnic background, education, marital status, employment status, and total personal income.

Existing scales were adopted and/or modified to measure the following variables pertaining to this study: shopping motivations, purchase intention of fair trade, beliefs about fair trade, pro-environmental behaviors, and sense of community. Each of these constructs was

measured using a five-point Likert scale ranging from one (strongly disagree) to five (strongly agree).

### **Hedonic and Utilitarian Shopping Motivations**

This 22-item scale included a total of seven shopping motivation variables: utilitarian, adventure, gratification, role, value, social, and idea shopping motivation. The utilitarian motivations developed by Babin et al (1994) were adopted and modified for this study. Originally containing six items, this study used four items to investigate utilitarian motivations as was done by Kang & Parks-Poaps (2010). Hedonic shopping motivations are multi-dimensional, and therefore different scales were used for each of the six variables: adventure, gratification, role, value, social, idea shopping motivation. Three items represented each variable adopted from Arnolds and Reynold (2003) and Kang- Park-Poaps (2010). A sample question from this scale is as follows: “It is important to accomplish just what I had planned on each shopping trip.”

### **Purchase Intention**

The two-item scale developed by Ma, Littrell, & Niehm (2012) was adopted and modified for this study. The original two-item scale was designed to capture the purchase intention of female consumers for non-food fair trade products. This study modified the two-item scale to reflect female consumers’ purchase intention of fair trade apparel and accessories. A sample question from this scale is as follows: “I intend to purchase a fair trade apparel/accessory product in the next six months.”

### **Beliefs About Fair Trade**

Beliefs about fair trade was measured using a four-item scale developed by Jin Ma, Littrell, & Niehm (2012). No modifications were made to the scale. A sample question from this

scale is as follows: “Purchasing fair trade products will help the workers who produced the product to be fairly paid.”

### **Pro-Environmental Behaviors**

This seven-item scale was adopted from Golob & Kronegger (2019). The items were not modified. A sample question from this scale is as follows: “I reduced waste e.g. by avoiding over-packaged products and buying products with longer life.”

### **Sense of Community**

The original eight-item scale was developed by Friedman, Abeele, and De Vos (1993). The original eight-item scale was designed to capture consumers’ engagement in consumption communities. This study modified the eight-item scale in the context of fair trade fashion community. A sample question from the scale is as follows: “There is a sense of belonging within the fair trade fashion community.”

## **Quantitative Data Analysis**

The goal of the quantitative portion of the study was to obtain at least 100 surveys. The survey link was deactivated after 58 surveys due to time constraints as the response rate slowed significantly after the three day period. On any one survey, if over 1/3 of the questions were unanswered, the survey was then considered incomplete, and then eliminated. Two of the 58 surveys were removed because respondents submitted incomplete surveys.

SPSS data analysis software was used to analyze the survey data. Frequency analyses were conducted to generate a sample profile and how often the participants shop. Descriptive analyses were used to produce a mean of each variable: fair trade purchase intention, fair trade beliefs, pro-environmental behavior, sense of community, and shopping motivations.

Furthermore, reliability analysis was conducted to test the consistency of the following multi-item scales: fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, sense of community, shopping motivations. Due to the small number of valid surveys (N=56), a traditional, exploratory factor analysis could not be done. Since each of the scales had validity and reliability evidence from previous studies, the analyses proceeded with that caveat in mind. Additionally, relationships between shopping motivations, fair trade purchase intention, fair trade beliefs, pro-environmental behaviors, and sense of community were analyzed using linear regression to, and a p-value of .05 was used to determine the statistical significance of each relationship.

## Chapter 4: Results

### Summary

As discussed in the previous chapter, the methodology of mixed method was most appropriate to assess the research questions for this study. This chapter details the results of the mixed methodology approach, starting with the qualitative interviews followed by the quantitative survey.

#### Qualitative Themes

Upon assessing the commonalities and differences in the interviews of participants, common meanings emerged from the qualitative interviews. Based on this data, the motivations and insights of participants were interpreted. Specifically, four themes emerged from the qualitative portion of this thesis: (Theme 1) What's in Your Closet? (Theme 2) Nurture for Nature, (Theme 3) The Gift of Giving, and (Theme 4) Community of One.

##### *What's in Your Closet?*

Qualitative analysis of the data revealed that fair trade fashion consisted between 30-50% of the participants' wardrobe. Throughout the interviews, a few participants shared that given the choice to purchase fair trade over non-fair trade, they would choose fair trade.

*Megan: Would I tend to go more towards fair trade? Absolutely. I would. ...fair trade anything with... a purpose or give back I think just for me personally as a consumer that means a lot to me.*

Although many participants felt they would choose fair trade over a non-fair trade item, convenience played an important factor in their purchasing decisions. Kelly has this view on the situation.

*Kelly: ...if I needed a rug like I might search for a retailer I am more familiar with like Target and go to the rug section. I don't know if I would go online and say I am looking for fair trade hand woven rugs, right? or I want a picture frame, you know, I would just go to Target and buy a picture frame, I*

*wouldn't search online handmade picture frames. I think there would have to be a huge mind shift behind the desire of fair trade versus the accessibility of fair trade.*

Many of the participants expressed reasons why fair trade fashion is in their closet. The main reason is to be in support of the producers and artisans of fair trade products. Cheryl shared her thoughts on why she purchases fair trade:

*Cheryl: I love the fact that I am supporting someone who earns a fair wage and I think that is really important. And I like one of the programs that I've heard with getting people who are homeless or who are being trafficked or, you know, the really dire situations to give them that second chance at a real life. I like supporting that.*

Overall, the participants agree that if they knew an item was fair trade, they would be more inclined to buy it. They enjoyed knowing that their purchases would go to supporting producers and artisans and providing them a fair income. There are still obstacles for fair trade to overcome, such as convenience. Many participants felt they would not go out of their way to find fair trade items.

#### *Nurture for Nature*

The female, fair trade consumers expressed their concerns for the environment and engaged in environmental behaviors such as recycling, using reusable totes, etc. They shared what they do daily to be more eco-conscious. For instance, Charlotte shares how living in the downtown area reduces her driving:

*Charlotte: I love living down here [downtown] ...my footprint when it comes to gas and vehicles and stuff, it has drastically gone down because I only get in the car about two times a week.*

For Madison, the way she practices environmental behaviors is through reusing and recycling.

*Madison: I bring my own water bottle rather than getting a...cup or using a cup, we compost, we recycle a ton, in fact, we have two recycling cans instead of the one.*



Julia shows her desire to be eco-conscious through thrifting and buying used items.

*Julia: I tend to buy a fair amount of things used. I just feel like it's cost effective and it's good for the environment. I don't feel like I need to be the first person that wears things.*

### *The Gift of Giving*

Theme 3 reveals that many of the participants felt excited to give fair trade items as gifts and would intentionally buy a piece to share the story with that person. Megan shares a story about her fair trade gift giving experiences:

*Megan: ...um one Christmas I committed to everything having a purpose. ...everything being whether it was locally sourced, or it had a greater purpose, you know that's just how I sort of chose to bring them [kids] under the fold of it.*

Fair trade gift giving came up in a few instances. Tonya shared why she chooses to give fair trade items as gifts. She felt individuals would enjoy the gift more knowing the product is made fairly.

*Tonya: when I shop for other people, I like knowing that the products are fair trade or... fairly sourced and...I believe in them and that it's going to make a person feel good about getting it. Most of the time I shop at [local, fair trade boutique] for gifts. I go in and get something for someone else because I feel they are going to like it. And I know they are going to believe in what's going on and they don't have to worry about it being... fast fashion or any of that kind of stuff.*

### *Community of One*

Theme 4 disclosed that many of the participants believed there was not a formal community surrounding fair trade. While they felt a connection through the local fair trade boutique specifically, they did not feel a part of a larger fair trade community. Kelly has this statement to share about a fair trade community:

*Kelly: I mean if you got on Facebook and like searched "fair trade buying group", I don't know if you would get anything right? Like there probably isn't a Facebook group of*

*people who only buy fair trade and um like tell each other what they bought and send each other links.*

Similarly, Cheryl does not know of a fair trade fashion community nor experienced one.

*Cheryl: ...there might be one but not that I know of. Not that I've experienced, no.*

Throughout interviews it was discovered that many participants did not know of a fair trade fashion community, but they felt strongly that there was a community surrounding the single local, fair trade boutique that they shopped from. Madison had this comment on the topic:

*Madison: I would say more of a [local, fair trade boutique] community...than fair trade so to speak. I'm sitting here thinking do I know a lot of other fair trade stores. There probably are, I just don't know them. And I haven't sought them out.*

### Quantitative Survey

A total of 56 valid surveys were included to address the three research questions in this thesis. This chapter consists of 3 major sections. The first section is an overview of respondents' characteristics, followed by the next 2 sections consisting of the results, organized by means of scales and hypothesis results. Table 4 (below) presents the results on the reliability analyses for the multi-scale items in the survey: fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, sense of community, and shopping motivations. The results show that the multi-item scales each possess strong reliability with Cronbach's alphas for all the scales above 0.70.

**Table 4.** Multi- Item Scales Reliability Analysis

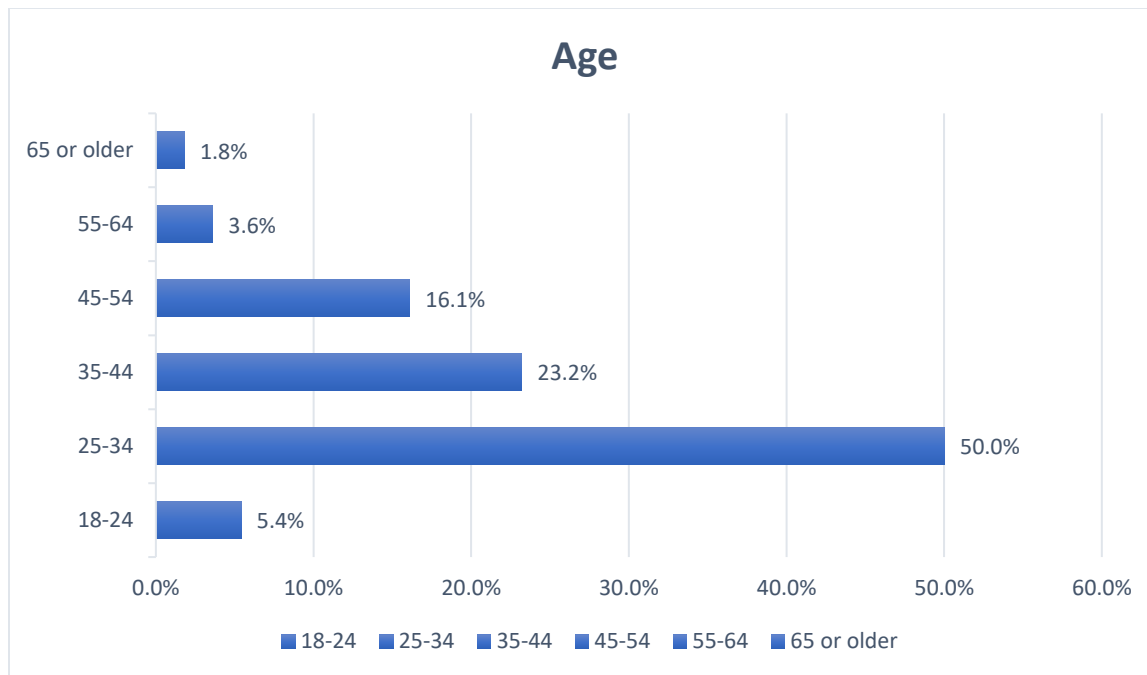
<b>Reliability Statistics</b>		
<b>Multi-Item Scales</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Fair Trade Purchase Intention	.900	2
Fair Trade Beliefs	.755	4
Pro-Environmental Behaviors	.752	7
Sense of Community	.868	8
Shopping Motivation	.773	22

## Sample Characteristics

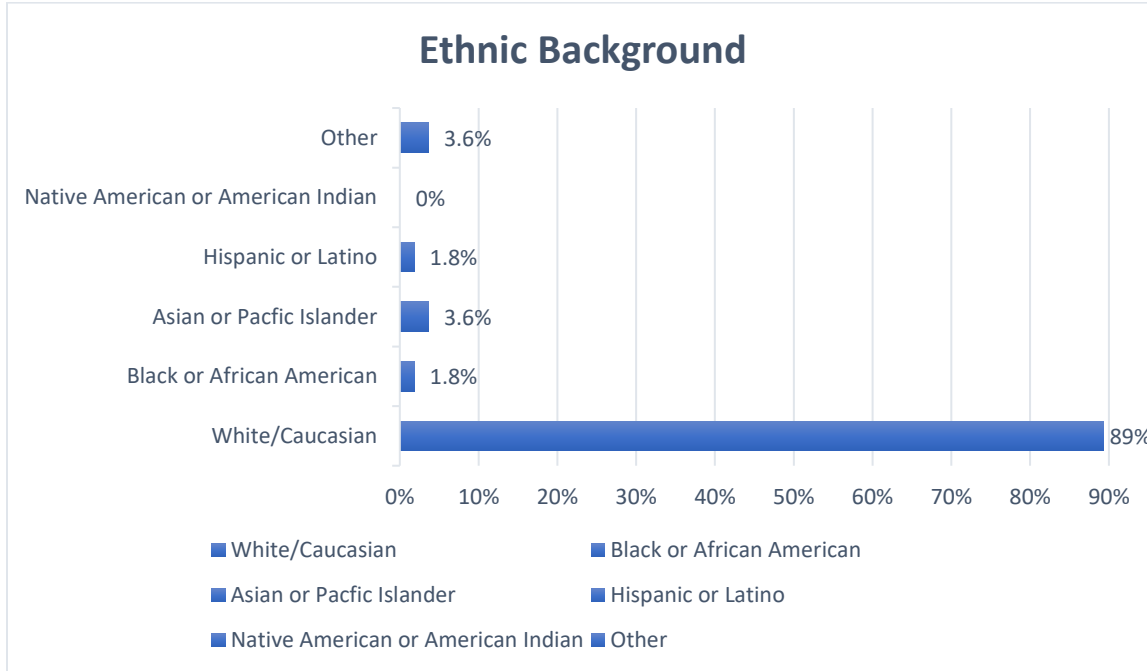
The demographic characteristics of the sample are summarized in Figures 2-6 (below).

The final sample (N=56) consisted of all females at 100%. Half of the respondents (50%) were in the age range of 25-34, with another 23.2% in the age range of 35-44 (Figure 3). Much of the sample (89.3%) was Caucasian (Figure 4). Majority of the sample (69.9%) are married (Figure 5). Most respondents had earned a bachelor's degree (57.1%), and 28.6% of respondents earned a master's degree (Figure 6). More than half (64.3%) of the sample was employed, working 40 or more hours per week (Table 5). The majority of the sample (39.3%) personal income was \$30,000-\$59,999 (Table 5).

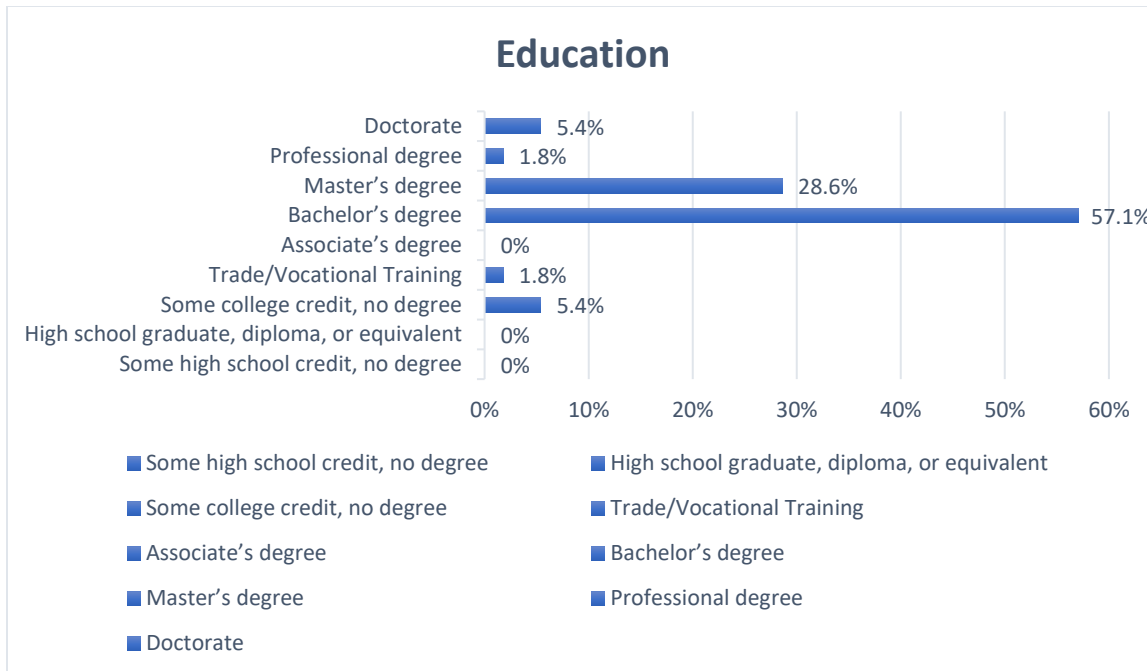
**Figure 2.** Age Demographics.



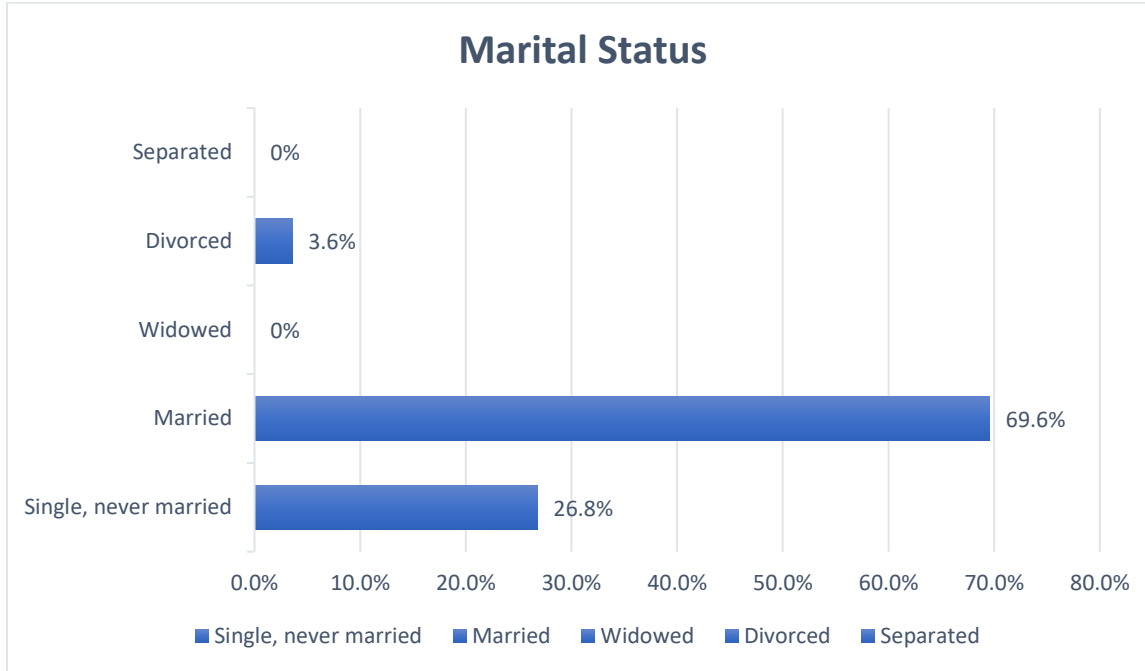
**Figure 3. Ethnic Background Demographics.**



**Figure 4. Education Demographics.**



**Figure 5. Marital Status Demographics.**



**Table 5. Employment Status and Personal Income Demographics.**

	Answer Options	Response Percent
Employment Status	Employed, working 40 or more hours per week	64.3%
	Employed, working 1-39 hours per week	23.2%
	Not employed, looking for work	3.6%
	Not employed, not looking	7.1%
	Retired	1.8%
	Disabled, not able to work	0.0%
Personal Income	\$0-\$29,999	23.2%
	\$30,000-\$59,999	39.3%
	\$60,000-\$89,999	17.9%
	\$90,000 or more	17.9%
	No response	1.8%

## Mean of Scales

Table 6 shows the mean of female consumer's purchase intention, fair trade beliefs, pro-environmental behaviors, sense of community, and shopping motivations. Fair trade purchase intention was 4.50 (on a five-point scale), indicating the respondents exhibited a high intention to purchase fair trade apparel/accessory items. Beliefs about fair trade indicated that the sample in general held a high level of fair trade beliefs with an overall mean of 4.33. The survey results showed that the mean of pro-environmental behaviors was 3.42. This rating indicated that respondents exhibited a moderate level of performing pro-environmental behaviors. Additionally, the survey results showed a sense of community mean rate of 3.79. This rating indicated that respondents exhibited a moderate level of feeling part of a fair trade fashion community. Furthermore, the participants had a shopping motivation mean rate of 3.54. This result indicated that respondents exhibited a moderate degree of shopping motivations to purchase fair trade fashion.

**Table 6.** Mean of Scales

Mean of Scales		
Multi-Item Scales	Means	N of Items
Fair Trade Purchase Intention	4.50	2
Fair Trade Beliefs	4.33	4
Pro-Environmental Behaviors	3.42	7
Sense of Community	3.79	8
Shopping Motivation	3.54	22

## Hypotheses Results

### Hypothesis 1

To test the relationship between beliefs about fair trade and shopping motivations, a linear regression was conducted with fair trade beliefs and shopping motivations. The r square for this regression was 0.005. This means 0.5% of the variation in shopping motivations was

explained by beliefs about fair trade. The regression analysis resulted in a p-value of .617. This falls outside of the  $p < 0.05$  range. The p-value is not statistically significant and the research hypothesis H1 is rejected.

**Table 7.** Relationship between Beliefs about Fair Trade and Shopping Motivations.

<b>Model Summary</b>						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.068 <sup>a</sup>	.005	-.014	.44927		

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.051	1	.051	.253	.617 <sup>b</sup>
	Residual	10.900	54	.202		
	Total	10.951	55			

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.280	.490		6.697	.000
	FTB_MEAN	.056	.112	.068	.503	.617

### Hypothesis 2

A linear regression was performed for research hypothesis 2 (H2). H2 proposed the relationship between pro-environmental behaviors and shopping motivations. The r square was 0.055 meaning 5.5% of variation in shopping motivations was explained by pro-environmental behaviors. The p-value was 0.083, therefore, it was not statistically significant and the research hypothesis H2 is rejected.

**Table 8.** Relationship between Pro-Environmental Behaviors and Shopping Motivations.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.234 <sup>a</sup>	.055	.037	.43783

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.599	1	.599	3.127	.083 <sup>b</sup>
	Residual	10.351	54	.192		
	Total	10.951	55			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.100	.331		12.385	.000
	PEB_MEAN	-.169	.095	-.234	-1.768	.083

### Hypothesis 3

For research hypothesis 3 (H3), a linear regression was done to test the relationship between sense of community and shopping motivations. The r square was 0.003. This means 0.3% of variation in shopping motivations was explained by sense of community. The p-value was 0.695. The p-value was not statistically significant and research hypothesis H3 is rejected.



**Table 9.** Relationship between Sense of Community and Shopping Motivations.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.054 <sup>a</sup>	.003	-.016	.44968

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.031	1	.031	.155	.695 <sup>b</sup>
	Residual	10.919	54	.202		
	Total	10.951	55			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.355	.433		7.745	.000
	SOC_MEAN	.045	.113	.054	.394	.695

#### Hypothesis 4

To test the relationship between shopping motivations and fair trade purchase intention, a linear regression analysis was utilized. The r square was 0.001 meaning 0.1% of variation in fair trade purchase intention was explained by shopping motivations. The p-value was not statistically significant at 0.796. H4 was also rejected.

**Table 10.** Relationship between Shopping Motivations and Fair Trade Purchase Intention.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.035 <sup>a</sup>	.001	-.017	.60820

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.025	1	.025	.067	.796 <sup>b</sup>
	Residual	19.975	54	.370		
	Total	20.000	55			

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.332	.653		6.637	.000
	SM_MEAN	.048	.184	.035	.259	.796

## Chapter 5: Conclusion, Implications, and Future Research

The purpose of this study was to explore how fair trade fashion products are valued by females and what motivates their purchasing decisions for fair trade fashion. The five main criteria studied were fair trade purchase intention, beliefs about fair trade, pro-environmental behaviors, sense of community, and shopping motivations. The following research questions guided this research: (1) Do shopping motivations impact female consumer's purchase intention for fair trade fashion products? (2) Do beliefs about fair trade, pro-environmental behaviors, and sense of community impact consumer's shopping motivations for fair trade fashion products? (3) What variables are most significant in determining female consumer's shopping motivations to purchase fair trade fashion products?

To address these research questions, a unique sample of customers were surveyed. The uniqueness of the customers is contributed to their close relationship to the local, fair trade boutique and the owner, herself. Many of her customers were friends long before they became her customers. Thus, they continue their admiration for her and her business by purchasing regularly from her boutique. These customers have supported the owner and her entrepreneurial endeavors from the beginning, which could be a large motivation for why they shop with her over their interest in fair trade overall.

### **Fair Trade Beliefs**

The qualitative results showed that the participants indeed had a strong belief about fair trade. This supports the study performed by Dickson (2000) that concerns for fair trade workers was directly related to support for socially responsible apparel businesses. While the theme *What's in Your Closet?* showed that concern over workers was represented and the mean rating for fair trade beliefs was high, the quantitative results showed there was not a statistically

significant relationship between fair trade beliefs and shopping motivations of fair trade female consumers. The reason for this insignificance can stem from these consumers having beliefs about fair trade but that not being a major motivation for them to purchase fair trade fashion.

### **Pro-Environmental Beliefs**

In the interview portion of this research, participants described the ways they were eco-conscious in their daily lives. However, the statistical data for the larger sample showed there was not a statistically significant relationship between performing pro-environmental behaviors and shopping motivations. From the qualitative results, several participants shared how they perform pro-environmental behaviors. One participant shared how they walk more since living downtown and they only get in their car about twice a week. Another participant carries around a reusable water bottle and makes recycling a priority. Lastly, one participant goes thrifting and tries to buy second-hand clothing as a first resort to stay environmentally conscious. This research did reveal that these consumers are participating in pro-environmental behaviors, however, it is not a statistically significant reason for female consumers to purchase fair trade.

### **Sense of Community**

In the qualitative results, the participants did not feel there was a fair trade community. Most of them did, however, feel like there was a community surrounding the local, fair trade boutique. This does correlate with the quantitative results. In the analysis, there is not a statistically significant relationship between sense of community and shopping motivations. In addition, the mean rating was moderate indicating mild involvement in the fair trade fashion community. The results of this suggest that fair trade female consumers are not motivated to purchase because of the community aspect around fair trade fashion.

## **Shopping Motivations**

In *The Gift of Giving* theme, participants were motivated to purchase fair trade because they enjoyed giving those items as gifts. In the interviews, many participants brought up how they go out of their way to purchase gifts that are fair trade. One participant felt the recipient of the gift would enjoy it more knowing it was fair trade. However, in the quantitative analysis, shopping motivations were not statistically significant in fair trade purchase intention and confirmed a moderate mean rating. Therefore, there was not a positive relationship between the shopping motivations and fair trade purchase intention. Even though, it was not statistically significant, great insight from the qualitative data emerged that fair trade is important when looking for gifts.

## **Fair Trade Purchase Intention**

In the qualitative interviews, the participants did have a strong intention towards fair trade purchasing. In the quantitative survey, fair trade purchase intention was high. The variables: fair trade beliefs, pro-environmental behaviors, sense of community, and shopping motivations did not impact purchase intention. This is confirmed by a notion referred to as the attitude- behavior gap. That is, consumers can experience positive attitudes, but their purchasing behaviors do not reflect those same attitudes (Lea-Greenwood, 1999). There was still a high rate of purchase intention among female consumers. Given this, there may be other reasons for the female consumers to purchase fair trade fashion products.

Based upon conclusions discussed, it is essential to readdress the research questions:

- (1) Do shopping motivations impact female consumer's purchase intention for fair trade fashion products?

Shopping motivations do not impact female consumers' intention to purchase fair trade fashion based on quantitative data. However, within the group of consumers interviewed, gift giving is a strong motivation for female consumers. They enjoy sharing the unique stories behind the pieces to loved ones.

(2) Do beliefs about fair trade, pro-environmental behaviors, and sense of community impact consumer's shopping motivations for fair trade fashion products?

Based on quantitative data, beliefs about fair trade, pro-environmental behaviors, and sense of community did not statistically impact consumers purchase intention towards fair trade. In the interviews, it was discovered that the consumers held strong beliefs about fair trade and performed pro-environmental behaviors such as recycling. Although the consumers express these beliefs and behaviors, they are not strong motivators for fair trade purchasing. The consumers' interviews also expressed they do not feel there is a community surrounding fair trade fashion, this along with the statistical analysis confirmed that sense of community does not make an impact on shopping motivations.

(3) What variables are most significant in determining female consumer's shopping motivation to purchase fair trade fashion products?

Shopping motivations were not found to be statistically significant factor in determining purchase intention. The variables that are most significant in determining female consumers motivation to purchase fair trade purchase intention would be beliefs about fair trade and gift giving. Many of the interview respondents agreed that they enjoyed purchasing fair trade because they wanted to support the ones producing the pieces. They also discussed how much they enjoyed giving fair trade items as gifts. When deciding on gifts for a loved one, fair trade

items were the first choice. Also, since several participants were personally connected to the owner and operator since the opening of her store, perhaps another motivating factor in this study would be a personal association with the boutique and its mission.

### **Implications**

There is an increased concern regarding mindful consumption within global societies. In addition, an understanding of where products are being produced and how this purchasing is benefiting the producers is of great interest. These notions are increasing popularity in fair trade items. While there is rise in fair trade market sales, consumers are still not purchasing fair trade items as readily as non-fair trade items. To gain insight in fair trade purchase intentions, understanding the fair trade female consumer is an essential step. This thesis provided understanding into this topic.

Despite not gaining any statistically significant data from the quantitative portion, the qualitative portion shared a deep understanding of the participants' reasons for fair trade purchasing. Fair trade consumers do have a concern for the producers and artisans creating the items and like to support them. This may not be a statistically significant reason for purchasing fair trade, but brands can still use this in marketing their fair trade products. Fair trade stores or businesses carrying fair trade products can make sure they have information behind the pieces they sell. This could be implemented by a display card next to the items or include a notecard of information with the purchase of an item. Another way to emphasize the stories behind the pieces, would be through social media. Every week the store could highlight the partnerships they have with fair trade workers; followers of the brand can read more about the products and the stories of workers enticing them to come into the store to make a purchase.

This study did reveal through interviews, that female participants' do practice environmental behaviors. This may not be directly linked to motivations to purchase fair trade but could be a helpful marketing tool. Products produced by fair trade workers could also make a transition towards being environmentally friendly. The brands can share what they are doing in the workplace to respect the environment such as using more sunlight than fluorescent lighting while manufacturing products. The products themselves can even be environmentally friendly for example 100% organic cotton scarves or vegan leather handbags. This strategy could have a crossover effect with consumers who have a strong purchase intention towards environmentally friendly products.

Another important insight gained was through *The Gift of Giving* theme, marketers of the brand should emphasize that their products would be a great, thoughtful gift. Stores could include signs advertising it will be the perfect gift. Online stores can include a gift giving category sending their customers directly to the items they need for a specific someone. The stores can offer free gift wrapping with every purchase making it easy for someone who needs a gift for a loved one.

Overall, fair trade fashion brands should continually work on engaging customers in ways that will increase purchase intention and enhance brand loyalty. By focusing on who the fair trade female consumer is beyond their role as a customer, fair trade fashion brands can better resonate with their customer base.

### **Limitations and Future Research**

The current study examined several relationships pertaining to fair trade beliefs, pro-environmental behaviors, and community relationships, shopping motivations, and purchase intention of female fair trade consumers. The findings of this study contribute to the fields of



both social sustainability and consumer behavior. However, there are a number of limitations within the context of this research that should be noted.

The sample used in this study is not representative of the entire general population. The sample also included all females and not every gender in the general population. Moreover, for both qualitative and quantitative data, the samples comprised of customers of the local, fair trade boutique. This unique type of consumer influenced the data. Participants in the interviews were prescreened by the owner which could impact the results. If a more randomized group of fair trade purchasers were included in the study, results would be different. The participants and respondents were more motivated to buy based on their connection to the owner of the local fair trade boutique, her business model, and being attracted to the type of merchandise she carries.

This study focuses on the value of fair trade through beliefs about fair trade, pro-environmental behaviors, sense of community, shopping motivations, and purchase intention of female consumers. The sample size included only customers of a local, fair trade boutique. Future research, then, could focus on a larger sample size that includes a wider range of fair trade customers. A Qualtrics consumer panel would be a beneficial group to ensure a wider range of consumers that have purchased fair trade from other brands.

For this study, the sample size consisted on 58 participants, with 56 viable data. A longer collection period of the survey could result in a larger sample size. Due to time constraints, the survey was active for a three-day duration period. To ensure a higher number of completed samples, future research should include the survey being open for a longer collection period.

Additionally, other factors influencing female consumers' purchase intention towards fair trade could be explored in future research. Because the fair trade consumers in this study were motivated by their connection to the local, fair trade boutique, future research can include brand

loyalty as a variable. Purchase intention is enhanced with brand loyalty (Ghafoor et al, 2013). To examine this, researchers could compare a consumer's level of brand loyalty of a fair trade store and purchase intention of fair trade to determine if there is a direct correlation.

In conclusion, the present study sought to identify how female consumers' value fair trade fashion and other factors that influence their purchase intention. The findings in this study, including the major themes in the qualitative portion, along with the suggested improvements for fair trade fashion brands, can help the industry engage more customers and encourage fair trade purchasing.

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## APPENDICES

## Appendix A

### Fair Trade Fashion Study Qualitative One-On-One Interview

#### Discussion Guide

(Allotted Time: 60 Minutes)

#### I. Introduction (5 minutes)

- Researcher will introduce herself and share a brief description of the purpose of the interview.
- To build rapport, researcher will ask the participant to introduce themselves by stating the following:
  - o *Name*
  - o *Where from?*
  - o *Current Profession?*
  - o *Favorite Hobby/Area of interest?*

#### II. Shopping Motivations Discussion (10 minutes)

- This discussion will have the participant sharing information about their shopping habits and motivations.
- The researcher will begin the discussion by posing the following question: On a scale of 1 to 10 (with “10” being the greatest extent and “1” being the least extent), how much would you say you enjoy shopping? Why?
- Additional probes may include but not limited to:
  - o Describe what you specifically enjoy/do not enjoy about shopping?
  - o How often do you shop? (daily, weekly, monthly, yearly)
  - o How much shopping is online?
  - o Do shop with others or alone more?
  - o From which retailer do you typically buy your fashion items? Why?
  - o Are there any specific brands of fashion ~~items?~~items?
  - o Favorite retailers to shop. Why?
  - o Least favorite retailers to shop. Why?

#### III. Fair Trade Purchase Intention Discussion (10 minutes)

- This discussion will entail the participant sharing information about their purchase intention of fair trade fashion products.
  - o Do you only purchase fair trade fashion products?
    - If not, what amount of fashion purchases are fair trade?
  - o How often do you purchase fair trade fashion items?
  - o Why do you choose to purchase fair trade fashion products?
  - o Does the price of fair trade fashion items affect your decision making?

- How so? Do you buy alternative non-fair trade items that are priced lower? Do you still buy fair trade items but at a lower frequency and lower quantity?
  - Do you mind searching for fair trade items?
    - Do you find it time consuming to search for fair trade certified products?
      - Is purchasing fair trade item worth the time spent looking for them?
  - How do you find out about fair trade shops?
  - Where is most of your purchasing take place? In-store? Or Online?

#### **IV. Sense of Community Discussion (10 minutes)**

- This discussion will involve understanding how respondents are motivated to purchase fair trade through a sense of community.
- Respondents will be given a definition of sense of community for better clarification. The researcher will start by saying sense of community refers to “a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members' needs will be met through commitment to be together” (McMillan, 1986).
- The researcher will begin the discussion with these questions:
  - Do you believe there is a fair trade community?
  - Do you feel that you are a part of the fair trade community?
    - Could you provide examples of how you feel a part of the community?
  - Have you met friends through purchasing fair trade?
  - Would you say you are actively involved with the fair trade community?
    - How are you involved?
  - Do you feel close to people who also a part of the fair trade community?
  - Do you find other people who purchase fair trade have the same values and beliefs are you?
  - Do you feel comfort when thinking about being part of the fair trade community?
  - Do you talk about fair trade and fair trade community with friends, family, peers and others that do not purchase fair trade or purchase it regularly?
    - Do you speak about it with pride and excitement?
  - Do you think you influence the fair trade community? How so?
    - Does the fair trade community influence you? How so?
  - Is being a fair trade community member part of your personal identity?

#### **V. Environmental Concerns Discussion (5 minutes)**

- This discussion will discover how concerned respondents are with the environment.
  - Do you purchase paper and plastic products made from recycled materials?

- How often do you try to purchase recycled products?
- Have you switched to more eco-friendly products for environmental reasons?
- Do you choose to purchase the less harmful to people and the environment when given an option of two equal products?
- Have you avoided purchasing a product because it had potentially harmful effects on the environment?
- How involved are you in participating in activities about environmental protection?

**VI. Pro-Environmental Behaviors Discussion (10 minutes)**

- This discussion will explore how the respondents participate in environmental behaviors.
  - How do you travel day to day?
    - Do you travel by foot, bicycle, or public transportation?
      - How often do you travel this way?
  - Do you try to reduce your waste?
    - Give some examples on how you reduce your waste?
  - Do you separate most of your products for recycling?
  - Do you reduce your water consumption?
  - Do you reduce your energy consumption?
    - Examples include turning down air conditioner or heat, not leave appliances on standby, or buying energy efficient appliances?
  - Have you purchased environmentally products with environmentally friendly labels?
  - Do you try to drive your car less?
  - What other environmentally behaviors do you participate in?

**VII. Fashion Innovators Discussion (5 minutes)**

- This discussion will explore how likely respondents participate in buying new fashion
  - Do you look out for fashion products? Fair trade or not.
  - Do you consider yourself unique?
    - Do you look for products that will showcase your uniqueness?
  - Can you explain your personal style?
    - Do you find that it is different or unconventional compared to others?
  - Will you buy products that are bought by the general population?
  - Do you purchase fashion products that fit your personality?
  - Are you up to date on new trends?
  - Compared to your friends, do you own more or fewer fashion products than them?
  - How often do you buy new fashion items that just come out?
  - How often do you watch to see if new fashion items have dropped?

**VIII. Conclusion (5 minutes)**

- The researcher will conclude the discussion by asking one final question and then thanking the participant for their time: Is there anything else you'd like to share regarding fair trade fashion?

Thank you for your time!

**APPENDIX B**

Dear Delisia Matthews:

Date: November 7, 2019

IRB Protocol 20375 has been assigned Exempt status

Title: Yael (holding for student PI email): How Fair Trade Fashion is Valued by Female Consumers

PI: Matthews, Delisia Raychelle

The research proposal named above has received administrative review and has been approved as exempt from the policy as outlined in the Code of Federal Regulations (Exemption: 46.101. Exempt d.2). Provided that the only participation of the subjects is as described in the proposal narrative, this project is exempt from further review. This approval does not expire, but any changes must be approved by the IRB prior to implementation.

1. This committee complies with requirements found in Title 45 part 46 of The Code of Federal Regulations. For NCSU projects, the Assurance Number is: FWA00003429.
2. Any changes to the protocol and supporting documents must be submitted and approved by the IRB prior to implementation.
3. If any unanticipated problems or adverse events occur, they must be reported to the IRB office within 5 business days by completing and submitting the unanticipated problem form on the IRB website: <http://research.ncsu.edu/sparcs/compliance/irb/submission-guidance/>.
4. Any unapproved departure from your approved IRB protocol results in non-compliance. Please find information regarding non-compliance here: [http://research.ncsu.edu/sparcs-docs/irb/non-compliance\\_faq\\_sheet.pdf](http://research.ncsu.edu/sparcs-docs/irb/non-compliance_faq_sheet.pdf).

Please let us know if you have any questions.

\*\*\*\*\*

NCSU IRB Office

## APPENDIX C

# Fair Trade Fashion Survey

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Q20 Thank you for participating in this survey. I am interested in learning more about consumer's shopping behaviors as it relates to fair trade fashion products (i.e. clothing, accessories, and shoes) as well as environmental beliefs and feelings of community. Your assistance is greatly appreciated, and it will take you about 10-15 minutes to finish the questionnaire. I appreciate your participation in completing this survey.

---

Q1

### **Adult Informed Consent Form**

**Title of Study:** How Fair Trade Fashion is Valued by Female Consumers (eIRB # 20635)

**Principal Investigator:** Kristen McKaraher, komckara@ncsu.edu, and 828-612-3281

**Funding Source:** None

**Faculty Point of Contact:** Dr. Delisia Matthews, drmatthe@ncsu.edu and 919-515-6534

**What are some general things you should know about research studies?** You are invited to take part in a research study. Your participation in this study is voluntary. You have the right to be a part of this study, to choose not to participate, and to stop participating at any time without penalty. The purpose of this research study is to gain a better understanding of how female consumers value fair trade fashion. I will do this through asking you to participate in an online survey. You are not guaranteed any personal benefits from being in this study. Research studies also may pose risks to those who participate. You may want to participate in this research because you would help give a better understanding why you purchase fair trade fashion. You may not want to participate in this research because you will have to share information about your personal shopping behaviors and your participation in environmental behaviors. Specific details about the research in which you are invited to participate are contained below. If you do not understand something in this form, please ask the researcher for clarification or more information. A copy of this consent form will be provided to you. If, at any time, you have questions about your participation in this research, do not hesitate to contact the researcher(s) named above or the NC State IRB office. The IRB office's contact information is listed in the *What if you have questions about your rights as a research participant?* section of this form.

**What is the purpose of this study?** The purpose of the study is to explore how fair trade fashion products are valued by females. The study will go in-depth about what motivates their purchasing decisions and if there is a correlation between purchasing fair trade fashion products and other sustainable beliefs.

**Am I eligible to be a participant in this study?** There will be approximately 100-200 participants in this study. In order to be a participant in this study, you must be an individual who



is 18 years old or older, identify as female, have purchased fair trade fashion, and are willing to do a 15-20 minute survey on your shopping and sustainability beliefs and practices. You cannot participate in this study if you do not want to be in the study or do not meet the above criteria.

**What will happen if you take part in the study?** If you agree to participate in this study, you will be asked to do all of the following: 1. Fill out an online survey about your shopping behaviors and sustainable habits. The total amount of time that you will be participating in this study is 10-15 minutes.

**Risks and benefits** There are minimal risks associated with participation in this research. There are no direct benefits to your participation in the research. The indirect benefits are giving a better understanding of the consumer who purchases fair trade fashion.

**Right to withdraw your participation** You can stop participating in this study at any time for any reason. In order to stop your participation, you may not complete the survey and exit out at any time. Only full responses will be collected for data. If you choose to withdraw your consent and to stop participating in this research before the data is published, I will securely delete all of your information from my data set. If you revoke your consent after the data is published, redaction of your data may be possible in some, but not all, cases.

**Confidentiality, personal privacy, and data management**

Trust is the foundation of the participant/researcher relationship. Much of that principle of trust is tied to keeping your information private and in the manner that I have described to you in this form. The information that you share with me will be held in confidence to the fullest extent allowed by law. Protecting your privacy as related to this research is of utmost importance to me. How I manage, protect, and share your data are the principal ways that I protect your personal privacy. Data generated about you in this study will be anonymous.

**Anonymous.** Anonymous data means that at no time can I or anyone else link your real identity to the information or bio-specimen collected during this research. This means that I cannot identify you at all, even when the data is combined with other information. I will also not seek to identify you using any techniques or technology. Data that will be shared with others about you will be anonymous because you will at no point have to disclose personal information that can identify you specifically in any way. To help maximize the benefits of your participation in this project, by further contributing to science and our community, your anonymous information or bio-specimens will be stored for future research and may be shared with other people without additional consent from you.

**Compensation** For your participation in this study, you will be entered to win a \$250 gift card for The Flourish Market. If you withdraw from the study prior to its completion, you will not receive any compensation.

**What if you have questions about this study?** If you have questions at any time about the study itself or the procedures implemented in this study, you may contact the researcher, Kristen McKarher, [komckara@ncsu.edu](mailto:komckara@ncsu.edu), 828-612-3281 and faculty adviser, Dr. Delisia Matthews, [drmatthe@ncsu.edu](mailto:drmatthe@ncsu.edu), 919-515-6534

**What if you have questions about your rights as a research participant?** If you feel you have not been treated according to the descriptions in this form, or your rights as a participant in research have been violated during the course of this project, you may contact the NC State IRB (Institutional Review Board) Office. An IRB office helps participants if they have any issues

regarding research activities. You can contact the NC State IRB Office via email at irb-director@ncsu.edu or via phone at (919) 515-8754.

**Consent To Participate** By clicking yes to this consent form, I am affirming that I have read and understand the above information. All of the questions that I had about this research have been answered. I have chosen to participate in this study with the understanding that I may stop participating at any time without penalty or loss of benefits to which I am otherwise entitled. I am aware that I may revoke my consent at any time.

- Yes (1)
- No (2)

*Skip To: Q2 If Adult Informed Consent Form Title of Study: How Fair Trade Fashion is Valued by Female Consu... = Yes*

*Skip To: End of Survey If Adult Informed Consent Form Title of Study: How Fair Trade Fashion is Valued by Female Consu... = No*

Q2 Section A: This section includes questions regarding your general shopping behavior for fashion products (i.e. clothing, accessories, and shoes)

Q3 How often do you shop (i.e. purchasing or renting) for fashion products (i.e. clothing, accessories, and shoes)?

- Less than once per year (1)
- Once per year (2)
- Once every 4-6 months (3)
- Once every 2-3 months (4)
- Once per month (5)
- Once every 2-3 weeks (6)
- More than once per week (7)

Q22 Section B: This section includes statements regarding your general shopping motivations. Please indicate your level of agreement with each statement.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
It is important to accomplish just what I had planned on each shopping trip. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
While shopping, I found just the items I was looking for. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be disappointed if I have to go to another shop to complete my shopping. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A good store visit is when it is over very quickly. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To me, shopping is an adventure. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find shopping stimulating. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping makes me feel like I'm in my own universe. (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I am in a down mood, I go shopping to make me feel better. (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To me,  
shopping is a  
way to relieve  
stress. (9)

I go shopping  
when I want  
to treat  
myself to  
something  
special. (10)

I like  
shopping for  
others  
because  
when they  
feel good I  
feel good.  
(11)

I enjoy  
shopping for  
my friends  
and family.  
(12)

I enjoy  
shopping  
around to find  
the perfect  
gift for  
someone.  
(13)

For the most  
part, I go  
shopping  
when there  
are sales.  
(14)

I enjoy  
looking for  
discounts  
when I shop.  
(15)

I enjoy  
hunting for  
bargains  
when I shop.  
(16)

I go shopping with my friends or family to socialize. (17)

I enjoy looking for discounts when I shop. (18)

Shopping with others is a bonding experience. (19)

I go shopping to keep up with trends. (20)

I go shopping to keep up with new fashions. (21)

I go shopping to see what new products are available. (22)

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Q5 Section C: This section includes questions regarding your purchase intention for fair trade fashion products (i.e. clothing, accessories, and shoes)

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Q7 Please indicate your level of agreement with each statement.

	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I intend to purchase a fair trade apparel/accessory product in the next six months. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will try to purchase a fair trade apparel/accessory product in the next six months. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q9 Section D: This section includes statements regarding your beliefs about fair trade concepts. Please indicate your level of agreement with each statement.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
My purchase will help create a better world. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My purchase will help to alleviate poverty. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing fair trade products will help the workers who produced the product to be fairly paid. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair trade products are produced in a safe, clean work environment. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Q8 Section E: This section includes statements regarding your pro-environmental behaviors. Please indicate your level of agreement with each statement.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
I have chosen a more environmentally friendly way of traveling (by foot, bicycle, public transport). (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I reduced waste e.g. by avoiding over-packaged products and buying products with longer life. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I separate most of my waste for recycling. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have cut down my water consumption (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have cut down my energy consumption e.g. by turning down air conditioning or heating, not leaving appliances on stand-by, buying energy efficient appliances (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I buy environmentally friendly products marked with an environmental label (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I use my car  
less. (7)

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Q10 Section F: This section includes statements regarding your feelings towards a fair trade brand community. A brand community is composed of consumers who share a set of social relationships based upon usage or interest in a product, activity, or ideology and mutually interact. Please indicate your level of agreement with each statement.

	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
There is a sense of belonging within the fair trade fashion community. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a sense of active involvement within the fair trade fashion community. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a sense of togetherness or kinship within the fair trade fashion community. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a sense of common values and beliefs within the fair trade fashion community. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfort with and acceptance by the fair trade fashion community. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I feel respect  
for or pride in  
the fair trade  
fashion  
community.  
(6)

I influence  
and are  
influenced by  
the fair trade  
fashion  
community.  
(7)

I identify with  
the fair trade  
fashion  
community.  
(8)

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#### Q11 Section G: Demographic Information

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Q12 Your gender:

- Male (1)
  - Female (4)
  - Prefer not to identify (5)
  - Other (7) \_\_\_\_\_
-

Q13 Your age:

- 18-24 years old (1)
  - 25-34 years old (2)
  - 35-44 years old (3)
  - 45-54 years old (4)
  - 55-64 years old (5)
  - 65 years or older (6)
- 

Q14 Your ethnic background:

- White or Caucasian (1)
  - Black or African-American (2)
  - Asian or Pacific Islander (3)
  - Hispanic or Latino (4)
  - Native American or American Indian (5)
  - Other (6)
-

Q15 Education: What is the highest degree or level of school you have completed? If currently enrolled in school, select the highest degree received.

- Some high school, no diploma (1)
  - High school graduate, diploma, or the equivalent (i.e. GED) (2)
  - Some college credit, no degree (3)
  - Trade/technical/vocational training (4)
  - Associate degree (5)
  - Bachelor's degree (6)
  - Master's degree (7)
  - Professional degree (8)
  - Doctorate degree (9)
- 

Q16 Marital Status:

- Single, never married (1)
  - Married or domestic partnership (2)
  - Widowed (3)
  - Divorced (4)
  - Separated (5)
-

Q17 Employment Status:

- Employed, working 40 or more hours per week (1)
  - Employed, working 1-39 hours per week (2)
  - Not employed, looking for work (3)
  - Not employed, Not looking for work (4)
  - Retired (5)
  - Disabled, not able to work (6)
- 

Q18 Total Personal Income: How much did you personally (as an individual) earn last year?

- \$0 - \$29,999 (1)
- \$30,000- \$59,999 (2)
- \$60,000- \$89,999 (3)
- \$90,000 or more (4)



**APPENDIX D**

Dear Delisia Matthews:

Date: February 11, 2020

IRB Protocol 20635 has been assigned Exempt status

Title: Carter How fair trade fashion is valued by female consumers.

PI: Matthews, Delisia Raychelle

The research proposal named above has received administrative review and has been approved as exempt from the policy as outlined in the Code of Federal Regulations (Exemption: 46.101. Exempt d.2). Provided that the only participation of the subjects is as described in the proposal narrative, this project is exempt from further review. This approval does not expire, but any changes must be approved by the IRB prior to implementation.

1. This committee complies with requirements found in Title 45 part 46 of The Code of Federal Regulations. For NCSU projects, the Assurance Number is: FWA00003429.
2. Any changes to the protocol and supporting documents must be submitted and approved by the IRB prior to implementation.
3. If any unanticipated problems or adverse events occur, they must be reported to the IRB office within 5 business days by completing and submitting the unanticipated problem form on the IRB website: <http://research.ncsu.edu/sparcs/compliance/irb/submission-guidance/>.
4. Any unapproved departure from your approved IRB protocol results in non-compliance. Please find information regarding non-compliance here: [http://research.ncsu.edu/sparcs-docs/irb/non-compliance\\_faq\\_sheet.pdf](http://research.ncsu.edu/sparcs-docs/irb/non-compliance_faq_sheet.pdf).

Please let us know if you have any questions.

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NCSU IRB Office