

Appendix 2 - Calculation

- Hypothesis 1: Gender and frequency of consumption of Fairtrade products:

H0: Gender and frequency of consumption of Fairtrade products are not related.

H1: Gender and frequency of consumption of Fairtrade products are related.

Table 2: Output from SPSS for the first hypothesis

What is your gender? * How often do you consume fair trade products? Crosstabulation

			How often do you consume fair trade products?					Total
			1 time every two days	1 to 2 times a week	Each day	Less than once a week	Never	
What is your gender?	Men	Count	7	10	6	19	6	48
		% within What is your gender?	14.6%	20.8%	12.5%	39.6%	12.5%	100.0%
	Women	Count	10	21	5	17	2	55
		% within What is your gender?	18.2%	38.2%	9.1%	30.9%	3.6%	100.0%
Total		Count	17	31	11	36	8	103
		% within What is your gender?	16.5%	30.1%	10.7%	35.0%	7.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.188 ^a	4	.186
Likelihood Ratio	6.341	4	.175
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.73.

Source: own processing using SPSS

P-value = 0.186 > 0.05 Thus there is no clear statistical evidence that gender has an impact on the frequency of consumption of Fairtrade products. H0 cannot be rejected.

Gender and frequency of consumption of Fairtrade products are not related.

- Hypothesis 2: monthly family income and frequency of consumption of Fairtrade products:

H0: monthly family income and frequency of consumption of Fairtrade products are not related.

H1: monthly family income and frequency of consumption of Fairtrade products are related.

Table 3: Output from SPSS for the second hypothesis

In what bracket do you estimate your family's gross monthly income level? * How often do you consume fair trade products?
Crosstabulation

			How often do you consume fair trade products?					Total
			1 time every two days	1 to 2 times a week	Each day	Less than once a week	Never	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	8	23	1	22	4	58
		% within In what bracket do you estimate your family's gross monthly income level?	13.8%	39.7%	1.7%	37.9%	6.9%	100.0%
	More than 6000 euros	Count	9	8	10	14	4	45
		% within In what bracket do you estimate your family's gross monthly income level?	20.0%	17.8%	22.2%	31.1%	8.9%	100.0%
Total		Count	17	31	11	36	8	103
		% within In what bracket do you estimate your family's gross monthly income level?	16.5%	30.1%	10.7%	35.0%	7.8%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.057 ^a	4	.005
Likelihood Ratio	16.325	4	.003
N of Valid Cases	103		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.50.

Source: own processing using SPSS

P-value = 0.005 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the frequency of consumption of Fairtrade products. H1 is validated.

Monthly family income and frequency of consumption of Fairtrade products are related.

- Hypothesis 3: Knowledge of Fairtrade and frequency of consumption of Fairtrade products

H0: knowledge of Fairtrade and frequency of consumption of Fairtrade products are not related.

H1: knowledge of Fairtrade and frequency of consumption of Fairtrade products are related.

Table 4: Output from SPSS for the third hypothesis

Before this survey, how would you rate your knowledge of fair trade? * How often do you consume fair trade products?
Crosstabulation

			How often do you consume fair trade products?					Total
			1 time every two days	1 to 2 times a week	Each day	Less than once a week	Never	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	10	14	8	10	0	42
		% within Before this survey, how would you rate your knowledge of fair trade?	23.8%	33.3%	19.0%	23.8%	0.0%	100.0%
	Low or no knowledge	Count	7	17	3	26	8	61
		% within Before this survey, how would you rate your knowledge of fair trade?	11.5%	27.9%	4.9%	42.6%	13.1%	100.0%
Total		Count	17	31	11	36	8	103
		% within Before this survey, how would you rate your knowledge of fair trade?	16.5%	30.1%	10.7%	35.0%	7.8%	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
→ Pearson Chi-Square	15.217 ^a	4	.004
Likelihood Ratio	18.113	4	.001
N of Valid Cases	103		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.26.

Source: own processing using SPSS

P-value = 0.004 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the frequency of consumption of Fairtrade products. H1 is validated.

Knowledge of Fairtrade and frequency of consumption of Fairtrade products are related.

- Hypothesis 4: Gender and importance of consuming Fairtrade products

H0: Gender and importance of consuming Fairtrade products are not related.

H1: Gender and importance of consuming Fairtrade products are related.

Table 5: Output from SPSS from the fourth hypothesis

What is your gender? * Do you think it is important to consume fair trade products? Crosstabulation

			Do you think it is important to consume fair trade products?				Total
			2	3	4	5	
What is your gender?	Men	Count	0	8	20	20	48
		% within What is your gender?	0.0%	16.7%	41.7%	41.7%	100.0%
	Women	Count	4	8	20	23	55
		% within What is your gender?	7.3%	14.5%	36.4%	41.8%	100.0%
Total		Count	4	16	40	43	103
		% within What is your gender?	3.9%	15.5%	38.8%	41.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.751 ^a	3	.290
Likelihood Ratio	5.279	3	.153
N of Valid Cases	103		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.86.

Source: own processing using SPSS

P-value = 0.290 > 0.05. Thus, there is no clear statistical evidence that gender has an impact on the importance of consuming Fairtrade products. H0 cannot be rejected.

Gender and importance of consuming Fairtrade products are not related.

- Hypothesis 5: monthly family income and importance of consuming Fairtrade products

H0: monthly family income and importance of consuming Fairtrade products are not related.

H1: monthly family income and importance of consuming Fairtrade products are related.

Table 6: Output from SPSS from the fifth hypothesis

In what bracket do you estimate your family's gross monthly income level? * Do you think it is important to consume fair trade products? Crosstabulation

			Do you think it is important to consume fair trade products?				
			2	3	4	5	Total
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	2	14	24	18	58
		% within In what bracket do you estimate your family's gross monthly income level?	3.4%	24.1%	41.4%	31.0%	100.0%
	More than 6000 euros	Count	2	2	16	25	45
		% within In what bracket do you estimate your family's gross monthly income level?	4.4%	4.4%	35.6%	55.6%	100.0%
Total	Count	4	16	40	43	103	
	% within In what bracket do you estimate your family's gross monthly income level?	3.9%	15.5%	38.8%	41.7%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.262 ^a	3	.016
Likelihood Ratio	11.234	3	.011
N of Valid Cases	103		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.75.

Source: own processing using SPSS

P-value = 0.016 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the importance of consuming Fairtrade products. H1 is validated.

Monthly family income and importance of consuming Fairtrade products are related.

- Hypothesis 6: Knowledge of Fairtrade and importance of consuming Fairtrade products

H0: knowledge of Fairtrade and importance of consuming Fairtrade products are not related.

H1: knowledge of Fairtrade and importance of consuming Fairtrade products are related.

Table 7: Output from SPSS from the sixth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Do you think it is important to consume fair trade products? Crosstabulation

			Do you think it is important to consume fair trade products?				
			2	3	4	5	Total
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	1	2	14	25	42
		% within Before this survey, how would you rate your knowledge of fair trade?	2.4%	4.8%	33.3%	59.5%	100.0%
	Low or no knowledge	Count	3	14	26	18	61
		% within Before this survey, how would you rate your knowledge of fair trade?	4.9%	23.0%	42.6%	29.5%	100.0%
Total		Count	4	16	40	43	103
		% within Before this survey, how would you rate your knowledge of fair trade?	3.9%	15.5%	38.8%	41.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.630 ^a	3	.009
Likelihood Ratio	12.446	3	.006
N of Valid Cases	103		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.63.

Source: own processing using SPSS

P-value = 0.009 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the importance of consuming Fairtrade products. H1 is validated.

Knowledge of Fairtrade and importance of consuming Fairtrade products are related.

- Hypothesis 7: Knowledge of Fairtrade and the most important dimension of Fairtrade

H0: knowledge of Fairtrade and the most important dimension of Fairtrade are not related.

H1: knowledge of Fairtrade and the most important dimension of Fairtrade are related.

Table 8: Output from SPSS from the seventh hypothesis

Before this survey, how would you rate your knowledge of fair trade? * In your opinion, what is the most important dimension of fair trade? Crosstabulation			In your opinion, what is the most important dimension of fair trade?				
			Economy (fair price, financial stability)	Environmental (sustainable agricultural practices, sustainable resource management)	Ethics (Transparency, responsibility, fairness, respect)	Social (working conditions, community development)	Total
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	3	4	21	14	42
		% within Before this survey, how would you rate your knowledge of fair trade?	7.1%	9.5%	50.0%	33.3%	100.0%
	Low or no knowledge	Count	7	19	16	19	61
		% within Before this survey, how would you rate your knowledge of fair trade?	11.5%	31.1%	26.2%	31.1%	100.0%
Total		Count	10	23	37	33	103
		% within Before this survey, how would you rate your knowledge of fair trade?	9.7%	22.3%	35.9%	32.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.639 ^a	3	.022
Likelihood Ratio	10.190	3	.017
N of Valid Cases	103		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.08.

Source: own processing using SPSS

P-value = 0.022 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the most important dimension of Fairtrade. H1 is validated.

Knowledge of Fairtrade and the most important dimension of Fairtrade are related.

- Hypothesis 8: Gender and place of purchase of Fairtrade products

H0: Gender and place of purchase of Fairtrade products are not related.

H1: Gender and place of purchase of Fairtrade products are related.

Table 9: Output from SPSS for the eighth hypothesis

What is your gender? * Where do you most often buy fair trade products? Crosstabulation

			Where do you most often buy fair trade products?			Total
			I do not consume fair trade products	In specialized stores	In supermarkets	
What is your gender?	Men	Count	10	11	27	48
		% within What is your gender?	20.8%	22.9%	56.3%	100.0%
	Women	Count	3	10	42	55
		% within What is your gender?	5.5%	18.2%	76.4%	100.0%
Total		Count	13	21	69	103
		% within What is your gender?	12.6%	20.4%	67.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.633 ^a	2	.036
Likelihood Ratio	6.835	2	.033
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.06.

Source: own processing using SPSS

P-value = 0.036 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that gender has an impact on the place of purchase of Fairtrade products. H1 is validated.

Gender and place of purchase of Fairtrade products are related.

- Hypothesis 9: Monthly family income and place of purchase of Fairtrade products

H0: Monthly family income and place of purchase of Fairtrade products are not related.

H1: Monthly family income and place of purchase of Fairtrade products are related.

Table 10: Output from SPSS for the ninth hypothesis

In what bracket do you estimate your family's gross monthly income level? * Where do you most often buy fair trade products? Crosstabulation

			Where do you most often buy fair trade products?			Total
			I do not consume fair trade products	In specialized stores	In supermarkets	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	6	6	46	58
		% within In what bracket do you estimate your family's gross monthly income level?	10.3%	10.3%	79.3%	100.0%
	More than 6000 euros	Count	7	15	23	45
		% within In what bracket do you estimate your family's gross monthly income level?	15.6%	33.3%	51.1%	100.0%
Total		Count	13	21	69	103
		% within In what bracket do you estimate your family's gross monthly income level?	12.6%	20.4%	67.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.121 ^a	2	.006
Likelihood Ratio	10.232	2	.006
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.68.

Source: own processing using SPSS

P-value = 0.006 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the place of purchase of Fairtrade products. H1 is validated.

Monthly family income and place of purchase of Fairtrade products are related.

- Hypothesis 10: Knowledge of Fairtrade and place of purchase of Fairtrade products

H0: Knowledge of Fairtrade and place of purchase of Fairtrade products are not related.

H1: Knowledge of Fairtrade and place of purchase of Fairtrade products are related.

Table 11: Output from SPSS for the tenth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Where do you most often buy fair trade products? Crosstabulation

			Where do you most often buy fair trade products?			Total
			I do not consume fair trade products	In specialized stores	In supermarkets	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	2	13	27	42
		% within Before this survey, how would you rate your knowledge of fair trade?	4.8%	31.0%	64.3%	100.0%
	Low or no knowledge	Count	11	8	42	61
		% within Before this survey, how would you rate your knowledge of fair trade?	18.0%	13.1%	68.9%	100.0%
Total		Count	13	21	69	103
		% within Before this survey, how would you rate your knowledge of fair trade?	12.6%	20.4%	67.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.430 ^a	2	.024
Likelihood Ratio	7.823	2	.020
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.30.

Source: own processing using SPSS

P-value = 0.024 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that the knowledge of Fairtrade has an impact on the place of purchase of Fairtrade products. H1 is validated.

Knowledge of Fairtrade and place of purchase of Fairtrade products are related.

- Hypothesis 11: Gender and Fairtrade awareness of French products

H0: Gender and Fairtrade awareness of French products are not related

H1: Gender and Fairtrade awareness of French products are related.

Table 12: Output from SPSS for the eleventh hypothesis

What is your gender? * Before this survey, how would you assess your knowledge of fair trade for French products? Crosstabulation

			Before this survey, how would you assess your knowledge of fair trade for French products?		Total
			Good or very good knowledge	Low or no knowledge	
What is your gender?	Men	Count	20	28	48
		% within What is your gender?	41.7%	58.3%	100.0%
	Women	Count	10	45	55
		% within What is your gender?	18.2%	81.8%	100.0%
Total		Count	30	73	103
		% within What is your gender?	29.1%	70.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.848 ^a	1	.009		
Continuity Correction ^b	5.758	1	.016		
Likelihood Ratio	6.917	1	.009		
Fisher's Exact Test				.010	.008
N of Valid Cases	103				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.98.

b. Computed only for a 2x2 table

Source: own processing using SPSS

P-value = 0.009 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that gender has an impact on Fairtrade awareness of French products. H1 is validated.

Gender and Fairtrade awareness of French products are related

- Hypothesis 12: Monthly family income and Fairtrade awareness of French products

H0: Monthly family income and Fairtrade awareness of French products are not related

H1: Monthly family income and Fairtrade awareness of French products are related.

Table 13: Output from SPSS for the twelfth hypothesis

In what bracket do you estimate your family's gross monthly income level? * Before this survey, how would you assess your knowledge of fair trade for French products? Crosstabulation

			Before this survey, how would you assess your knowledge of fair trade for French products?		Total
			Good or very good knowledge	Low or no knowledge	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	10	48	58
		% within In what bracket do you estimate your family's gross monthly income level?	17.2%	82.8%	100.0%
	More than 6000 euros	Count	20	25	45
		% within In what bracket do you estimate your family's gross monthly income level?	44.4%	55.6%	100.0%
Total		Count	30	73	103
		% within In what bracket do you estimate your family's gross monthly income level?	29.1%	70.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9.084 ^a	1	.003		
Continuity Correction ^b	7.814	1	.005		
Likelihood Ratio	9.124	1	.003		
Fisher's Exact Test				.004	.003
N of Valid Cases	103				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.11.

b. Computed only for a 2x2 table

Source: own processing using SPSS

P-value = 0.003 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on Fairtrade awareness of French products. H1 is validated.

Monthly family income and Fairtrade awareness of French products are related.

- Hypothesis 13: Knowledge of Fairtrade and Fairtrade awareness of French products

H0: Knowledge of Fairtrade and Fairtrade awareness of French products are not related

H1: Knowledge of Fairtrade and Fairtrade awareness of French products are related.

Table 14: Output from SPSS for the thirteenth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Before this survey, how would you assess your knowledge of fair trade for French products? Crosstabulation

		Before this survey, how would you assess your knowledge of fair trade for French products?		Total
		Good or very good knowledge	Low or no knowledge	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count 28 % within Before this survey, how would you rate your knowledge of fair trade? 66.7%	14 33.3%	42 100.0%
	Low or no knowledge	Count 2 % within Before this survey, how would you rate your knowledge of fair trade? 3.3%	59 96.7%	61 100.0%
Total		Count 30 % within Before this survey, how would you rate your knowledge of fair trade? 29.1%	73 70.9%	103 100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	48.416 ^a	1	<.001		
Continuity Correction ^b	45.394	1	<.001		
Likelihood Ratio	53.203	1	<.001		
Fisher's Exact Test				<.001	<.001
N of Valid Cases	103				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.23.

b. Computed only for a 2x2 table

Source: own processing using SPSS

P-value < 0.001 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on Fairtrade awareness of French products. H1 is validated.

Knowledge of Fairtrade and Fairtrade awareness of French products are related.

- Hypothesis 14: Monthly family income and information on product impact

H0: Monthly family income and information on product impact are not related

H1: Monthly family income and information on product impact are related.

Table 15: Output from SPSS for the fourteenth hypothesis

In what bracket do you estimate your family's gross monthly income level? * When you consume a fair trade product, do you find out about its impact? Crosstabulation

			When you consume a fair trade product, do you find out about its impact?					Total
			1	2	3	4	5	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	27	8	13	10	0	58
		% within In what bracket do you estimate your family's gross monthly income level?	46.6%	13.8%	22.4%	17.2%	0.0%	100.0%
	More than 6000 euros	Count	11	15	9	6	4	45
		% within In what bracket do you estimate your family's gross monthly income level?	24.4%	33.3%	20.0%	13.3%	8.9%	100.0%
Total		Count	38	23	22	16	4	103
		% within In what bracket do you estimate your family's gross monthly income level?	36.9%	22.3%	21.4%	15.5%	3.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.163 ^a	4	.011
Likelihood Ratio	14.758	4	.005
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.75.

Source: own processing using SPSS

P-value = 0.011 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the research on the information on product impact. H1 is validated.

Monthly family income and information on product impact are related.

- Hypothesis 15: Knowledge of Fairtrade and information on product impact

H0: Knowledge of Fairtrade and information on product impact are not related.

H1: Knowledge of Fairtrade and information on product impact are related.

Table 16: Output from SPSS for the fifteenth hypothesis

		When you consume a fair trade product, do you find out about its impact?					Total
		1	2	3	4	5	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count 9	15	8	7	3	42
		% within Before this survey, how would you rate your knowledge of fair trade? 21.4%	35.7%	19.0%	16.7%	7.1%	100.0%
	Low or no knowledge	Count 29	8	14	9	1	61
		% within Before this survey, how would you rate your knowledge of fair trade? 47.5%	13.1%	23.0%	14.8%	1.6%	100.0%
Total	Count	38	23	22	16	4	103
	% within Before this survey, how would you rate your knowledge of fair trade?	36.9%	22.3%	21.4%	15.5%	3.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.462 ^a	4	.014
Likelihood Ratio	12.670	4	.013
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.63.

Source: own processing using SPSS

P-value = 0.014 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the research on the information on product impact. H1 is validated.

Knowledge of Fairtrade and information on product impact are related.

- Hypothesis 16: Monthly family income and information on product origin

H0: Monthly family income and Information on Product Origin are not related.

H1: Monthly family income and Information on Product Origin are related.

Table 17: Output from SPSS for the sixteenth hypothesis

In what bracket do you estimate your family's gross monthly income level? * When you consume a fair trade product, do you find out about its origin? Crosstabulation

			When you consume a fair trade product, do you find out about its origin?					Total
			1	2	3	4	5	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	4	11	19	9	15	58
		% within In what bracket do you estimate your family's gross monthly income level?	6.9%	19.0%	32.8%	15.5%	25.9%	100.0%
	More than 6000 euros	Count	8	5	18	10	4	45
		% within In what bracket do you estimate your family's gross monthly income level?	17.8%	11.1%	40.0%	22.2%	8.9%	100.0%
Total		Count	12	16	37	19	19	103
		% within In what bracket do you estimate your family's gross monthly income level?	11.7%	15.5%	35.9%	18.4%	18.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.526 ^a	4	.074
Likelihood Ratio	8.882	4	.064
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.24.

Source: own processing using SPSS

P-value = 0.074 > 0.05 Thus there is no clear statistical evidence that monthly family income has an impact on the research on the information on product origin. H0 cannot be rejected.

Monthly family income and information on product origin are not related.

- Hypothesis 17: Knowledge of Fairtrade and information on product origin

H0: Knowledge of Fairtrade and information on product origin are not related.

H1: Knowledge of Fairtrade and Information on product origin are related.

Table 18: Output from SPSS for the seventeenth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * When you consume a fair trade product, do you find out about its origin? Crosstabulation								
		When you consume a fair trade product, do you find out about its origin?					Total	
		1	2	3	4	5		
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count 4 9.5%	3 7.1%	18 42.9%	10 23.8%	7 16.7%	42 100.0%	
	Low or no knowledge	Count 8 13.1%	13 21.3%	19 31.1%	9 14.8%	12 19.7%	61 100.0%	
Total		12 11.7%	16 15.5%	37 35.9%	19 18.4%	19 18.4%	103 100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.667 ^a	4	.225
Likelihood Ratio	5.984	4	.200
N of Valid Cases	103		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.89.

Source: own processing using SPSS

P-value = 0.225 > 0.05 Thus there is no clear statistical evidence that knowledge of Fairtrade has an impact on the research on the information on product origin. H0 cannot be rejected.

Knowledge of Fairtrade and information on product origin are not related.

- Hypothesis 18: Knowledge of Fairtrade and choice of the logo

H0: Knowledge of Fairtrade and choice of the logo are not related.

H1: Knowledge of Fairtrade and choice of the logo are related.

Table 19: Output from SPSS for the eighteenth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Between the logos below, which one inspires you the most confidence? Crosstabulation

		Between the logos below, which one inspires you the most confidence?		
		Fake logo	Good logo	Total
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count 0	42	42
		% within Before this survey, how would you rate your knowledge of fair trade? 0.0%	100.0%	100.0%
	Low or no knowledge	Count 13	48	61
		% within Before this survey, how would you rate your knowledge of fair trade? 21.3%	78.7%	100.0%
Total	Count	13	90	103
	% within Before this survey, how would you rate your knowledge of fair trade?	12.6%	87.4%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.244 ^a	1	.001		
Continuity Correction ^b	8.402	1	.004		
Likelihood Ratio	14.897	1	<.001		
Fisher's Exact Test				<.001	<.001
N of Valid Cases	103				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.30.

b. Computed only for a 2x2 table

Source: own processing using SPSS

P-value = 0.001 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the choice of the logo. H1 is validated.

Knowledge of Fairtrade and choice of the logo are related.

- Hypothesis 19: Gender and changing consumption habits

H0: Gender and changing consumption habits are not related

H1: Gender and changing consumption habits are related.

Table 20: Output from SPSS for the nineteenth hypothesis

What is your gender? * Has the appearance of fair trade products changed your consumption habits? Crosstabulation

			Has the appearance of fair trade products changed your consumption habits?					Total
			1	2	3	4	5	
What is your gender?	Men	Count	15	6	10	15	2	48
		% within What is your gender?	31.3%	12.5%	20.8%	31.3%	4.2%	100.0%
	Women	Count	18	10	14	10	3	55
		% within What is your gender?	32.7%	18.2%	25.5%	18.2%	5.5%	100.0%
Total		Count	33	16	24	25	5	103
		% within What is your gender?	32.0%	15.5%	23.3%	24.3%	4.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.676 ^a	4	.613
Likelihood Ratio	2.686	4	.612
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.33.

Source: own processing using SPSS

P-value = 0.613 > 0.05 Thus there is no clear statistical evidence that gender has an impact on changing consumer habits with the emergence of Fairtrade products. H0 cannot be rejected.

Gender and changing consumption habits are not related.

- Hypothesis 20: Monthly family income and changing consumption habits

H0: Monthly family income and changing consumption habits are not related

H1: Monthly family income and changing consumption habits are related.

Table 21: Output from SPSS for the twentieth hypothesis

In what bracket do you estimate your family's gross monthly income level? * Has the appearance of fair trade products changed your consumption habits? Crosstabulation

			Has the appearance of fair trade products changed your consumption habits?					
			1	2	3	4	5	Total
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	22	14	10	12	0	58
		% within In what bracket do you estimate your family's gross monthly income level?	37.9%	24.1%	17.2%	20.7%	0.0%	100.0%
	More than 6000 euros	Count	11	2	14	13	5	45
		% within In what bracket do you estimate your family's gross monthly income level?	24.4%	4.4%	31.1%	28.9%	11.1%	100.0%
Total		Count	33	16	24	25	5	103
		% within In what bracket do you estimate your family's gross monthly income level?	32.0%	15.5%	23.3%	24.3%	4.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.003 ^a	4	.002
Likelihood Ratio	19.858	4	<.001
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.18.

Source: own processing using SPSS

P-value = 0.002 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on changing consumer habits with the emergence of Fairtrade products. H1 is validated.

Monthly family income and changing consumption habits are related.

- Hypothesis 21: Knowledge of Fairtrade and changing consumption habits

H0: Knowledge of Fairtrade and changing consumption habits are not related.

H1: Knowledge of Fairtrade and changing consumption habits are related.

Table 22: Output from SPSS for the twenty-first hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Has the appearance of fair trade products changed your consumption habits? Crosstabulation								
			Has the appearance of fair trade products changed your consumption habits?					Total
			1	2	3	4	5	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	4	4	12	18	4	42
		% within Before this survey, how would you rate your knowledge of fair trade?	9.5%	9.5%	28.6%	42.9%	9.5%	100.0%
	Low or no knowledge	Count	29	12	12	7	1	61
		% within Before this survey, how would you rate your knowledge of fair trade?	47.5%	19.7%	19.7%	11.5%	1.6%	100.0%
Total		Count	33	16	24	25	5	103
		% within Before this survey, how would you rate your knowledge of fair trade?	32.0%	15.5%	23.3%	24.3%	4.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.993 ^a	4	<.001
Likelihood Ratio	28.970	4	<.001
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.04.

Source: own processing using SPSS

P-value < 0.001 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on changing consumer habits with the emergence of Fairtrade products. H1 is validated.

Knowledge of Fairtrade and changing consumption habits are related.

- Hypothesis 22: Monthly family income and impact of Fairtrade on producers

H0: Monthly family income and impact of Fairtrade on producers are not related.

H1: Monthly family income and impact of Fairtrade on producers are related.

Table 23: Output from SPSS for the twenty-second hypothesis

In what bracket do you estimate your family's gross monthly income level? * In your opinion, does fair trade have a real positive impact on producers? Crosstabulation

			In your opinion, does fair trade have a real positive impact on producers?				Total
			2	3	4	5	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	9	12	25	12	58
		% within In what bracket do you estimate your family's gross monthly income level?	15.5%	20.7%	43.1%	20.7%	100.0%
	More than 6000 euros	Count	4	4	22	15	45
		% within In what bracket do you estimate your family's gross monthly income level?	8.9%	8.9%	48.9%	33.3%	100.0%
Total	Count	13	16	47	27	103	
	% within In what bracket do you estimate your family's gross monthly income level?	12.6%	15.5%	45.6%	26.2%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.885 ^a	3	.180
Likelihood Ratio	5.040	3	.169
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.68.

Source: own processing using SPSS

P-value = 0.18 > 0.05 Thus there is no clear statistical evidence that monthly family income has an impact on the perception of the impact of Fairtrade on producers. H0 cannot be rejected.

Monthly family income and impact of Fairtrade on producers are not related.

- Hypothesis 23: Knowledge of Fairtrade and impact of Fairtrade on producers

H0: Knowledge of Fairtrade and impact of Fairtrade on producers are not related.

H1: Knowledge of Fairtrade and impact of Fairtrade on producers are related.

Table 24: Output from SPSS for the twenty-third hypothesis

Before this survey, how would you rate your knowledge of fair trade? * In your opinion, does fair trade have a real positive impact on producers? Crosstabulation

			In your opinion, does fair trade have a real positive impact on producers?				
			2	3	4	5	Total
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	1	4	22	15	42
		% within Before this survey, how would you rate your knowledge of fair trade?	2.4%	9.5%	52.4%	35.7%	100.0%
	Low or no knowledge	Count	12	12	25	12	61
		% within Before this survey, how would you rate your knowledge of fair trade?	19.7%	19.7%	41.0%	19.7%	100.0%
Total		Count	13	16	47	27	103
		% within Before this survey, how would you rate your knowledge of fair trade?	12.6%	15.5%	45.6%	26.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.691 ^a	3	.014
Likelihood Ratio	12.158	3	.007
N of Valid Cases	103		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.30.

Source: own processing using SPSS

P-value = 0.014 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the perception of the impact of Fairtrade on producers. H1 is validated.

Knowledge of Fairtrade and impact of Fairtrade on producers are related.

- Hypothesis 24: Monthly family income and acceptance of higher prices for Fairtrade products

H0: Monthly family income and acceptance of higher prices for Fairtrade products are not related.

H1: Monthly family income and acceptance of higher prices for Fairtrade products are related.

Table 25: Output from SPSS for the twenty-fourth hypothesis

In what bracket do you estimate your family's gross monthly income level? * What additional cost would you accept for a product benefiting from fair trade certification? Crosstabulation

			What additional cost would you accept for a product benefiting from fair trade certification?				
			Between 20 and 40% more than the basic product	Between 40 and 60% more than the basic product	less than 20% more than the basic product	No additional cost	Total
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	24	2	30	2	58
		% within In what bracket do you estimate your family's gross monthly income level?	41.4%	3.4%	51.7%	3.4%	100.0%
	More than 6000 euros	Count	26	7	9	3	45
		% within In what bracket do you estimate your family's gross monthly income level?	57.8%	15.6%	20.0%	6.7%	100.0%
Total	Count	50	9	39	5	103	
	% within In what bracket do you estimate your family's gross monthly income level?	48.5%	8.7%	37.9%	4.9%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.931 ^a	3	.005
Likelihood Ratio	13.508	3	.004
N of Valid Cases	103		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.18.

Source: own processing using SPSS

P-value = 0.005 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the acceptance of higher prices for Fairtrade products. H1 is validated.

Monthly family income and acceptance of higher prices for Fairtrade products are related.

- Hypothesis 25: Knowledge of Fairtrade and acceptance of higher prices for Fairtrade products

H0: Knowledge of Fairtrade and acceptance of higher prices for Fairtrade products are not related.

H1: Knowledge of Fairtrade and acceptance of higher prices for Fairtrade products are related.

Table 26: Output from SPSS for the twenty-fifth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * What additional cost would you accept for a product benefiting from fair trade certification? Crosstabulation

			What additional cost would you accept for a product benefiting from fair trade certification?				Total
			Between 20 and 40% more than the basic product	Between 40 and 60% more than the basic product	less than 20% more than the basic product	No additional cost	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	25	7	6	4	42
		% within Before this survey, how would you rate your knowledge of fair trade?	59.5%	16.7%	14.3%	9.5%	100.0%
	Low or no knowledge	Count	25	2	33	1	61
		% within Before this survey, how would you rate your knowledge of fair trade?	41.0%	3.3%	54.1%	1.6%	100.0%
Total		Count	50	9	39	5	103
		% within Before this survey, how would you rate your knowledge of fair trade?	48.5%	8.7%	37.9%	4.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.461 ^a	3	<.001
Likelihood Ratio	21.923	3	<.001
N of Valid Cases	103		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 2.04.

Source: own processing using SPSS

P-value < 0.001 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the acceptance of higher prices for Fairtrade products. H1 is validated.

Knowledge of Fairtrade and acceptance of higher prices for Fairtrade products are related.

- Hypothesis 26: Monthly family income and perceived impact of Fairtrade on French agriculture

H0: Monthly family income and perceived impact of Fairtrade on French agriculture are not related.

H1: Monthly family income and perceived impact of Fairtrade on French agriculture are related.

Table 27: Output from SPSS for the twenty-sixth hypothesis

In what bracket do you estimate your family's gross monthly income level? * Do you think that the application of fair trade principles to products from French agriculture could be a factor in improving the condition of French farmers? Crosstabulation

			Do you think that the application of fair trade principles to products from French agriculture could be a factor in improving the condition of French farmers?					
			1	2	3	4	5	Total
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	5	8	15	23	7	58
		% within In what bracket do you estimate your family's gross monthly income level?	8.6%	13.8%	25.9%	39.7%	12.1%	100.0%
	More than 6000 euros	Count	1	5	6	15	18	45
		% within In what bracket do you estimate your family's gross monthly income level?	2.2%	11.1%	13.3%	33.3%	40.0%	100.0%
Total		Count	6	13	21	38	25	103
		% within In what bracket do you estimate your family's gross monthly income level?	5.8%	12.6%	20.4%	36.9%	24.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.295 ^a	4	.015
Likelihood Ratio	12.656	4	.013
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.62.

Source: own processing using SPSS

P-value = 0.015 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the perception of the potential impact of Fairtrade rules on French agriculture. H1 is validated.

Monthly family income and perceived impact of Fairtrade on French agriculture are related.

- Hypothesis 27: Knowledge of Fairtrade and perceived impact of Fairtrade on French agriculture

H0: Knowledge of Fairtrade and perceived impact of Fairtrade on French agriculture are not related.

H1: Knowledge of Fairtrade and perceived impact of Fairtrade on French agriculture are related.

Table 28: Output from SPSS for the twenty-seventh hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Do you think that the application of fair trade principles to products from French agriculture could be a factor in improving the condition of French farmers? Crosstabulation

			Do you think that the application of fair trade principles to products from French agriculture could be a factor in improving the condition of French farmers?					
			1	2	3	4	5	Total
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	0	5	6	13	18	42
		% within Before this survey, how would you rate your knowledge of fair trade?	0.0%	11.9%	14.3%	31.0%	42.9%	100.0%
	Low or no knowledge	Count	6	8	15	25	7	61
		% within Before this survey, how would you rate your knowledge of fair trade?	9.8%	13.1%	24.6%	41.0%	11.5%	100.0%
Total		Count	6	13	21	38	25	103
		% within Before this survey, how would you rate your knowledge of fair trade?	5.8%	12.6%	20.4%	36.9%	24.3%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.226 ^a	4	.003
Likelihood Ratio	18.341	4	.001
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.45.

Source: own processing using SPSS

P-value = 0.003 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the perception of the potential impact of Fairtrade rules on French agriculture. H1 is validated.

Knowledge of Fairtrade and perceived impact of Fairtrade on French agriculture are related.

- Hypothesis 28: Knowledge of Fairtrade and knowledge of Fairtrade brands

H0: Knowledge of Fairtrade and Knowledge of Fairtrade and knowledge of Fairtrade brands are not related.

H1: Knowledge of Fairtrade and Knowledge of Fairtrade and knowledge of Fairtrade brands are related.

Table 29: Output from SPSS for the twenty-eighth hypothesis

Before this survey, how would you rate your knowledge of fair trade? * Can you name any brands or products that are fair trade certified? (indicate the name of the brand or "NO" if you do not know one)
Crosstabulation

		Can you name any brands or products that are fair trade certified? (indicate the name of the brand or "NO" if you do not know one)		Total	
		Able to give one brand	NO		
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	25	17	42
		% within Before this survey, how would you rate your knowledge of fair trade?	59.5%	40.5%	100.0%
	Low or no knowledge	Count	17	44	61
		% within Before this survey, how would you rate your knowledge of fair trade?	27.9%	72.1%	100.0%
Total		Count	42	61	103
		% within Before this survey, how would you rate your knowledge of fair trade?	40.8%	59.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.321 ^a	1	.001		
Continuity Correction ^b	9.052	1	.003		
Likelihood Ratio	10.383	1	.001		
Fisher's Exact Test				.002	.001
N of Valid Cases	103				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.13.

b. Computed only for a 2x2 table

Source: own processing using SPSS

P-value = 0.001 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the knowledge of Fairtrade brands. H1 is validated.

Knowledge of Fairtrade and Knowledge of Fairtrade and knowledge of Fairtrade brands are related.

- Hypothesis 29: Gender and perception of quality differences between Fairtrade and other products

H0: Gender and perception of quality differences between Fairtrade and other products are not related

H1: Gender and perception of quality differences between Fairtrade and other products are related.

Table 30: Output from SPSS for the twenty-ninth hypothesis

What is your gender? * Do you perceive any differences in quality between fair trade labeled products and other products?
Crosstabulation

Do you perceive any differences in quality between fair trade labeled products and other products?

			1	2	3	4	5	Total
What is your gender?	Men	Count	2	6	17	14	9	48
		% within What is your gender?	4.2%	12.5%	35.4%	29.2%	18.8%	100.0%
	Women	Count	13	6	23	12	1	55
		% within What is your gender?	23.6%	10.9%	41.8%	21.8%	1.8%	100.0%
Total		Count	15	12	40	26	10	103
		% within What is your gender?	14.6%	11.7%	38.8%	25.2%	9.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.115 ^a	4	.004
Likelihood Ratio	16.957	4	.002
N of Valid Cases	103		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.66.

Source: own processing using SPSS

P-value = 0.004 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that gender has an impact on the perception of quality differences between Fairtrade and other products. H1 is validated.

Gender and perception of quality differences between Fairtrade and other products are related.

- Hypothesis 30: Monthly family income and perception of quality differences between Fairtrade and other products

H0: Monthly family income and perception of quality differences between Fairtrade and other products are not related.

H1: Monthly family income and perception of quality differences between Fairtrade and other products are related.

Table 31: Output from SPSS for the thirtieth hypothesis

In what bracket do you estimate your family's gross monthly income level? * Do you perceive any differences in quality between fair trade labeled products and other products? Crosstabulation			Do you perceive any differences in quality between fair trade labeled products and other products?					Total
			1	2	3	4	5	
In what bracket do you estimate your family's gross monthly income level?	Less than 6000 euros	Count	11	4	28	14	1	58
		% within In what bracket do you estimate your family's gross monthly income level?	19.0%	6.9%	48.3%	24.1%	1.7%	100.0%
	More than 6000 euros	Count	4	8	12	12	9	45
		% within In what bracket do you estimate your family's gross monthly income level?	8.9%	17.8%	26.7%	26.7%	20.0%	100.0%
Total		Count	15	12	40	26	10	103
		% within In what bracket do you estimate your family's gross monthly income level?	14.6%	11.7%	38.8%	25.2%	9.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.171 ^a	4	.003
Likelihood Ratio	17.209	4	.002
N of Valid Cases	103		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.37.

Source: own processing using SPSS

P-value = 0.003 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that monthly family income has an impact on the Perception of Quality Differences between Fairtrade and Other Products. H1 is validated.

Monthly family income and perception of quality differences between Fairtrade and other products are related.

- Hypothesis 31: Knowledge of Fairtrade and perception of quality differences between Fairtrade and other products

H0: Knowledge of Fairtrade and perception of quality differences between Fairtrade and other products are not related.

H1: Knowledge of Fairtrade and perception of quality differences between Fairtrade and other products are related.

Table 32: Output from SPSS for the thirty-first hypothesis

			Do you perceive any differences in quality between fair trade labeled products and other products?					Total
			1	2	3	4	5	
Before this survey, how would you rate your knowledge of fair trade?	Good or very good knowledge	Count	1	2	18	11	10	42
		% within Before this survey, how would you rate your knowledge of fair trade?	2.4%	4.8%	42.9%	26.2%	23.8%	100.0%
	Low or no knowledge	Count	14	10	22	15	0	61
		% within Before this survey, how would you rate your knowledge of fair trade?	23.0%	16.4%	36.1%	24.6%	0.0%	100.0%
Total		Count	15	12	40	26	10	103
		% within Before this survey, how would you rate your knowledge of fair trade?	14.6%	11.7%	38.8%	25.2%	9.7%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.960 ^a	4	<.001
Likelihood Ratio	30.625	4	<.001
N of Valid Cases	103		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 4.08.

Source: own processing using SPSS

P-value < 0.001 < 0.05. Consequently, the hypothesis of independence between the two variables is rejected. We can therefore conclude that knowledge of Fairtrade has an impact on the perception of quality differences between Fairtrade and other products. H1 is validated.

Knowledge of Fairtrade and perception of quality differences between Fairtrade and other products are related.