Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Humanities (FEM)

Master's Thesis

Consumer's attitude to Fairtrade considered as Social Innovation (the case of France)

Paul ROGER

CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Roger Paul

Economics and Management

Thesis title

Consumers' Attitde to Fairtrade Considered as Social Innovatio (the case of France)

Objectives of thesis

The goal of the thesis is to explore what are the attitdes of the generatio of young consumers towards the Fairtrade (symbolized through Fairtrade label). Fairtrade as the movement is considered as social innovatio. The research questios behind are: what do the consumers know about Fairtrade? How do they assess Fairtrade? Did Fairtrade change their values? Are they willing to pay higher prices for Fairtrade products? Answering these questios will also contribute to the answer to the questios: what the impact and mission of Fairtrade are?

Methodology

The thesis will start from the literature review. It will outline the concept of innovatio and social innovatios. The literature review will also present a conceptualizatio of the Fairtrade movement as it is outlined in academic literature, namely the conceptualizatio related to the consumers. Such review will provide the background for the empirical research. It will be based on the questionai re survey aiming to answer the research questios. The target group for the respondents of the survey will be the students of Grenoble Business School.

The proposed extent of the thesis

60-80 pages

Keywords

Fairtrade, consumers, social innovation, attitdes

Recommended information sources

Bock, B. 2016. Rural Marginalisation and the Role of Social Innovation; A Turn Towards Nexogenous Development and Rural Reconnection. Sociologia Ruralis, 56 (4): 552-573

Fairtrade impacts : lessons from around the world. ISBN 978-1853399077.

Loconto, A.M., Arnold, N., Silva-Castañeda, L., Jimenez, A. 2021. Responsibilising the Fairtrade Premium: Imagining better decision-making. Journal of Rural Studies 86: 711-723

Podhorsky, A. 2015. A positive analysis of Fairtrade certification. Journal of Development Economics 116: 169-185

Ruggeri, G., Corsi, S. Nayga, R.M. 2021. Eliciting willingness to pay for fairtrade products with information. Food Quality and Preference, 87.

Expected date of thesis defence

2023/24 SS – PEF

The Diploma Thesis Supervisor

prof. PhDr. Michal Lošťák, Ph.D.

Supervising department

Department of Humanitie

Electronic approval: 5. 2. 2024

prof. PhDr. Michal Lošťák, Ph.D.

Head of department

Electronic approval: 9. 2. 2024

doc. Ing. Tomáš Šubrt, Ph.D.

Dean

Prague on 30. 03. 2024

Declaration

I declare that I have worked on my master's thesis titled "Consumer's attitude to Fairtrade considered as Social Innovation (the case of France)" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the master's thesis, I declare that the thesis does not break any copyrights.

In Prague on 31.03.2024

Acknowledgment

Consumers' Attitude to Fairtrade Considered as Social Innovation (the case of France)

Abstract

The aims of the thesis are to explore the attitudes of young French consumers towards Fairtrade and whether they perceive Fairtrade as a social innovation. In the thesis, a series of hypotheses entirely related to consumer behavior towards Fairtrade as a social innovation seeks to shed light on different consumer attitudes according to their gender, social class and level of knowledge about Fairtrade.

In terms of methodology, the results are mainly based on quantitative methods. Hypothesis testing was carried out on the basis of data collected from a questionnaire administered to 103 students at the Grenoble School of Management. We used Google Forms to collect the responses and SPSS to test the hypotheses.

After analysis, the results show that the consumer's level of knowledge about Fairtrade is the most significant factor creating differences in the way they consume and perceive Fairtrade-labeled products. Social background also plays a significant role in the ability of consumers to turn to Fairtrade products. However, this study suggests that gender, compared to the other two factors, does not influence consumer choice and vision as much.

Keywords: Fairtrade, consumption, social innovation, France, consumer attitude.

Postoj spotřebitelů k Fairtrade jako sociální inovaci (případ Francie)

Abstrakt

Cílem práce je prozkoumat postoje mladých francouzských spotřebitelů k Fairtrade a zjistit, zda vnímají Fairtrade jako sociální inovaci. Řada hypotéz zcela souvisejících s chováním spotřebitelů vůči Fairtrade jako sociální inovaci se v práci snaží osvětlit rozdílné postoje spotřebitelů v závislosti na jejich pohlaví, sociální třídě a úrovni znalostí o Fairtrade.

Z hlediska metodologie jsou výsledky založeny především na kvantitativních metodách. Testování hypotéz bylo provedeno na základě údajů získaných z dotazníku, který byl zadán 103 studentům Vysoké školy managementu v Grenoblu. Ke sběru odpovědí jsme použili formuláře Google a k testování hypotéz program SPSS.

Po analýze výsledky ukazují, že úroveň znalostí spotřebitelů o Fairtrade je nejvýznamnějším faktorem vytvářejícím rozdíly ve způsobu, jakým konzumují a vnímají výrobky označené Fair Trade. Sociální zázemí také hraje významnou roli ve schopnosti spotřebitelů obrátit se k výrobkům Fairtrade. Z této studie však vyplývá, že pohlaví ve srovnání s ostatními dvěma faktory neovlivňuje volbu a vidění spotřebitelů v takové míře.

Klíčová slova: Fairtrade, spotřeba, sociální inovace, Francie, postoj spotřebitelů.

Table of Content

1. Introduction

Today, the world is facing many social and environmental challenges. Global warming and the plight of certain producers in both the North and South are prompting consumers to find new alternatives to act and fight injustice at the same time. Fairtrade seems to carry a message of hope, presenting the way we consume to fight against injustice and various crises such as the destruction of biodiversity.

Historically, Fairtrade was intended to offer a fairer commercial alternative for producers in Southern countries marginalized in international trade. In France, Fairtrade made its real appearance in the early 70s. Emblematic figures such as Abbé Pierre were instrumental in the development of this new form of trade. The emergence of labels subsequently supported this trend, guaranteeing fair remuneration for producers and protecting biodiversity. (Munoz, 2008) However, even if the consumption of Fairtrade products has undeniably increased in France, this alternative trade seems to be struggling to win over the minds of all French people, despite an improvement in the visibility of its values.

Indeed, many obstacles still seem to be in the way, slowing down the development of Fairtrade, whether in terms of the visibility of its impacts, its operations or even its products. The often higher prices of Fairtrade-labelled products are also an obstacle for consumers. So, the relationship between French consumers and Fairtrade is quite complex and depends on many factors.

I chose to tackle this subject because I'm very attached to the social and societal impact of consuming one product rather than another. I'm also a great believer in the values advocated by Fairtrade. Having had professional experience in the retail and food sectors and aspiring to pursue my career in the food industry, this thesis was a natural choice.

2. Objectives and Methodology

2.1. Objectives

The aims of the thesis are to explore the attitudes of consumers towards Fairtrade and whether they perceive this kind of trade as a social innovation in France, to understand the impact of Fairtrade but also to observe the obstacles and limits it encounters and determine their causes. Through analysis of consumer practices, motivations, preferences but also the obstacles encountered, we will seek avenues for improvement to strengthen the presence and visibility of Fairtrade values in France. By taking into account the most important factors in purchasing decisions, we will try to find levers for action to promote this more responsible and fairer model of consumption, at the service of both producers and consumers.

The research objective could be presented as:

- Understand which are the impact and the limits of Fairtrade
- Understand the French consumer's attitude to Fairtrade
- Understand the factors that influence French consumers' decision to buy Fairtrade products

2.2. Methodology

In order to respond to the objectives of the thesis in the best manner possible, it has been decided to proceed as follows: use qualitative and quantitative analysis. To correctly evaluate the current attitudes of French young people towards Fairtrade, a questionnaire has been designed and disseminated to students from Grenoble Ecole de Management to obtain as much data as possible and have a sufficiently representative sample. The questionnaire presented two types of questions: multiple-choice and open-ended questions. Once the answers collected, a list of hypotheses has been created to analyze the responses. The hypotheses always include the factor of gender, monthly family income, and knowledge of Fairtrade. There are 31 hypotheses:

1. Gender and frequency of consumption of Fairtrade products are related

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

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

4. Gender and importance of consuming Fairtrade products are related.

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

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

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

8. Gender and place of purchase of Fairtrade products are related.

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

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

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

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

13. Gender and Fairtrade awareness of French products are related.

14. Monthly family income and information on product impact are related.

15. Knowledge of Fairtrade and information on product impact are related.

16. Monthly family income and information on product origin are related.

17. Knowledge of Fairtrade and information on product origin are related.

18. Knowledge of Fairtrade and choice of the logo are related.

19. Gender and changing consumption habits are related.

20. Monthly family income and changing consumption habits are related.

21. Knowledge of Fairtrade and changing consumption habits are related.

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

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

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

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

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

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

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

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

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

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

3. Literature Review

3.1. Fairtrade origins

3.1.1 The historical origins and evolution of Fairtrade.

The idea of Fairtrade emerged after the Second World War in the United States. This idea traces its roots to Christian values. In 1946, some Mennonite Christian associations like Ten Thousand Villages and SERRV (Sales Exchange for Refugee Rehabilitation Vocation) International decided to sell products made in Puerto Rico, Palestine, or Haiti to American consumers to help producers from the South. It was the birth of the "Solidarity trade". Shortly after the launch of this type of trade, some other associations in Europe did the same actions to help poor producers following humanism and religious values. Those actions should sensibilize consumers from developed countries about the inequality due to traditional trade (Munoz, 2008).

Over the next decade, the idea of Fairtrade became more political. The geopolitical context of the Cold War and the ideological confrontation between the capitalism of the United States and the communism of the USSR changed the balance of the world. American President Truman established three new categories of countries: "developed country", "developing country" and "under-developed country". Those new characterizations were the starting point of a way of protesting against the pre-established status of poor countries and the birth of the third-world movement. For example, the demographer Alfred Sauvé was the first person who protested those characterizations. This wind of protest led to the creation of the first association of solidarity trade in the Netherlands: Kerkrade. This association worked with some members who sold products made in an underdeveloped country at the right price for producers (Munoz, 2008).

Over the 1960s, humanist associations that defended the earth, women, and human rights decided to take up the subject of "solidarity trade" and henceforth spoke of "alternative trade". Those associations wanted to create a new way of consumption, more durable, and better for producers in the South. This new way was not against capitalism, but its goal was to denounce excesses and inequalities due to the current economic model (Salliou, 2018).

It was in 1964 that the subject of "alternative trade" became international. Indeed, during the United Nations Conference on Trade and Development (UNCTAD), some represents of South countries launched a new slogan "Trade, not aid" so that real policies beneficial to these countries are put in place instead of financial aid that makes them more dependent on the countries of the North. Following this event, the British NGO Oxfam created the first organization responsible for importing "Fairtrade" products and in 1969 opened the first *World shop* in the Low Countries, selling the first Fairtrade coffee from Guatemala. After this, the "alternative trade" movement became increasingly present in all the northern countries (Bucolo, 2003).

In 1970, this idea arrived in France thanks to Labbe Pierre (a French priest who was influential and launched a real fight against poverty). Labbe Pierre launched the movement "Appel aux communes de France" (call to local authorities in France) to help people from the Southern countries and fight poverty in those countries. This movement became after "Union des comités de jumelage de coopération en faveur des pays du Sud" (Union of Twinning Cooperation Committees for Southern Countries - UCOJUCO). This movement subsequently led to the opening of the first "Artisans du Monde" shop in 1981 and the creation of a national federation. This was the real beginning of the development of alternative trade in Europe (Équiterre, 2009).

At the end of the 80s, the alternative trade idea took a new turn thanks to the extreme left-wing activist Frans van der Hoff. He launched in Mexico the creation of cooperation between coffee producers to make ends meet and sell their coffee at a fair price. Franz van der Hoff also decided to contact the Dutch NGO Solidaridad, headed by Nico Roozen. The two of them decided to work on a certification system that would enable products, in this case coffee, to be sold at a fair price for producers. The aim was to work in line with the market economy, but "he expects something positive from it, he wants to correct the side effects so that the social repercussions are quite different" (Roozen and van der Hoff, 2002, p. 239). For this new certification, they decided to use the name of a Dutch colonial official, a symbol of the fight against Dutch oppression of Indonesian farmers, Max Havelaar. This birth of the label became the first real founding step of Fairtrade as we know it today.

Thanks to the creation of the label *Max Havelaar*, a lot of new actions and actors worldwide emerged to defend the idea of a new Fairtrade. In 1989, the International Fairtrade Association (IFAT) was created to coordinate the actions of producers,

companies, and associations at the international level. For importers in Europe, another association was created: the European Free Trade Association (EFTA). Within Europe, the Network of European Worldshops was created, better known by its acronym News! in 1994. This latter association brings together shops that distribute Fairtrade-certified products, like Artisans du Monde in France (Dufumier, 2014).

After the launch of the label *Max Havelaar*, which was especially in the Netherlands, Switzerland, and France, other labels were launched in other countries like *Transfair* for Germany, Austria, and the United States, *Fairtrade Mark* in the UK, and Ireland, *Rättvisemärkt* in Sweeden or *Reilun Kaupa* in Finland. In 1997, to coordinate their actions, all of those organizations decided to create the Fairtrade Labelling Organizations (FLO). This new international organization centralizes the Fairtrade standards and collects all the information about producers and products. Thanks to all those organizations and the coordination between their actions, the Fairtrade system has become a famous alternative for consumers in Northern countries since the end of the XX century (European Parliament, 2014).

The origins of Fairtrade can be found in the Christian religion, with its values (notably solidarity), but also in politics, with its Third Worldist vision, which opposed the vision of a bipolar world where only the countries of the North made law. Today, there are 4 international Fairtrade federations: FLO, EFTA, News!, and IFAT. However, to align these four pillars on the same idea of Fairtrade, a new informal organization was created in 1998 to define the single definition of Fairtrade: FINE. This new organization brings together the 4 international federations and defines Fairtrade as "Fairtrade *is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to and securing the rights of, marginalized producers and workers-especially in the South. Fairtrade organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and campaigning for changes in the rules and practice of conventional international trade*" (Fair Trade Advocacy Office, 2018). This definition is now the only one that is valid and the same for federations throughout the world. This new way of consuming is now characterized by labels. But how can these labels certify that a product is indeed Fairtrade?

3.1.2. Fairtrade labels and the product certification process

First, we have to define what is the label. According to Commerce Equitable France (Commerce Équitable France, n.d.), a label is a symbol on the packaging of a product to represent its specific quality. Every label has a pre-defined set of specifications. Every product must respect the list of specifications to have a label on its packaging. To be sure that labels are used correctly, there are bodies and certification systems that ensure that products and the labels on their packaging are confirmed. The label is first and foremost something that helps consumers. It gives consumers the maximum amount of information and guarantees on products when they don't necessarily have the time to check all the details. It's a kind of assurance system on the specific qualities and characteristics of consumer goods. As far as Fair-trade labels are concerned, this has helped to increase the sale of Fair-trade certified products since the first labels of this kind were created. These labels also carry a message for consumers (Commerce Équitable France, n.d.). They raise awareness of the way certain products are consumed and encourage consumers to consume better by buying Fair-trade certified products, thereby paying producers more. This enables consumers to buy products that are in line with their values. So, labels have three significant functions: they are signals for the consumer about a specific quality of a product, they are a definition of the list of their pre-defined set of specifications, and they are insurance for the consumer about what it consumes and its values.

Today, there are a lot of different Fairtrade labels all over the world. For example, we have Fairtrade US, WFTO, Fairtrade International, etc… All those labels have their characteristics, of course, but they all meet the five dimensions of Fairtrade. Indeed, according to the *International Guide to Fairtrade Labels Edition 2020*, a label is a Fairtrade label only if its list of specifications meets those five dimensions (Fair World Project et al., 2020):

- **Economic criteria:** the organization undertakes to set a fair price for each product, to distribute aid to finance projects in line with Fairtrade values, to set up a system of bonuses for collective projects, to participate in the pre-financing of new projects, and to respect a certain duration of commercial commitments. It also undertakes to be transparent to enable traceability.

- **Social criteria:** The organization must comply with all International Labour Organisation (ILO) conventions and local legislation. It must promote equal opportunities, and gender equality, and offer social benefits (such as maternity leave and health insurance).
- **Environmental criteria:** The actor must take part in reducing the environmental impact of Fairtrade activities, protecting biodiversity, and banning the use of hazardous substances in production and GMOs.
- **Criteria for awareness-raising and education:** The organization must set up awareness-raising and educational activities for consumers and citizens.
- **Organizational/governance criteria:** The organization must give priority to small-scale producers, provide technical support, and help to strengthen producers' commercial capacities. It must also commit to the democratic management of the producer organization and the premium system for collective projects.

All those dimensions are common to all Fairtrade organizations and labels. Here are the most significant Fairtrade labels:

Picture 1: the most significant Fairtrade logos

Source: own montage of logos from the international guide to Fairtrade labels (Fair World Project et al., 2020)

Logo 1: Small Producers' Symbol (SPP)

Logo 2: World Fair Trade Organization (WFTO)

Logo 3: Fairtrade International

Logo 4: Fair Trade Federation

Logo 5: Fair For Life

Logo 6: Fair Trade USA

But of course, all those different labels have their specificities. To explain that we are going to analyze the difference between the most famous labels: The Fairtrade International one and the World Fair Trade Organization one. This comparison has been realized using the data for the two logos given in the *International Guide to Fairtrade Labels*, Edition 2020 (Fair World Project et al., 2020).

Even if these two organizations share the same values around Fairtrade, many differences separate their two labels. First, there is the certification method. Fairtrade International calls on the auditing firm FLO-CERT to check that the candidate's certification specifications align with those represented by Fairtrade International products. For WFTO, certification is also possible thanks to an audit of the candidate's specifications. However, no independent firm is involved, and it is WFTO-trained auditors who carry out the checks.

The two labels also differ in their eligibility criteria. For example, an OECD country cannot obtain Fairtrade International certification, but it can obtain WFTO certification. The physical traceability of certain food products such as cocoa, sugar cane, or tea is not necessarily necessary to obtain the FLO label. However, it is essential to obtain the WFTO label.

Finally, the major differences between these two labels lie in their effectiveness and their ability to respond to the five dimensions of Fairtrade. Based on the analyses carried out by the authors of the International Guide to Fairtrade Labels, 2020 Edition (Fair World Project et al., 2020), we are going to look at the major differences between these two organizations. To begin with, let's analyze the economic dimension. Let's start with the setting of the fair price. For Fairtrade International, there is a minimum price set by all the stakeholders of a product, and this represents the starting point for negotiations on a fair price. However, for some products, such as sugar cane, there is no pre-defined minimum price. Negotiations therefore take place directly between the producer and the buyer. For WFTO, there is no fixed minimum price, but there is a condition that must be met when

setting the price of a product. The producer must receive a down payment on the purchase price of his product from the end consumer. Another difference lies in product traceability. As stated above, the physical traceability of certain products is not necessary to obtain the FLO label, which makes traceability sometimes difficult, even if documentary traceability is compulsory. There are also several differences in the social dimension, which can make one label-less effective than the other on certain issues. The major difference lies in the respect for the provision of social benefits. Fairtrade International does not immediately and necessarily guarantee maternity, sickness or retirement leave for agricultural projects and projects under contract, even if requests are made to move in this direction. WFTO, on the other hand, guarantees all ILO conditions for women and mothers. This means that it is better able to meet Fairtrade expectations. Another major distinction between these two labels lies in the environmental dimension of Fairtrade. WFTO has banned the use of pesticides banned in the country where production takes place, as well as products considered "extremely dangerous", which is not enough to protect biodiversity and the health of producers. On this condition, Fairtrade International is better able to meet expectations. In addition to banning dangerous substances, the organization has set up workshops to raise producers' awareness of the use of pesticides and encourage them to find green alternatives.

The last major difference between these two labels lies in the control measures put in place to check that all the conditions are still being respected once Fairtrade certification has been obtained. For example, Fairtrade International can organize surprise audits to check that the specifications are being respected. WTFO does not carry out surprise audits, but every two or three years, depending on the project.

There are therefore many differences between these two labels and between all Fairtrade labels. This has an impact on the ability of certain labels to meet the expectations and the five dimensions of Fairtrade. These differences are still based on the five dimensions outlined above, but we can conclude that each logo is likely to have these strengths and weaknesses. There may be one dimension where a logo addresses the issues at stake while providing less convincing answers to the problems associated with another dimension.

Having looked at the various labels and their similarities and differences, it is now time to look at how to obtain certification. Of course, each organization uses its means to

give or withhold authorization to use its label. However, for each of the Fairtrade certifications, an audit is carried out at the beginning and then several others later, depending on the project and the organization.

Let's take the example of a company that manufactures Fairtrade products and wishes to obtain Fairtrade International certification. It is not compulsory to obtain this certification, but it enables the company to highlight the values of its products and prove that they are indeed Fairtrade products. Knowing that this organization relies on FLO-CERT to carry out the audits that will determine whether the company can obtain the requested certification, the candidate company must apply on the FLO-CERT website. Following this, it will receive feedback on whether its sector of activity is eligible for certification. If the company's application is accepted, it will receive a marketing authorization before the first audit so that the auditors can verify the Fairtrade transactions.

This is followed by the second stage: the first audit. This audit takes place on-site. An auditor will come and inspect the facilities, examine the documents, and meet the employees and members. At the end of the audit, the auditor will draw up a report on the company and its compliance with the Fairtrade Standards. If certain standards are not yet respected, the company will receive advice on how to integrate them into its operations.

The third and final stage consists of analysis and certification. The audit file will be evaluated by an analyst to determine whether the company meets all the criteria for certification. If no non-compliance is found, the company will receive its Fairtrade International certificate. This is followed by a series of audits every year to check that the specifications are being respected. Of course, both producers and buyers can obtain Fairtrade certification (FLO-CERT, 2022).

As a result, there are a multitude of Fairtrade labels around the world, all of which meet the precise requirements of Fairtrade but have their specific characteristics.

3.1.3. The effects of Fairtrade

It is now time to talk about the real effects of Fairtrade in a world where the challenges of responsible consumption are complex. To study the effects of Fairtrade, we will analyze each of the dimensions that characterize it.

First, let's analyze the effects of Fairtrade on the economic criterion. Fairtrade has positive effects on this criterion (Fairtrade International, 2021). Indeed, with its fair price system, it guarantees a "minimum price" for purchases or products, or the balance of negotiations between buyers and sellers, with the assurance that the producer will receive a fixed share of the final sale price of the product. However, even if the "minimum price" is often adjusted, it sometimes suffers from a lack of adaptability. That's why, according to Aurélie Carimentrand et al. in the introduction to issue 240 of the International Journal of Development Studies, a new method is currently being developed for calculating a fair price not just in terms of production, but as a "living income" for producers (2019). The system of premiums for collective projects and pre-financing for agricultural campaigns introduced by Fairtrade also have a major economic impact.

The social dimension is undoubtedly where Fairtrade has the most difficulty in acting. According to the article "Testing Fairtrade's Labour Rights Commitments in South Asian Tea Plantations: A Good Match of Civic and Industrial Conventions" written by Karin Astrid Siegmann et al. (2019), Fairtrade has a great deal of difficulty and is even incapable of guaranteeing compliance with ILO conventions. This contribution shows that there has been no change in the rights of workers on Fairtrade tea plantations in India and Sri Lanka since the Fairtrade label was awarded. Indeed, it would appear that Fairtrade is ineffective in the region. It is therefore difficult to measure the real social impact of Fairtrade.

The effects of Fairtrade on the governance of producer organizations, their autonomy, the priority given to small producers, and the distribution of premiums for collective projects are also unclear. In the text by François Ruf et al. (2019) show that the impact of Fairtrade certification is highly debatable. Indeed, according to this article, it would appear that not all producers are even aware of or involved in the process of certifying their production, which then raises questions about the financial aid and premiums provided to them.

The effects of Fairtrade on the environment are currently quite positive. Indeed, the integration of this new dimension with measures such as the non-use of GMOs and the preservation of biodiversity seems to be bearing fruit. In his article "The Warana of the Sateré Mawé Indians: an Amazonian plant on the road to globalization, extending the frontiers of Fairtrade", Bastien Beaufort (2019) develops the idea that alternative Fairtrade channels are acting in the region while respecting the socio-ecological matrix of the indigenous people. In this way, Fairtrade plays a role in preserving biodiversity, while at the same time developing the region's economy.

Finally, the effects on the educational dimension of Fairtrade exist thanks to lobbying groups that defend Fairtrade values among politicians, companies, and institutions. According to Jérôme Ballet et al. (2019), Fairtrade labels need to renew their militant movement. This is why the creation of " Fairtrade towns" has been set up. In the long term, this will enable them to renew their commitment and attract new members to defend Fairtrade values.

So the effects of Fairtrade on the five dimensions on which it must act are mixed. There are, of course, positive effects, as demonstrated by numerous scientific studies. However, some of these dimensions make it more difficult to obtain immediate effects from Fairtrade.

3.2. Fairtrade evolution in France

3.2.1. Historical overview and adoption of Fairtrade in France

As stated in the first part of this literature review, Fairtrade developed in France in the early 1970s (Artisans du Monde, 2020). Indeed, it was largely thanks to the impetus of Abbé Pierre, a leading figure in the fight against poverty, that the first notions of Fairtrade arrived in France. In 1971, Abbé Pierre launched the "Appel aux communes de France" ("Appeal to the communes of France"), which later became the "Unions des comités jumelage de cooépration en faveur des pays du Sud" (Ucojuco). In 1972, the "Union des comités de jumelage coopération" organized various actions such as 1% voluntary tax collection, collection of objects and sale of Third World products to finance projects and help populations in difficulty. It was thanks to this Union that the first "Artisans du monde" store appeared in 1974, specializing in the sale of products with a positive impact on

producers. In the 1980s, the Fairtrade sector began to take shape and grow in importance in France. Following the creation of the first "Artisans du Monde" store, the number of Fairtrade associations tripled in just a few years. As a result, the movement was federated in 1981 (Munoz, 2008). Max Havelaar France was founded in 1992, under the impetus of various organizations such as Ingénieurs sans frontières, the Centre international de coopération pour le développement agricole (CICDA), now Agronomes et vétérinaires sans frontières (AVSF), and Peuples solidaires. A year later, the first Max Havelaar France-labeled coffee was sold in a handful of stores. Up until now, Fairtrade has remained largely unknown to the public, even though the movement is gaining momentum. It was in 1998 that Fairtrade took off in France and began to be seen as a real opportunity to consume in a new way.

In 1998, the association Agir Ici (now Oxfam France) launched a petition entitled "Exigeons des produits Ethiques" ("Let's demand ethical products"). This petition was relayed by over 50 associations, including Artisans du monde, and was also followed by over 100,000 citizens, according to Max Havelaar France. This petition was launched to obtain more ethical products in French supermarkets. As part of this petition, these 100,000 citizens sent postcards to the various supermarkets to demand more Fairtrade products in French supermarkets. It was also at this time that all the French players defending the values of ethical trade that benefit everyone began coordinating their action within the French Platform for Fairtrade (Coutrot, 2007).

Since the 2000s, Fairtrade has become a familiar concept to consumers in Northern countries, particularly in France, according to Joaquin Munoz (former CEO of Max Havelaar France) in his book "Commerce équitable: 20 réponses pour agir" ("Fairtrade: 20 answers for action") (2008). In the same book, the former director of Max Havelaar France presents sales figures for Fairtrade products in Artisans du Monde stores, for example, where the consumption of Fairtrade products has increased 10-fold since 1998. Sales of products bearing the Fairtrade Max Havelaar label have increased by 10,000% since 2000. Joaquin Munoz also explains this increase by the multiplication of Fairtrade labeled products since the end of the 90s, with the creation of numerous new brands with ethical and Fairtrade values.

According to the Commerce équitable France collective (Commerce Équitable France, 2021), Fairtrade made in France is based on the same principles as the Fairtrade we

previously studied. this branch of Fairtrade developed in the early 2000s, taking advantage of the integration of Fairtrade products into consumer patterns in France. The real birth of this French Fairtrade took place administratively in 2014 thanks to the law on the social and solidarity economy (ESS), which redefined Fairtrade by making its application universal, again according to the Commerce Équitable France collective. This has enabled the development of real expertise aimed at remunerating French producers as fairly as possible. The principles of French Fairtrade are the same as those we have seen for international Fairtrade. One of the aims of this new version of Fairtrade is to respond to the repeated agricultural crises that have been affecting France for several years, while at the same time offering the French the opportunity to consume differently and fairly. Fairtrade products made in France are produced with respect for the environment and producers.

So Fairtrade in France is present in two ways. Now let's see if these product labels meet the expectations of French consumers.

3.2.2. Consumer trends, awareness and preferences in France

According to several studies that we'll look at later, ethical and responsible consumption seems to be an increasingly important trend for French consumers, and especially for young consumers in France. This development marks a growing awareness of the environmental, social and ethical dimensions characteristic of Fairtrade. 95% of French people want to adopt a more sustainable lifestyle (Kantar Sustainable Sector Index, 2022).

First and foremost, the increase in responsible consumption highlights a significant awareness on the part of French consumers, which can be translated into changes in consumption habits. As evidence of this change, we can point to the development of events focusing on alternative modes of consumption, such as "Vivre Autrement", a trade show that offers a platform of help and proposals to enable consumers to consume better and embark on the path of ethical and responsible consumption. According to data from this trade show, 78% of French consumers want to consume more ethically and responsibly in 2023, compared with 72% in 2021 (L'info durable, 2021). This underscores a steady increase in the willingness of French consumers to consume in a more reasoned way.

To accentuate this trend towards sustainable and responsible consumption, according to TLC Worldwide (2024), the emergence of the "responsible consumer" is becoming increasingly important, which also encourages companies to adapt to meet the needs of these new French consumers. Indeed, this change in consumer habits is driving companies to innovate towards more responsible and environmentally friendly practices, enabling the development of new, more ethical, and sustainable offerings (TLC Worldwide, 2024). As a result, French consumers are increasingly turning to this type of product, creating a virtuous circle.

The consumption of certified organic products is also a factor that demonstrates the willingness of French consumers to turn to more reasoned and responsible attitudes. Indeed, according to the *Baromètre des produits biologiques en France* (Agence BIO, 2024) 54% of French people would have consumed organic products in 2023, i.e. more than half the population. This clearly shows that the French are paying attention to what they consume from an environmental point of view.

A final study by Castagnino et al (2024) uses another factor to demonstrate French consumers' growing interest in responsible, ethical products: recycled packaging. This study shows that consumers in France are becoming increasingly aware of the environmental impact of their purchases, encouraging responsible consumption practices demonstrated by the choice to consume products with recycled packaging rather than others. 51% of French people say they take environmental impact into account when choosing which products to consume (Castagnino et al., 2024).

However, even if there is a real awareness among French consumers that is pushing them to review their consumption habits, we also need to take into account certain factors that influence this awareness and the fact of consuming "better".

Take, for example, the *Baromètre des produits biologiques en France* (Agence BIO, 2024). A study was carried out to produce this barometer, where certain factors are seen as influential in consumer purchasing decisions. The most influential factor in the choice to consume certified organic products is social background. The study shows that the more comfortable the consumer's standard of living, the more likely they are to consume more environmentally friendly products regularly. In the category of people who consume organic products at least once a week, those earning more than €2,500 a month are the most numerous, followed by those earning between €2,000 and €2,500 a month. On

the other hand, people on lower incomes are less inclined to consume this type of product. Another interesting finding in this study is the age of the organic consumer. Young people (aged 18-24) are more likely than others to consume this type of product at least once a week, reflecting students' commitment to consuming better and more responsibly.

Another factor in the choice to consume ethical products is the level of knowledge and awareness of product values (Carrigan et al., 2023). Indeed, through an analysis of the Fairtrade consumer, Carrigan et al. highlight the influence of knowledge and information on the attitude of consumers towards fair and ethical consumption. If consumers are informed about a product's values and the impact they can have by consuming it, then they will be more inclined to buy a Fairtrade product, for example, than a basic one.

These trends illustrate a significant evolution in French consumer attitudes, marked by an orientation towards ethical and responsible modes of consumption. Social background and knowledge of the environmental, social and ethical issues associated with consumption play a central role in this dynamic, highlighting the importance of education and information in promoting alternative modes of consumption such as Fairtrade.

3.3. Critics, limits and hopes of Fairtrade

3.3.1. Critics and limits

In the article "To go further, Fairtrade must rethink itself" Frédéric Amiel (Abbundo, 2018) raises critical points about current Fairtrade practices. Indeed, Frédéric Amiel, a researcher at the Institute for Sustainable Development and International Relations (IDDRI), highlights the need to reassess and adapt Fairtrade to contemporary challenges to better serve producers. In his view, Fairtrade still has many limitations, despite the development of its products and their visibility.

He notes, for example, the low percentage of Fairtrade on the world market despite several decades of existence, which calls into question the effectiveness of this alternative mode of consumption. The author also stresses that it is now time to build a better organization of farmers, raise consumer awareness of the benefits of Fairtrade, and strengthen this parallel market to make it more sustainable. The fact that farmer organizations remain far too weak and poorly supervised undermines the positive impact of

Fairtrade on producers. Consumers are also not sufficiently informed about the different labels and the real impact of Fairtrade, which hampers their willingness to consume more Fairtrade products. Finally, the researcher at the "Institut du développement durable et des relations internationales" criticizes certain system abuses, notably through the example of large Fairtrade-labeled plantations whose profits do not always reflect a "fair price" for the producers working there. This article shows that the current Fairtrade model remains limited, which is detrimental to the results for both producers and consumers.

Frédéric Amiel (Abbundo, 2018) is not the only one to point out the limits and flaws of Fairtrade. An article entitled "Unnecessary certification? Asymmetrical relations between cooperatives, labels and cocoa farmers in Côte d'Ivoire" by François Ruf et al. (2019) highlights several major problems that are holding back the positive results that Fairtrade should bring in Côte d'Ivoire.

First of all, they highlight the problem of cooperatives. In their view, cooperatives today are more like small businesses with an exclusively commercial objective, rather than organizations that promote the cooperation and mutual aid that are the hallmarks of Fairtrade. As a result, Fairtrade finds itself threatened by the alternative mechanisms it has set up to promote its success. The second limitation highlighted in this article concerns the management of certifications and associated premiums. Indeed, there seems to be a real problem with transparency and democracy in the allocation of certifications and premiums in Côte d'Ivoire. Cocoa farmers are excluded from decisions on the use of collective bonuses, which paralyzes their potential impact on improving their working and living conditions. Another limitation highlighted is the preponderance of multinationals and the Ivorian state in the cocoa sector. The authors denounce the harmful influence of these entities on cooperatives and the cocoa market, leading to growers' distrust of the label system and the fairness it advocates. Finally, the fourth and last limitation developed in this article is based on the gap between the objectives promoted and defended by Fairtrade labels and the reality of producers' situations. The positive effect of Fairtrade is therefore directly called into question. According to François Ruf et al. (2019), a thorough reform of the Fairtrade system is needed if it is to make a real contribution to improving the lives of producers, in this case, cocoa farmers in Côte d'Ivoire.

So, even though this study focuses solely on cocoa farmers in Côte d'Ivoire, it's easy to make the connection with other analyses of other situations where the limits and criticisms of Fairtrade are similarly identified and denounced.

To support the analysis of the limits and criticisms that affect and weaken the impact of Fairtrade and these certifications on producers, we can refer to a study by Elise Bouëdron et al. (2019) on "The effects and limits of Fairtrade on arabica coffee producers in a region of the Andean foothills in Peru". This study aims to highlight the issues surrounding the impact of Fairtrade in the Andean foothills of San Ignaco, Peru, which accounts for 40% of the area's coffee producers. Peru is the world's leading coffee producer. For this study, the researchers based themselves on the period between 2012 and 2017, when world coffee prices were sometimes higher, sometimes lower, than the Fairtrade minimum price.

It's true that, according to the surveys carried out in this study, most families integrated into the cooperatives and programs set up by the Fairtrade system maintain their incomes above the "survival threshold" (Bouëdron et al., 2019). The "survival threshold" in this study is equivalent to 4000€/year per family, or 2000€/year per worker for a family of two workers. For example, their daily income represents between 1.3 and 4 times the daily wage of an unskilled worker in the region. However, the positive impact of Fairtrade on Peruvian coffee growers needs to be tempered. Indeed, the authors of this study point out that Fairtrade certification cannot erase pre-existing inequalities in access to resources between producers. The main inequality lies in the area owned by the grower. Indeed, growers who own a large amount of land have much higher incomes than small and medium-sized growers, even though they represent only 10% of the region's growers, compared with 40% and 50% respectively for small and medium-sized growers. What's more, even though a Fairtrade cooperative must have 50% of its membership represented by small producers, large producers represent 25% of the cooperative, which reinforces the disparities. For example, a large producer can earn up to 3 times more than another member of the cooperative. It is also very difficult for a small producer to adopt a strategy identical to that of the large producers. The big growers are turning to the cultivation of top-of-the-range coffees, requiring a major investment that they can provide, to increase their income. Other members can't make the same financial effort. Even if small farmers are financially supported by the banks and the Fairtrade Foundation, this is not enough to pay for all the investment needed to innovate and produce higher-quality coffee, which

continues to accentuate the inequalities between producers within the Fairtrade cooperative. These disparities can be seen in the graph below.

Picture 2: Comparison of daily remuneration of family workers, salaried employees and daily labor productivity.
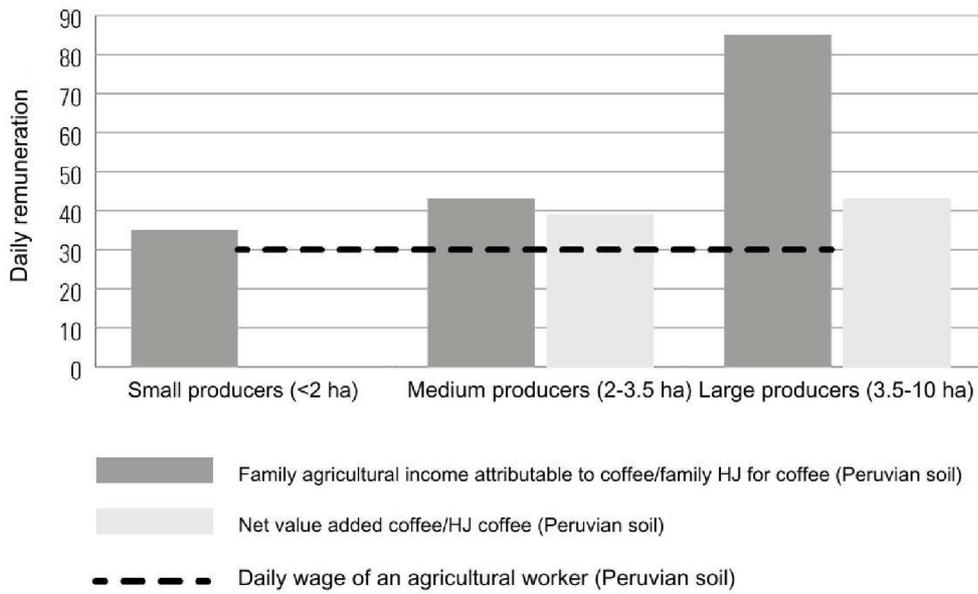
Source: Bouëdron et al., 2019

As a result, the Fairtrade system is unable to stabilize the incomes of coffee growers in Peru's Andean Piedmont region. Indeed, small producers, unable to invest to specialize in a high-end coffee resistant to the world price of coffee, are forced to grow a more accessible coffee and therefore much more sensitive to the world price of coffee despite the minimum price imposed by Fairtrade. In 2018, according to the study, some producers even saw their income come dangerously close to the "survival threshold" following the fall in coffee prices (Bouëdron et al., 2019).

So, it's hard to talk about the impact of Fairtrade and its certifications without highlighting the limitations and criticisms that hold it back. However, it's not just the negative aspects that should be highlighted. Fairtrade has been able to develop and contribute new ideas, particularly in terms of the environment.

3.3.2. hopes of Fairtrade

Even if Fairtrade doesn't work perfectly, and suffers from limitations and criticisms, it's important to realize that this system offers hope for the future.

First of all, Fairtrade is still a young idea. Although the first ideas of Fairtrade emerged in the aftermath of the Second World War, its real existence as an entity only dates back to the 1970s (Munoz, 2008). So we shouldn't be too harsh in judging the effects of this mode of trade, since it's still in its infancy. And even in its infancy, Fairtrade is having a positive impact on producers and the world. Take, for example, the protection of producers, as outlined by Fontanel et al. (2009). Fairtrade has enabled small producers to find a way of stabilizing and securing their incomes and operations. Fairtrade is therefore directly involved in the fight against poverty.

Fairtrade has become a major player in the fight against global warming (Fontanel et al., 2009). Indeed, this system has helped encourage more environmentally friendly farming practices to preserve biodiversity and minimize the use of pesticides. Fairtrade continues to hold out great hope for the development of a fairer world and for the fight against poverty and global warming.

In addition, Fairtrade is committed to educating consumers to become "consum'actors" - "informed, committed and responsible consumers who buy not just a product but a process" (Fontanel et al., 2009, p. 179). In France, for example, we can observe the emergence of the "Écoles de commerce équitable" label (Ballet et al., 2019). This label aims to inculcate in students a more equitable and sustainable way of consuming. This type of program aims to promote student and community involvement through partnerships between schools and Fairtrade associations and organizations. By adopting Fairtrade purchasing practices, business schools become models of responsible consumption, illustrating the positive impact that such choices can have on producers, the environment, and society as a whole. The aim is also to create a synergy between the schools and a shared commitment to Fairtrade values. (Fontanel et al., 2009).

Although imperfect and open to criticism, Fairtrade represents an important hope for the future, offering solutions and answers to global issues such as poverty and global warming, while promoting more respectful, ethical, and sustainable consumption. Through

education and awareness-raising, notably via the "Écoles de commerce equitable" label, this type of trade strives to engage and unite future generations in an enlightened and ethical approach to consumption. Despite its limitations, Fairtrade plays an indispensable role in building a more egalitarian and sustainable world, demonstrating that we can act through every consumer choice.

4. Practical Part

4.1. <u>Concept</u>

For the practical part of my thesis, I decided to create a questionnaire that could highlight the consumption habits of Fairtrade products and the vision attached to them within a particular population. This questionnaire was created and analyzed using Google Forms. To obtain conclusive results, I chose to distribute this questionnaire to the student population of my business school in France, Grenoble Ecole de Management. The main idea behind the questionnaire was to assess Grenoble Ecole de Management students' knowledge of Fairtrade and their consumption habits regarding labeled products, to check whether this corresponded to the opinion of researchers and professionals on the subject. The questionnaire consisted of 26 questions, 25 of which were multiple-response questions, 1 of which required a written answer. All questions were compulsory. The questionnaire enabled us to establish the different opinions on Fairtrade and the products that are labeled as such, to explore preferences between provenance, and ideas for improving the visibility of this alternative mode of consumption, and to compare the preferences of different students, particularly with products from organic farming. This questionnaire was shared exclusively on the school's social networks, such as my class's Facebook group, the school's social network VivaEngage, or via private messages on WhatsApp or Messenger. I received a total of 103 responses. All respondents were Grenoble Ecole de Management students aged between 20 and 25. Parity was virtually respected, with 53.4% female respondents and 46.6% male respondents. Grenoble Ecole de Management's student population is made up of 7200 students (Grenoble Ecole de Management, 2023). The results obtained are therefore representative.

The questionnaire is based on three characteristics: gender, monthly family income, and level of knowledge of Fairtrade. Place of residence was not asked, as the majority of the population still live in Grenoble, and age was not used as a variable, as all respondents were students aged between 20 and 25. For the monthly family income variable, the separation value (€6,000) was established based on data provided by the *Observatoire des Inégalités* (2024) in order to highlight the well-off and less well-off classes. Following

receipt of the questionnaire responses, 31 hypotheses were put forward to confirm or refute certain beliefs about the behavior of young consumers regarding Fairtrade as a social innovation, based on the three main factors studied. For the practical part of the hypothesis analysis, SPSS software was used, along with Chi-square statistical tests. Some analyses were also directly based on the results appearing in Google Forms.

4.2. Hypotheses

Frequency of consumption of Fairtrade products

The first hypothesis concerns gender and the frequency with which students consume Fairtrade products. It involves studying these two variables and proving or not proving that there is a relationship between gender and frequency of purchase. Indeed, it could be that gender influences the frequency of consumption of Fairtrade products.

The second hypothesis is based on the relationship between monthly family income and the frequency of purchase of Fairtrade-labeled goods. As labeled products were more expensive than conventional products, people from a higher social class would be more apt to regularly consume this type of product compared to less upper classes (Institut National de la Consommation, 2015.). Thus, the aim of this hypothesis is to confirm whether or not the impact that monthly family income has on the frequency of consumption of Fairtrade products.

The third hypothesis studies frequency once again but is now based on students' knowledge of Women are more sensitive to ethical consumption than men. The hypothesis here is to prove that good to very good knowledge of Women are more sensitive to ethical consumption than men influences the frequency of consumption of labeled products.

Importance of Consuming Fairtrade Products

The fourth, fifth and sixth hypotheses bring together the variables studied, namely gender, monthly family income and level of knowledge of Fairtrade in relation to feelings about the importance of consuming Fairtrade products. These hypotheses are based on the idea that gender, social class and knowledge of Fairtrade play a role in how students perceive and value the consumption of these products. Firstly, there is no evidence of any real difference between men and women in their perception of the importance of consuming labeled products. Women would be more sensitive to ethical consumption than men (François et al., 2006). Secondly, monthly family income is seen as a determining factor in being able to consume Fairtrade products more easily and therefore being more inclined to perceive the importance of this way of consuming. Finally, knowledge about Fairtrade may seem crucial; the more individuals are likely informed about the stakes and benefits of this form of trade, the more likely they are to consider its practice as important.

Most important Fairtrade dimension

The seventh hypothesis evaluates the possible link between the level of knowledge of Fairtrade and the most important dimension of Fairtrade chosen. As a reminder, the dimensions of Fairtrade include economic, social, environmental, ethical and cultural (Fair World Project et al.,2020). This hypothesis suggests that the more informed and aware a student is of the principles and objectives of Fairtrade, the more likely they are to value some of its dimensions above others. For example, a person well informed about environmental impacts might consider the environmental dimension to be the most important, while another, aware of the social aspects, might prioritize the social dimension. The aim is therefore to determine whether awareness of Fairtrade influences the importance of certain dimensions over others.

Place of purchase of Fairtrade products

The eighth, ninth and tenth hypotheses again examine the impact of gender, monthly family income and education on Fairtrade, but this time about the place of purchase of Fairtrade products. These hypotheses explore how these factors influence the

choice between specialist stores, supermarkets, or other stores. It can be assumed that gender might influence shopping location preferences due to differences in consumption habits. Secondly, people from families with a higher monthly income might prefer specialist stores offering a bigger range of Fairtrade products at potentially higher prices. Finally, an in-depth knowledge of Fairtrade could lead consumers to favor places of purchase that guarantee the authenticity and quality of Fairtrade products, while at the same time providing maximum information about them.

Fairtrade awareness of French products

The study of the influence of gender, family social class and level of knowledge of Fairtrade on knowledge of Fairtrade for products of French origin represents the eleventh, twelfth and thirteenth hypotheses respectively. These hypotheses suggest that gender may play a role in the knowledge of Fairtrade "Made in France", if certain differences in perception or interest exist between men and women. Secondly, it is assumed that students from higher-income families possess a more in-depth knowledge of French Fairtrade products, possibly through greater exposure or interest in sustainable consumption choices. Finally, it is likely that good to very good general knowledge of Fairtrade increases understanding of Fairtrade issues for products originating in France, reflecting a link between overall Fairtrade education and knowledge of local initiatives.

Information on Product Origin and Impact

Hypotheses fourteen and fifteen deal respectively with the influence of gender and knowledge of Fairtrade on the tendency to inquire about the provenance of the Fairtrade product the consumer is about to buy. The first hypothesis envisages that gender may play a role in the student's interest in the traceability and ethics of Fairtrade products, implying differences in sensitivity between men and women. The second hypothesis suggests that increased knowledge of Fairtrade may significantly influence the frequency with which consumers seek to know the origin of the Fairtrade products they consume, suggesting that the more one knows about the principles and benefits of Fairtrade, the more inclined one is to value and verify the authenticity and positive impact of the products chosen.

Hypotheses sixteen and seventeen investigate the impact that gender and level of Fairtrade knowledge may have on willingness to understand the real impact of Fairtrade products consumed. These hypotheses suggest that gender may influence how and how often students seek information about the impact of Fairtrade products. On the other hand, sufficient knowledge of Fairtrade is envisaged as a factor increasing the likelihood that individuals will actively inquire about the effects of their consumption, not least because awareness of the issues involved in this type of trade encourages further research and a stronger commitment to Fairtrade principles.

Trust in Certification Logos

The eighteenth hypothesis focuses on the impact of knowledge of Fairtrade on the choice of logo for maximum confidence. Students were given a choice of logos, including one that does not represent Fairtrade. The aim was to prove that a good or very good knowledge of Fairtrade can be used to learn about Fairtrade logos, and to show which of these logos attracts the most trust.

Changing consumption habits

It's now time to investigate the influence of gender, monthly family income and knowledge of Fairtrade on changes in consumption habits as a result of Fairtrade. This is the purpose of hypotheses nineteen, twenty and twenty-one. These hypotheses suggest that each of these three variables could play a significant role in how students changed their consumption patterns in favor of Fairtrade products. The idea is that gender or social background, or increased awareness of Fairtrade issues, could encourage a shift towards more ethical and sustainable consumption choices.

Impact of Fairtrade on Producers

Hypotheses twenty-two and twenty-three discuss, respectively, the impact of the student's family social background and level of knowledge of Fairtrade on his or her opinion of the positive impact of Fairtrade on participating producers. These hypotheses suggest that individuals from families with higher incomes, as well as those with more

in-depth knowledge of Fairtrade, are more likely to perceive and value its beneficial impacts. This implies that both financial capacity and education about Fairtrade may influence how students recognize and value its positive contributions to producers.

Acceptance of higher prices for Fairtrade products

The twenty-fourth and twenty-fifth hypotheses focus on the influence of family social background and level of knowledge about Fairtrade on willingness to pay more for Fairtrade products. They analyze how these factors impact willingness to pay a premium for Fairtrade-certified products. The first considers that students from higher-income families are potentially more willing to accept this extra cost, while the second suggests that a thorough knowledge of Fairtrade and all its positive aspects may reinforce the willingness to pay more to support its ethical principles.

Perceived Impact of Fairtrade on French Agriculture

The impact of monthly family income and knowledge of Fairtrade are again at the heart of hypotheses twenty-six and twenty-seven, but here on the view that the Fairtrade model would be beneficial to French farmers if applied locally in France. These hypotheses explore whether higher monthly family incomes and a better understanding of Fairtrade positively influence perceptions of its impact on French agriculture and farmers.

Knowledge of Fairtrade Brands

Hypothesis twenty-eight focuses on the influence that knowledge of Fairtrade can have on the ability to know and name a certain number of brands representing only Fairtrade products. The hypothesis assumes that students with a sound knowledge of Fairtrade are more likely to be able to name brands representing this type of trade than students with little or no knowledge of the subject.

Perception of Quality Differences between Fairtrade and Other Products

For the twenty-ninth, thirtieth and thirty-first hypotheses, we will respectively analyze the impact of gender, social background and knowledge of Fairtrade on the perception of the quality of labeled products. This analysis is based on the hypothesis that gender can influence the way students judge the quality of Fairtrade products compared to conventional products, assuming gender differences in perception. Next, we assume that monthly family income plays a significant role, where people from more affluent backgrounds might perceive the quality of Fairtrade products as better, associating higher price with better quality, for example. Finally, we will focus on Fairtrade knowledge and awareness as reinforcing perceptions of the distinctive qualities of these products, suggesting that the more informed a person is, the more likely they are to recognize and value the qualities of Fairtrade-labeled products.

4.3. First results and analysis

Figure 1: Pie chart on the knowledge or Fairtrade

Before this survey, how would you rate your knowledge of fair trade?

103 answers

- ● Very good knowledge
- ● Good knowledge
- ● Low knowledge
- ● No knowledge

56.3%

10.7%

30.1%
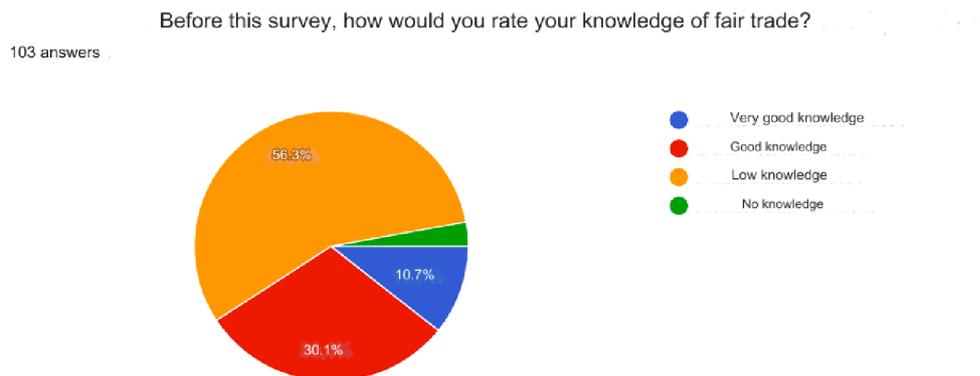
Source: results from the questionnaire on Google Forms

This first graph represents the responses obtained to the question: "Before this survey, how would you rate your knowledge of Fairtrade?". We can see from the results

that the majority of Grenoble Ecole de Management students who responded to this questionnaire have little knowledge of Fairtrade (around 56.3%). Nearly a third rated their knowledge as good, and almost 11% rated their knowledge as very good. Finally, less than 3% voted for no knowledge at all.

So, even if the majority have little knowledge of Fairtrade, over 40% of respondents have good to very good knowledge of Fairtrade, and only a tiny proportion do not know at all.

Figure 2: horizontal bar chart of types of Fairtrade products consumed

What types of fair trade products do you consume the most? (You can select up to 3 answers)

103 answers

Product	Value
Coffee	-54 (52.4%)
Tea	-28 (27.2%)
Chocolate and Cocoa	-48 (46.6%)
Sugar	-11 (10.7%)
Rice and Quinoa	-20 (19.4%)
Fruits and vegetables	-52 (50.5%)
Drinks	-9 (8.7%)
Clothes and accessories	-9 (8.7%)
Cosmetic products	-10 (9.7%)
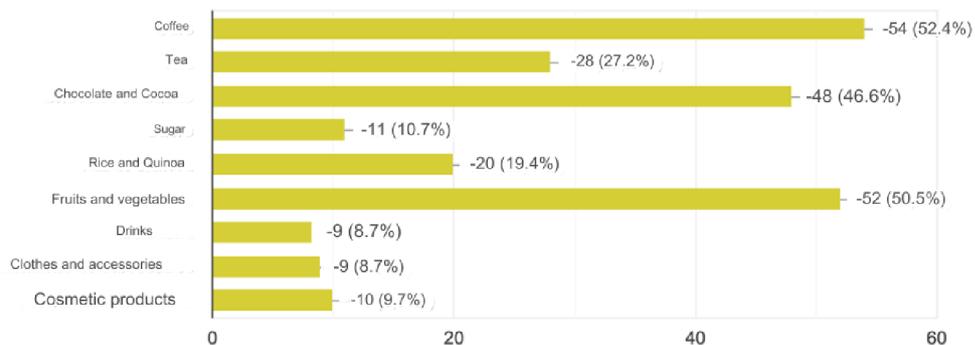
Source: results from the questionnaire on Google Forms

This second graph shows the responses to the question "What types of Fairtrade products do you consume the most? We can see that the majority consume either coffee or Fairtrade fruit and vegetables. Chocolate and cocoa came a close second, with 47% of votes. Nearly a quarter of students surveyed consume Fairtrade rice, quinoa and tea, while Fairtrade beverages, clothing, accessories and cosmetics are consumed by only 10% of respondents.

Coffee remains the leading Fairtrade product, along with fruit and vegetables. Except for chocolate and cocoa, the other Fairtrade products on offer occupy a very small place in the shopping baskets of Grenoble Ecole de Management students.

Figure 3: Bar chart of factors influencing the choice to buy Fairtrade products

How do these different factors influence your choice of whether or not to buy fair trade products?
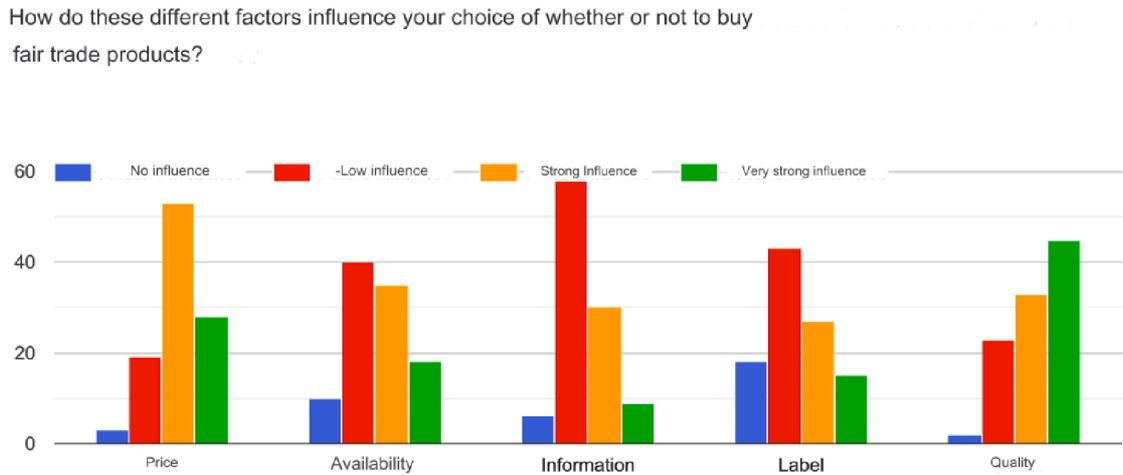
Source: results from the questionnaire on Google Forms

First of all, the first graph above represents the responses obtained to the question concerning the impact of price, availability, information, label and quality factors on the choice of whether or not to buy Fairtrade products.

Firstly, price seems to have a significant influence, with a majority of students considering it to have a strong to very strong influence. Indeed, cost remains a very important and decisive factor in the choice to consume labeled products. However, for a minority of students, cost is not an insurmountable factor. Availability has a more moderate influence. Indeed, it also has a weak to strong influence, implying that access to Fairtrade products can be a determining factor in the purchase decision. The information factor is perceived as something that is unlikely to have a major impact on the choice of whether or not to consume Fairtrade products. In fact, more than half the students responded that this factor had little influence on their consumption decisions. However, for almost a third of respondents, this factor appears to be significant. The label is also of moderate importance, but much debated. Indeed, some students see it as a decisive factor in their choice, while others see it as virtually non-existent. Finally, quality really does seem to be a very

40

influential or influential factor in the purchase of Fairtrade-labeled products. Non-influence is rarely mentioned by students, just as it is for price.

In short, price and quality are the most influential factors in Grenoble Ecole de Management students' decision to buy Fairtrade products, while information seems to have the least impact. Availability and label are considered to have a moderate influence.

Figure 4: Pie chart on the preference between French Fairtrade products and international Fairtrade products

How would you determine your preference between: a fair trade labeled product coming from internationally - a fair trade labeled product but made in France?
103 answers

- Favor international to support the development of producing countries.
- Lean towards Made in France to encourage the local economy and protect...
- Vary the choice depending on the product, opt for international or local salt...
- Prioritize quality, regardless of origin.
- Alternate to balance support between...
- Prefer Made in France to ensure...

Source: results from the questionnaire on Google Forms

Here are the possible answers in full, in the order shown in the chart above:

Blue: Go international to support the development of producing countries.

Red: Lean towards Made in France to encourage the local economy and protect the environment.

Orange: Vary the choice according to the product, opting for international or local as the case may be.

Green: Prioritize quality, regardless of origin.

Purple: Alternate to balance support between local and international producers.

Sky Blue: Prefer Made in France to ensure traceability and ethics.

Grenoble Ecole de Management students largely expressed a preference for Fairtrade-labeled products made in France, with around 70% choosing this option to encourage the local economy and environmental protection. Just over 12% of students prefer to vary their choice between international and local products according to specific circumstances, while almost 8% focus on product quality regardless of origin. A minority of students, around 3% for each option, choose to favor international products to support the development of producing countries, or to alternate between local and international support. A similar proportion prefers Made in France to guarantee traceability and ethics.

These responses show a clear predominance of support for Fairtrade products made in France, underlining a significant commitment to local economic and environmental issues. Other preferences are in the minority, revealing a variety of secondary motivations concerning quality, product origin and balanced support between local and international markets.

Figure 5: Bar chart of the expectation about a Fairtrade product to be organic

Do you expect a fair trade product to be organic?

103 answers

Source: results from the questionnaire on Google Forms

This graph shows the responses to the question "Do you expect Fairtrade products to be organic? This question is answered on a scale from 1 to 5, with 1 corresponding to "Not at all" and 5 to "Absolutely".

Analysis of the data reveals that consumer expectations regarding the organic nature of Fairtrade products are spread across the entire scale, with no clear majority for any of the extremes. Only around 14% of respondents don't expect Fairtrade products to be organic at all (score 1), while almost a quarter do (score 5). The majority of respondents are positioned more in the middle of the scale, indicating a moderate expectation of organic characteristics in Fairtrade products, with almost 21% slightly disagreeing (score 2), almost 15% remaining neutral (score 3), and over 28% agreeing but without absolute certainty (score 4).

These results indicate a diversity of opinions among consumers on the association between Fairtrade and organic farming. However, it is noticeable that the majority still tend towards agreement, or even absolute agreement, in the expectation that a Fairtrade product is also organic.

Figure 6: Pie chart on the preference to consume organic or Fairtrade product
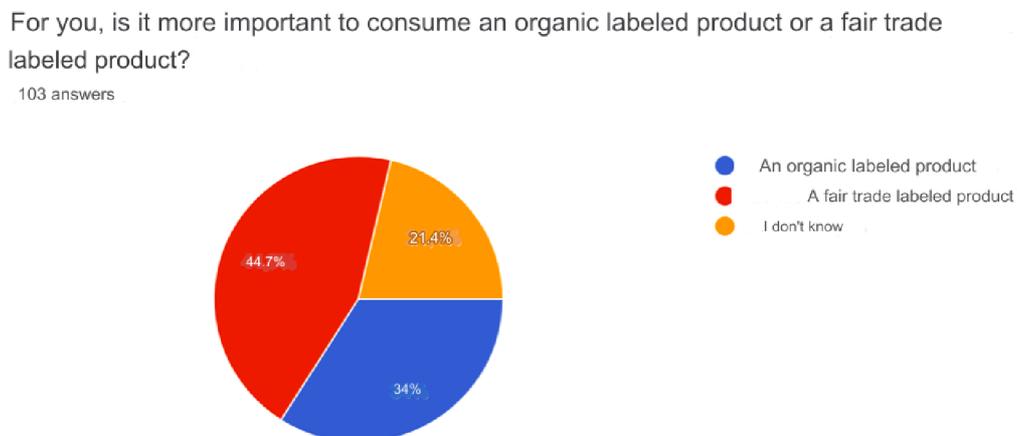
Source: results from the questionnaire on Google Forms

This pie chart brings together the results obtained in response to the question "For you, is it more important to consume an organic labeled product or a Fairtrade labeled product?"

We can see that almost half the participants (44.7%) consider it more important to consume Fairtrade labeled products than organic, while a third (34%) give priority to

organic products. However, almost a quarter of respondents (21.4%) were unsure or saw no significant difference between the two types of labels.

These results suggest that nearly 45% of students surveyed would prefer to consume products bearing the Fairtrade label to those bearing the organic label, which received a third of the votes. Finally, the number of undecided respondents is lower than for the other two options, but remains significant.

Figure 7: horizontal bar chart of main benefits of Fairtrade
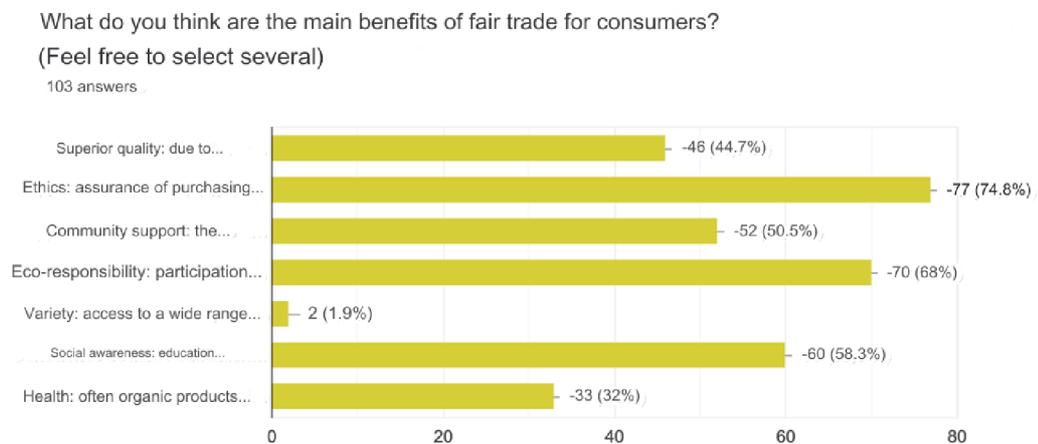
Source: results from the questionnaire on Google Forms

Here are the possible answers in full in the order of the chart above:
- Superior quality: due to conscientious production methods.
- Ethical: assurance of buying products produced using fair practices.
- Community support: purchases support producers' development.
- Eco-responsibility: helping to protect the environment.
- Variety: access to a wide range of diverse and unique products.
- Social awareness: education on the importance of responsible purchasing.
- Health: products are often organic and free from harmful additives.

The survey reveals that the majority of respondents consider ethics, with the assurance of buying products derived from fair practices, to be the main benefit of Fairtrade, closely followed by eco-responsibility.... Superior quality due to conscientious production methods, community support and social awareness are also recognized as

44

important benefits of Fairtrade. Health, linked to the purchase of products that are organic and free from harmful additives, is recognized by a third of respondents as the main benefit, while access to a variety of products is considered less significant.

These results indicate that ethical and environmental aspects are perceived as the most beneficial aspects of Fairtrade for consumers, according to Grenoble Ecole de Management students.

Figure 8: horizontal bar chart of main obstacles of Fairtrade products purchasing
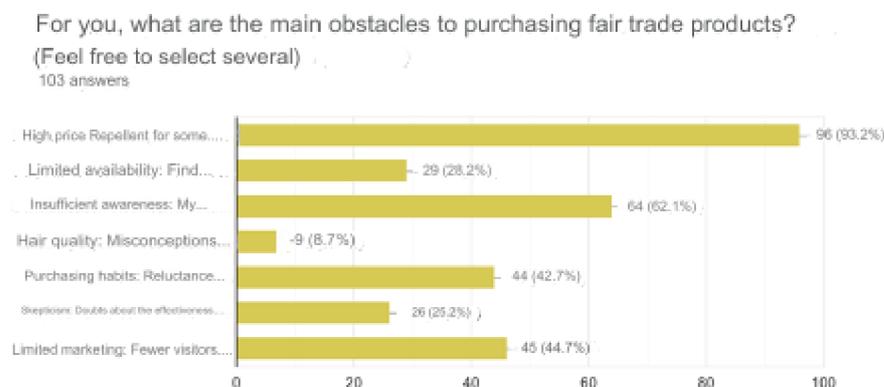
For you, what are the main obstacles to purchasing fair trade products? (Feel free to select several)
103 answers

Source: results from the questionnaire on Google Forms

Here are the possible answers in full in the order of the chart above:

- High price: Repellent for some buyers.

- Limited availability: Finding Fairtrade products can be difficult.

- Lack of awareness: Lack of knowledge about Fairtrade and its labels.

- Perceived quality: misconceptions about the inferiority of quality.

- Purchasing habits: Reluctance to change purchasing behavior.

- Skepticism: Doubts about the effectiveness and reliability of Fairtrade labels.

- Limited marketing: Less visibility than traditional products.

45

The answers obtained to this question reveal that high price is the main obstacle to purchasing Fairtrade products according to almost all students. This consideration of cost is followed by lack of awareness, indicated by 62% of students, highlighting the lack of visibility and information about the benefits and labels of Fairtrade. The marketing of Fairtrade products is also perceived as insufficient, with almost half of respondents noting a visibility deficit compared to traditional products. Purchasing habits and resistance to change are also significant obstacles for almost 43% of students, while limited availability and skepticism towards Fairtrade labels represent significant challenges for 28% and 25% of participants respectively. Finally, misconceptions about the quality of Fairtrade products appear to be less of a concern, with only around 9% of respondents seeing them as an obstacle to purchase.

Thus, high prices are seen as the major obstacle to purchasing Fairtrade products. Apart from misconceptions about product quality, which have little influence on purchasing, the other criteria are not negligible.

Figure 9: horizontal bar chart of main measures could further encourage the purchase of Fairtrade products

For you, what measures could further encourage the purchase of fair trade labeled products? (select 3 answers maximum)

103 answers

Inform about the benefits and...	59 (57.3%)
Expanding access to healthy products...	-44 (42.7%)
Offer discounts for better...	-41 (39.8%)
Collaborate with retailers...	-24 (23.3%)
Guarantee the high quality of products...	-18 (17.5%)
Share product stories...	--35 (34%)
Boost visibility with ca...	-36 (35%)
Ensuring the reliability of labels for...	-30 (29.1%)
Motivating businesses to opt...	-39 (37.9%)
Influencing policies to...	-45 (43.7%)

Source: results from the questionnaire on Google Forms

Here are the possible answers in fill, in order of the chart above:
-   Provide information on Fairtrade benefits and labels.
-   Widen access to Fairtrade products everywhere.
-   Offer discounts to better compete on price.

46

- Work with retailers to promote products.
- Guarantee the high quality of Fairtrade products.
- Share producer stories to demonstrate impact.
- Boost visibility with targeted marketing campaigns.
- Ensure label reliability through transparency.
- Motivate companies to opt Fairtrade sourcing.
- Influence policies to support Fairtrade.

Concerning this last question, information on the benefits and labels of Fairtrade is the measure most recommended by Grenoble Ecole de Management students. Indeed, over 57% of them support this measure to encourage the purchase of Fairtrade products. Increasing access to Fairtrade products and influencing policies to support Fairtrade were also enthusiastically received by respondents. These solutions garnered almost 43% and 44% of votes respectively. Measures such as collaborations with retailers, quality guarantees and label transparency were less frequently chosen. In addition, a significant proportion of respondents favored targeted marketing campaigns, sharing producer stories, encouraging companies to turn to this type of production, or offering discounts to make prices more attractive.

Information on the benefits and labels of Fairtrade emerged as the top priority for Grenoble Ecole de Management students, with a majority supporting this approach. Widening access to Fairtrade products and supporting them with favorable policies are also highlighted, as is the proposal of discounts on labeled products.

4.4. Testing

For a clearer presentation, we will first look at the rejected hypotheses and then at the confirmed ones.

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

From the Chi-square test between these two variables, we can conclude that gender and frequency of consumption of Fairtrade products are not related. This means that a respondent's monthly family wage has no impact on how often he or she consumes Fairtrade products.

- Hypothesis 4: Gender and importance of consuming Fairtrade products

From the Chi-square test between these two variables, we can conclude that: gender and importance of consuming Fairtrade products are not related. This means that a person's gender doesn't play a role in their perception of the importance of consuming Fairtrade products.

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

From the Chi-square test between these two variables, we can conclude that: monthly family income and information on product origin are not related. This means that the students' monthly family income doesn't play a role in their search for information about the impact of the Fairtrade products they consume.

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and information on product origin are not related. This means that the students' knowledge of Fairtrade doesn't play a role in their search for information about the impact of the Fairtrade products they consume.

- Hypothesis 19: Gender and changing consumption habits

From the Chi-square test between these two variables, we can conclude that: gender and changing consumption habits are not related. This means that students' gender has no impact on how the emergence of Fairtrade products has changed their consumption habits.

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

From the Chi-square test between these two variables, we can conclude that: Monthly family income and the impact of Fairtrade on producers are related. This means that students' knowledge of Fairtrade has no impact on their perception of the impact of Fairtrade on participating producers.

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

From the Chi-square test between these two variables, we can conclude that monthly family income and frequency of consumption of Fairtrade products are related. This means that a respondent's monthly family wage has an impact on how often he or she consumes Fairtrade products.

In the following diagram, we can see that the frequency of consumption of Fairtrade products varies according to two levels of family income. Distinct trends can be observed: people with household incomes over 6,000 euros consume Fairtrade products more frequently every day or every week, while those with incomes below 6,000 euros consume these products less frequently, with a higher proportion indicating consumption "less than once a week" or "never". Nevertheless, we can see that many people with higher family incomes consume less than one label product per week.

Figure 10: bar chart for the second hypothesis
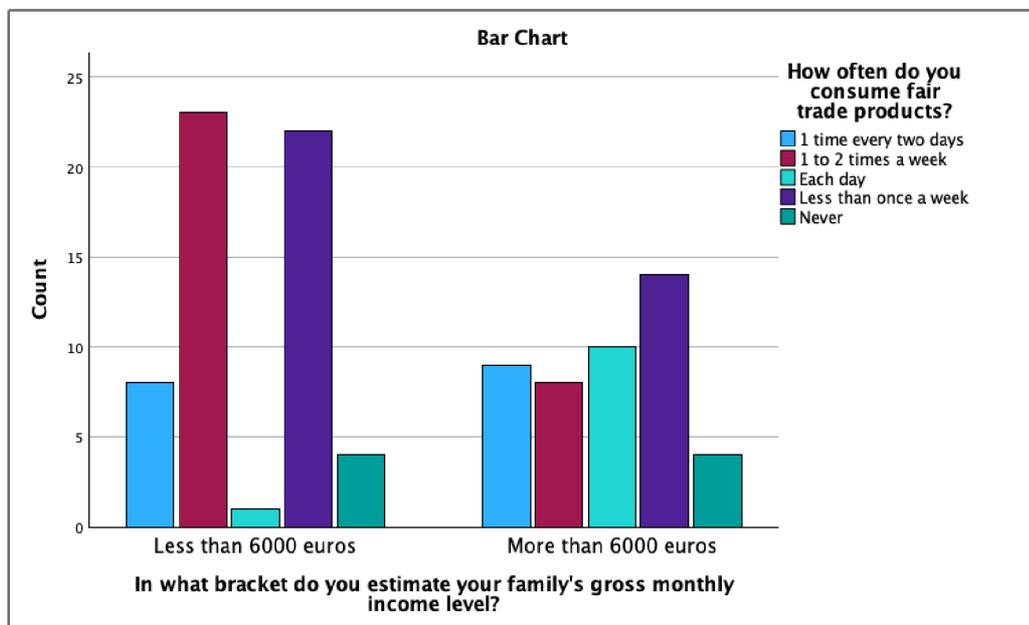
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and frequency of consumption of Fairtrade products are related. This means that a respondent's knowledge of Fairtrade has an impact on how often he or she consumes Fairtrade products.

In the following graph, we can see that people with a good or very good knowledge of Fairtrade consume these products more frequently than those with little or no knowledge. The majority of people with little or no knowledge consume very few such products, while a significant number of those with good knowledge consume them at least once a week. It's also worth noting that only people with little or no knowledge of Fairtrade answered that they never consume Fairtrade products. Those with real knowledge consumed a Fairtrade product at least once.

Figure 11: bar chart for the third hypothesis
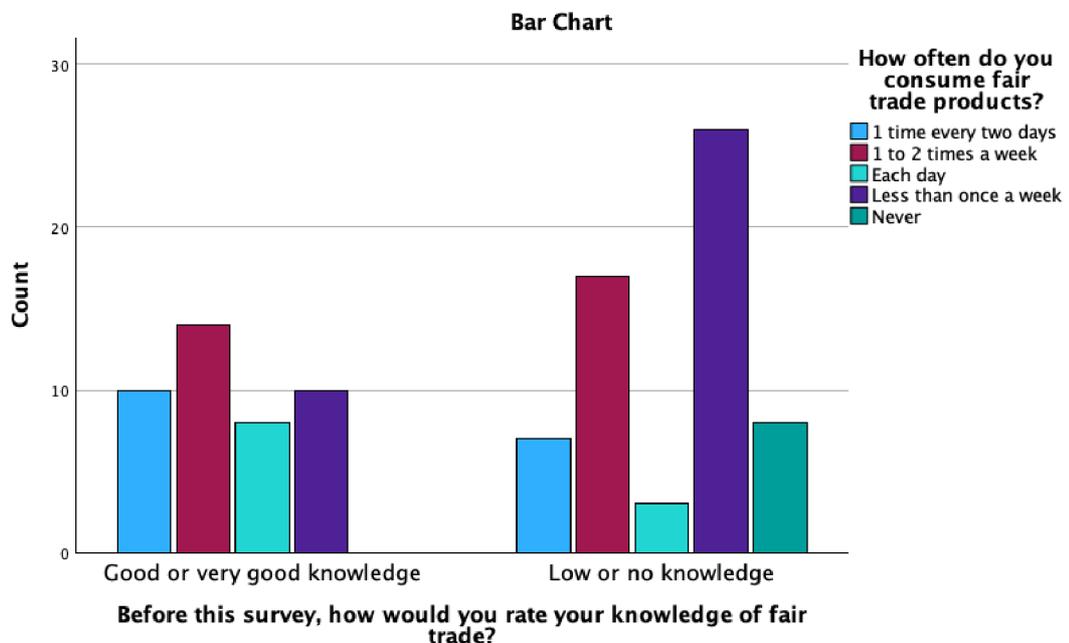
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: monthly family income and importance of consuming Fairtrade products are related. This means that a person's monthly family income plays a role in their perception of the importance of consuming Fairtrade products.

In the following graph, we can see that individuals with a monthly household income of over 6,000 euros tend to attribute greater importance to the consumption of Fairtrade products, particularly at higher levels of importance than others. In fact, most people with higher household incomes answered that it was either important or very important to consume this type of product. We note, however, that people with a family income of less than 6,000 euros per month remain convinced of the importance of consuming Fairtrade products, even if a significant proportion of them moderate this importance. We can, however, point out that no one in these two categories thinks that consuming these products is not relevant.

Figure 12: bar chart for the fifth hypothesis
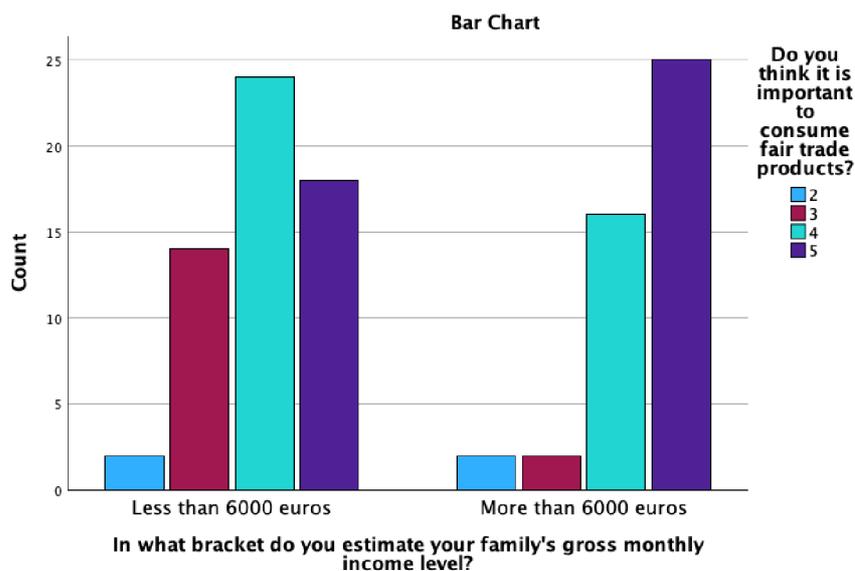
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Moderate importance; 4: Important; 5: Very important

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and importance of consuming Fairtrade products are related. This means that a person's knowledge of Fairtrade plays a role in their perception of the importance of consuming Fairtrade products.

In the following graph, we can see that individuals with good or very good knowledge of Fairtrade overwhelmingly think it's important to consume fairly. Indeed, the majority of them answered that it is important or even very important to consume Fairtrade products. The results obtained from people with less or no knowledge are more debatable. Although the majority also think it's important to consume labeled products, a sizable proportion moderate this importance. We also note that some people don't think it's so important to consume this type of product, despite a good knowledge of Fairtrade.

Figure 13: Bar chart for the sixth hypothesis
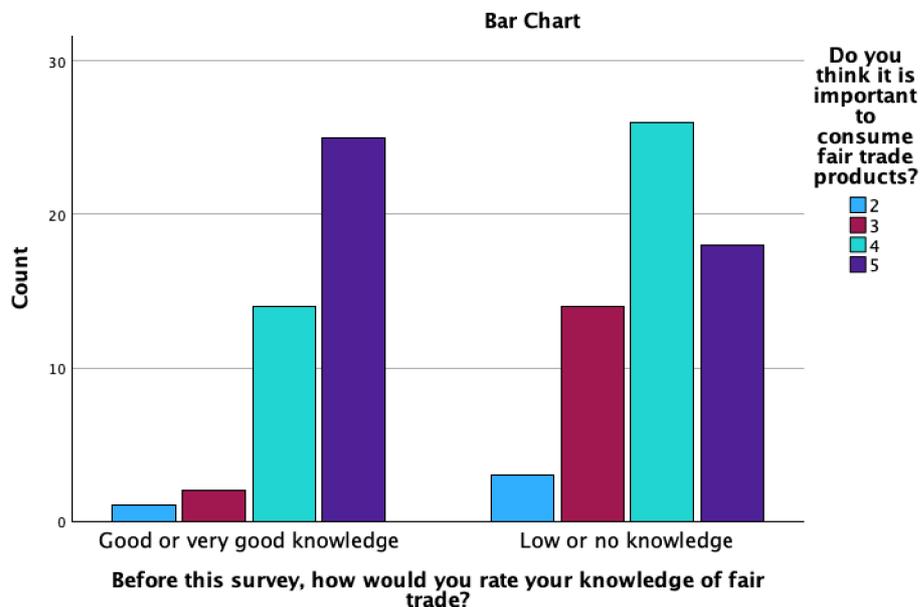
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Moderate importance; 4: Important; 5: Very important

● Hypothesis 7: knowledge of Fairtrade and the most important dimension of Fairtrade

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and the most important dimension of Fairtrade are related. This means that people's knowledge of Fairtrade has an impact on the dimension they perceive as the most important within the Fairtrade values.

In the following figure, we can see that people with a good or very good knowledge think that the most important dimension is Ethics. The second most important dimension is the social dimension. This is tied with the environmental dimension in first place for people with little or no knowledge of Fairtrade, with the social dimension only coming in third. It is interesting to note that the environmental dimension is very important for those with the least knowledge of Fairtrade, while it remains minor for those with sound knowledge. It should also be noted that the cultural dimension is the least important for all students, regardless of their knowledge.

Figure 14: Bar chart for the seventh hypothesis
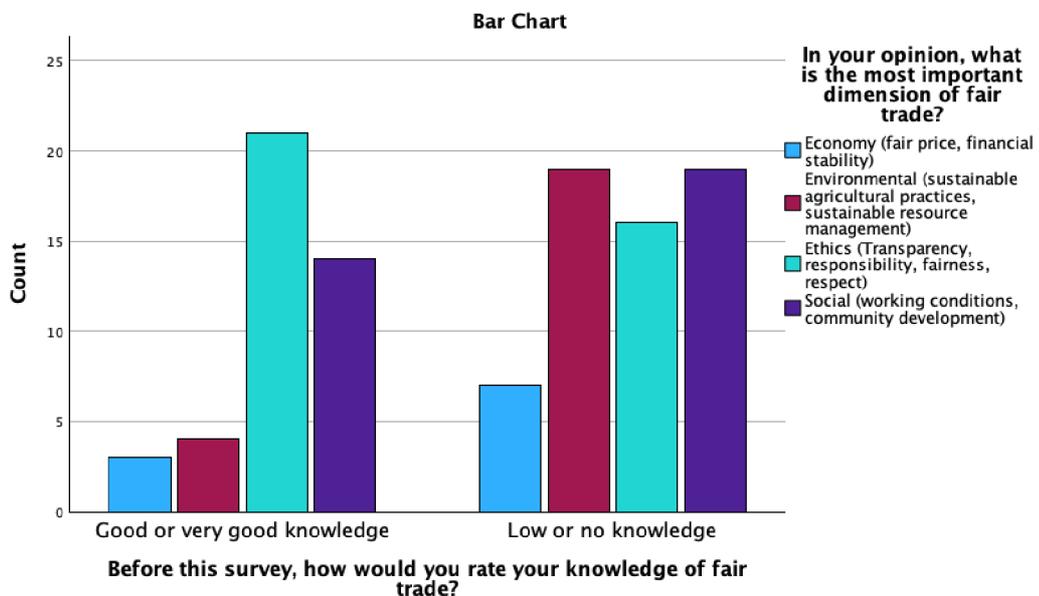
Source: own processing using SPSS

● Hypothesis 8: Knowledge of Fairtrade and place of purchase of Fairtrade products

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and place of purchase of Fairtrade products are related. This means that a person's knowledge of Fairtrade influences where they buy their Fairtrade products.

In the following graph, we can see that people with good or very good knowledge are more likely to buy Fairtrade products in specialized stores, and almost all consume these types of products, unlike those with less good knowledge. Indeed, people with less knowledge almost all buy this type of product in supermarkets. Still in this knowledge category, more people do not consume Fairtrade products than those who do in specialist stores. Those with a better knowledge of Fairtrade also consume most of their products in supermarkets.

Figure 15: bar chart for the eighth hypothesis
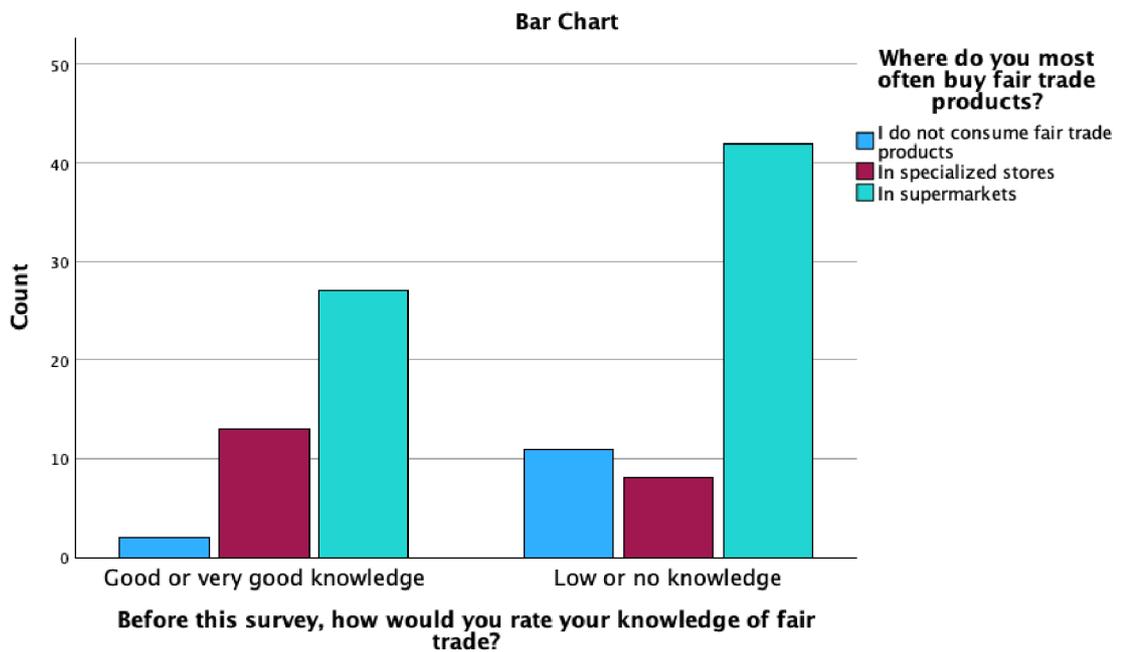
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: monthly family income and place of purchase of Fairtrade products are related. This means that a person's monthly family income influences where she or he buys these Fairtrade products.

On the following graph, we can conclude that almost every student with a monthly family income which is less than 6000 euros buys its Fairtrade products in supermarkets. For students with a family income of over 6,000 euros, the results are more scattered. Although the largest number of responses concerned supermarkets, a significant proportion of these people also buy Fairtrade products in specialist stores.

Figure 16: Bar chart for the ninth hypothesis
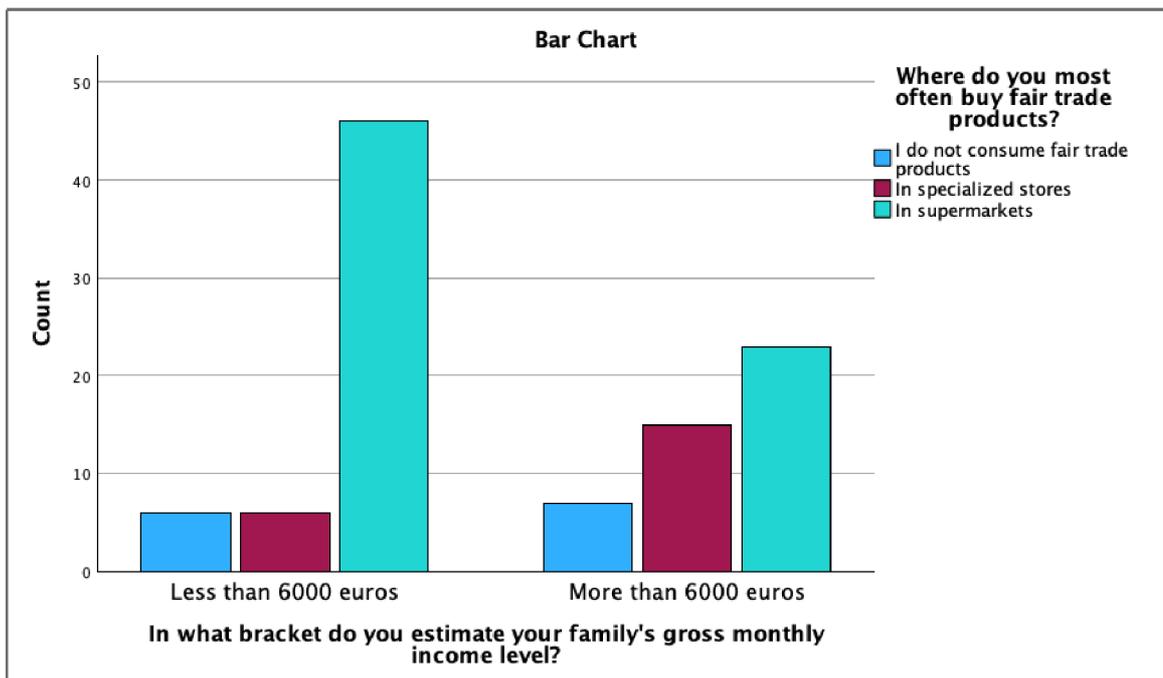
Source: own processing using SPSS

● Hypothesis 10: Gender and place of purchase of Fairtrade products

From the Chi-square test between these two variables, we can conclude that: gender and place of purchase of Fairtrade products are related. This means that the gender of a person influences where he or she buys these Fairtrade products.

In the following graph, we can see that the results from men are more mixed than from women. Women purchase almost all of their Fairtrade products in supermarkets but almost none of them don't consume those products. More men do not consume Fairtrade products. Men are also more likely to buy Fairtrade products in supermarkets. The number of men and women buying from specialist stores is almost the same.

Figure 17: Bar chart for the tenth hypothesis
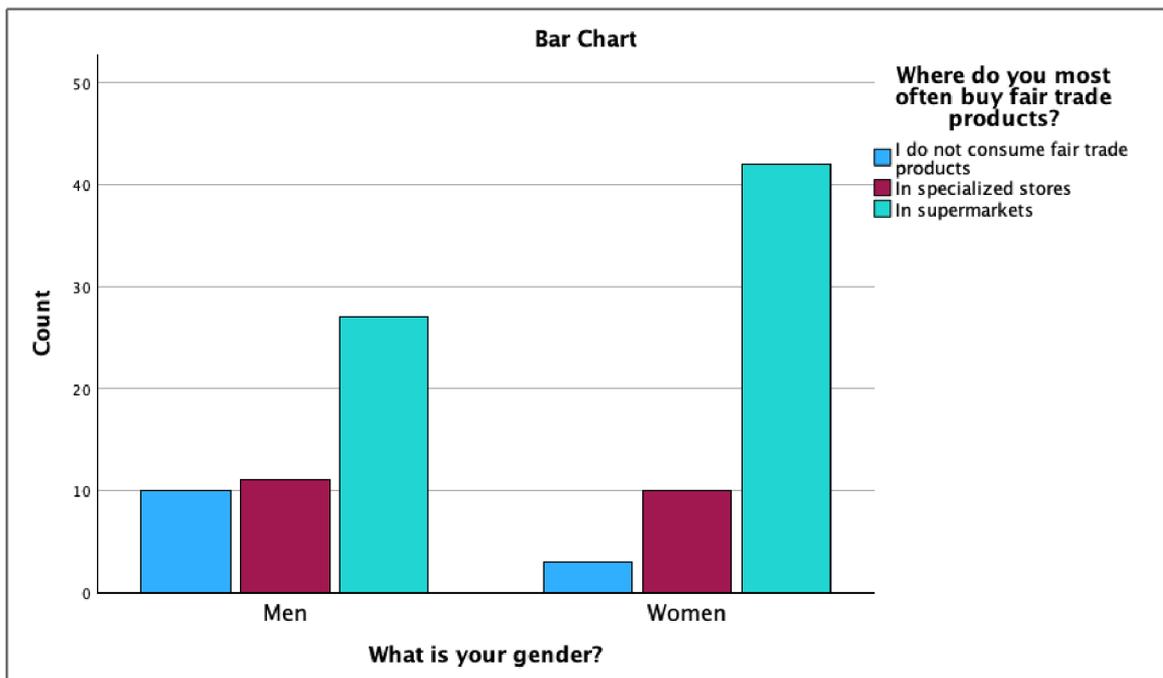
Source: own processing using SPSS

● Hypothesis 11: Gender and Fairtrade awareness of French products

From the Chi-square test between these two variables, we can conclude that: gender and Fairtrade awareness for French products are related. This means that students' gender influences their knowledge of Fairtrade for products from France.

The following graph shows that almost every woman doesn't know Fairtrade for French products. It's more mixed for men. Indeed, the number of men with a sound knowledge of Fairtrade for products of French origin is twice that of women with the same level of knowledge. However, regardless of gender, most students have little or no knowledge of this type of Fairtrade.

Figure 18: Bar chart for the hypothesis 11
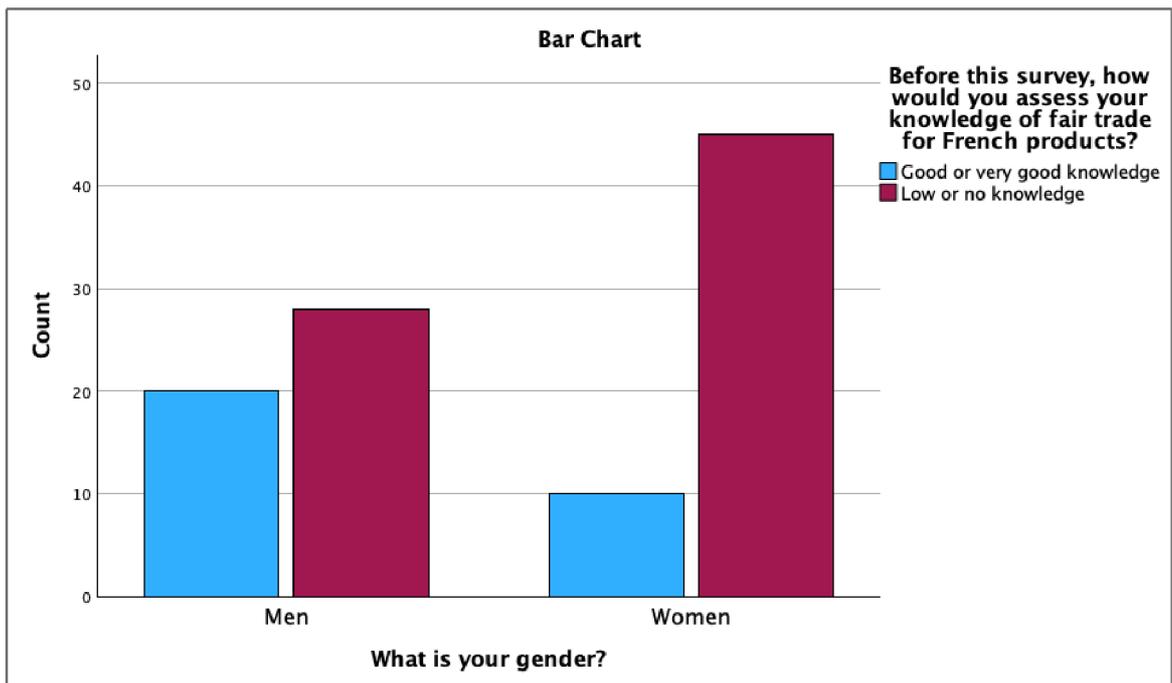
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that monthly family income and Fairtrade awareness of French products are related. This means that family income has a direct impact on awareness of Fairtrade for products from France.

In the following graph, we can see that the most important part of people with a monthly family income under 6,000 euros have no knowledge of Fairtrade in French products. It's clearly different from the others with more mixed results. Indeed, even if students generally have little or no knowledge of Fairtrade Made in France, we find that students with higher family incomes are more likely to know about the specifics of Fairtrade applied to products made in France.

Figure 19: Bar chart for the hypothesis 12
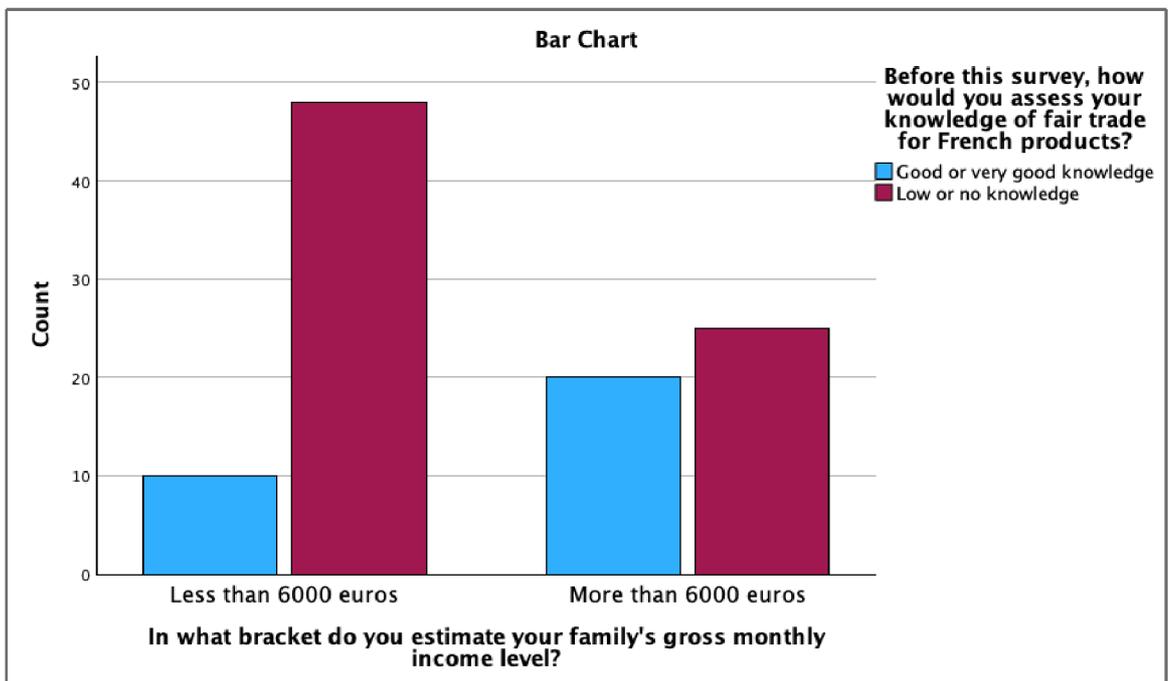
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and Fairtrade awareness of French products are related. This means that students' knowledge of Fairtrade has a direct impact on their awareness of products made in France that embody Fairtrade values.

In the following graph, we can clearly conclude that people with more knowledge about Fairtrade are more aware of Fairtrade for French products. In fact, almost no one with little or no knowledge of Fairtrade has any knowledge of Fairtrade products made in France. On the other hand, people with a good knowledge of Fairtrade tend to have a good knowledge of products made in France carrying Fairtrade values.

Figure 20: bar chart for the hypothesis 13
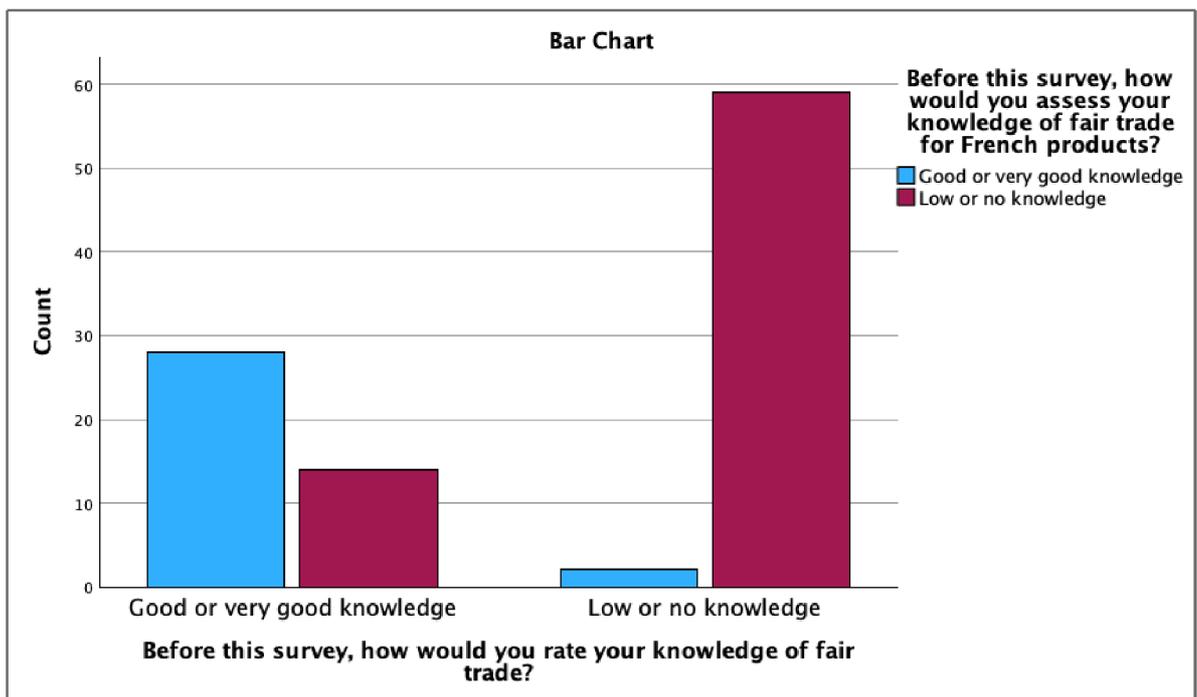
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: monthly family income and information on product impact are related. This means that the students' monthly family income plays a role in their search for information about the impact of the Fairtrade products they consume.

In the following graph, we can see that the most important part of people with a monthly family income under 6000 euros don't find out about the impact of Fairtrade products they consume. It is more mixed with the others. More people with higher household incomes find out about the impact of the Fairtrade products they consume. However, the majority of students have little or no knowledge of these impacts.

Figure 21: Bar chart for the hypothesis 14
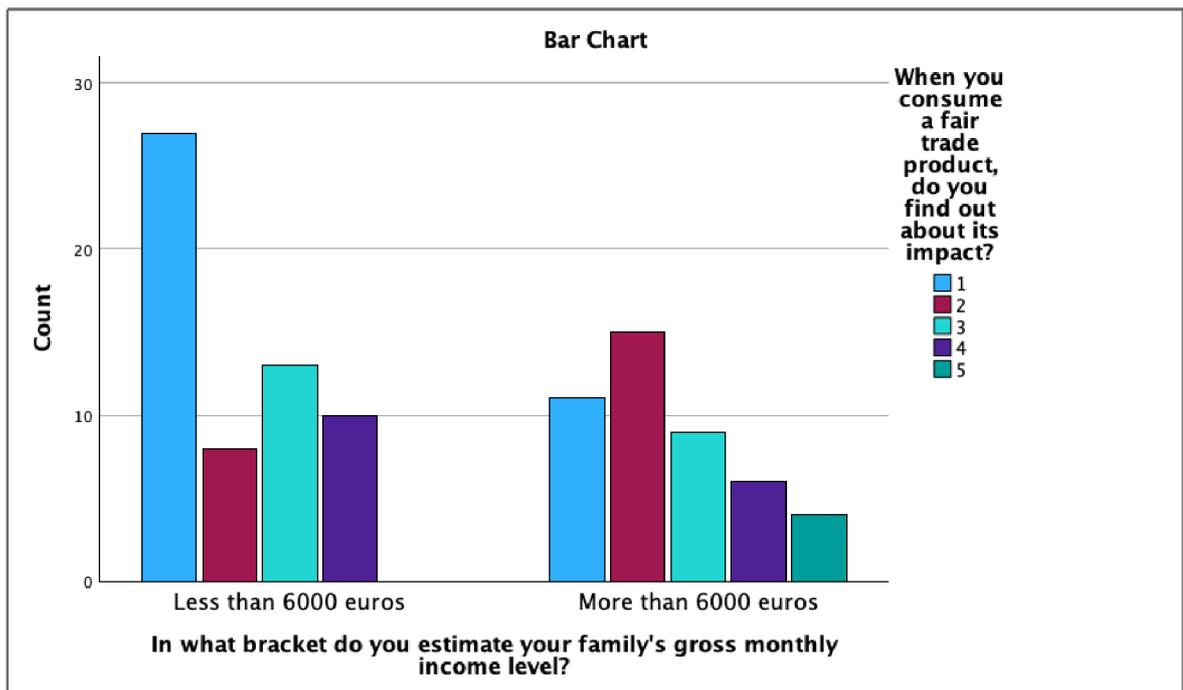
Source: own processing using SPSS

1: Never; 2: Almost never; 3: Sometimes; 4: Often; 5: Always

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and information on product impact are related. This means that the students' knowledge of Fairtrade plays a role in their search for information about the impact of the Fairtrade products they consume.

In the following graph, we can observe that people without good knowledge of Fairtrade find out little about the impact of the Fairtrade products they consume, unlike people with good knowledge. Indeed, people with better knowledge tend to find out more about this impact. But even if many students don't inquire about the impact of products when they don't have a solid knowledge of Fairtrade, a significant proportion do try to find out.

Figure 22: Bar chart for the hypothesis 15
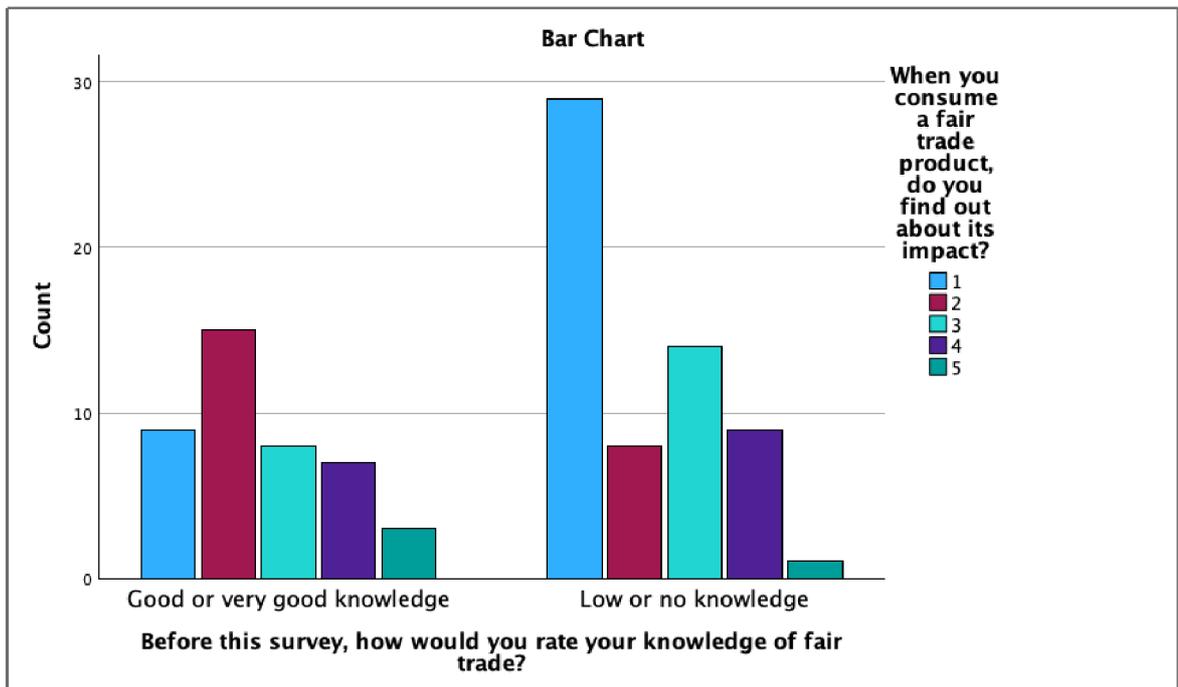
Source: own processing using SPSS

1: Never; 2: Almost never; 3: Sometimes; 4: Often; 5: Always

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and choice of the logo are related. This means that choosing the right or wrong logo depends on Grenoble students' knowledge of Fairtrade.

In the following graph, we can conclude that people with good knowledge of Fairtrade don't choose the fake logo. It's only people without good knowledge who choose the fake one even if most of them have chosen a valid logo.

Figure 23: Bar chart for the hypothesis 18
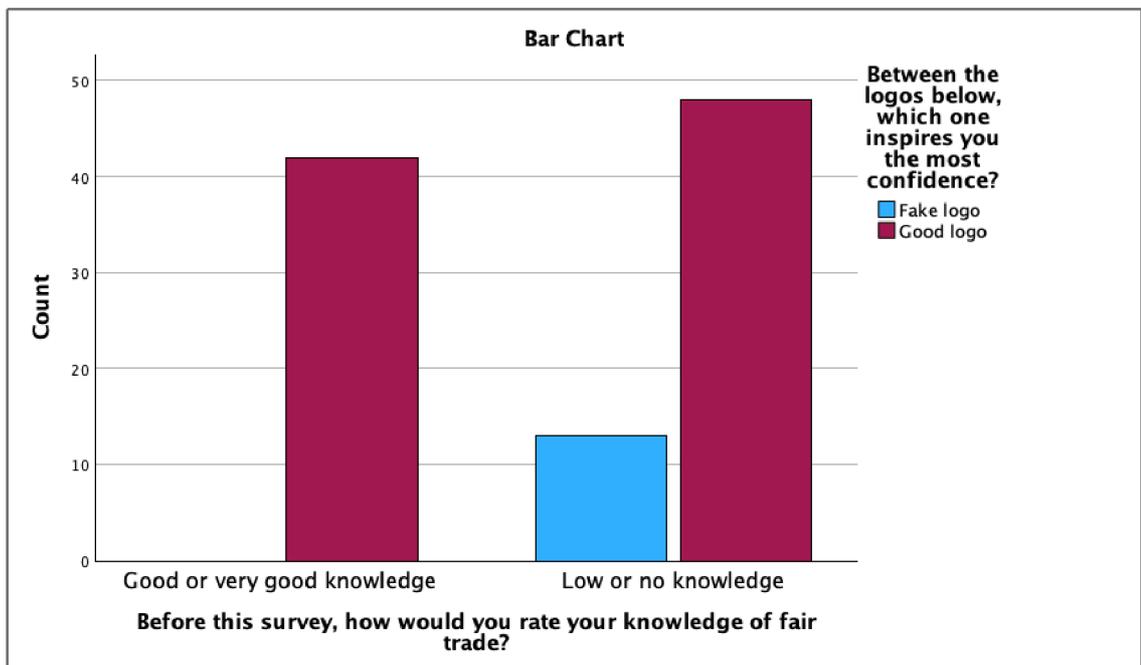
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

- Hypothesis 20: Monthly family income and changing consumption habits

From the Chi-square test between these two variables, we can conclude that: monthly family income and changing consumption habits are related. This means that students' monthly family income has an impact on how the emergence of Fairtrade products has changed their consumption habits.

In the following graph, we can observe that the emergence of Fairtrade products didn't impact consumer habits of people with a monthly family income under 6000 euros as those of people with a higher monthly family income. Indeed, even if the emergence of Fairtrade has had a positive impact on the consumption habits of people with a family income of less than 6,000 euros a month, this positive impact is greater for students with higher incomes.

Figure 24: Bar chart for the hypothesis 20
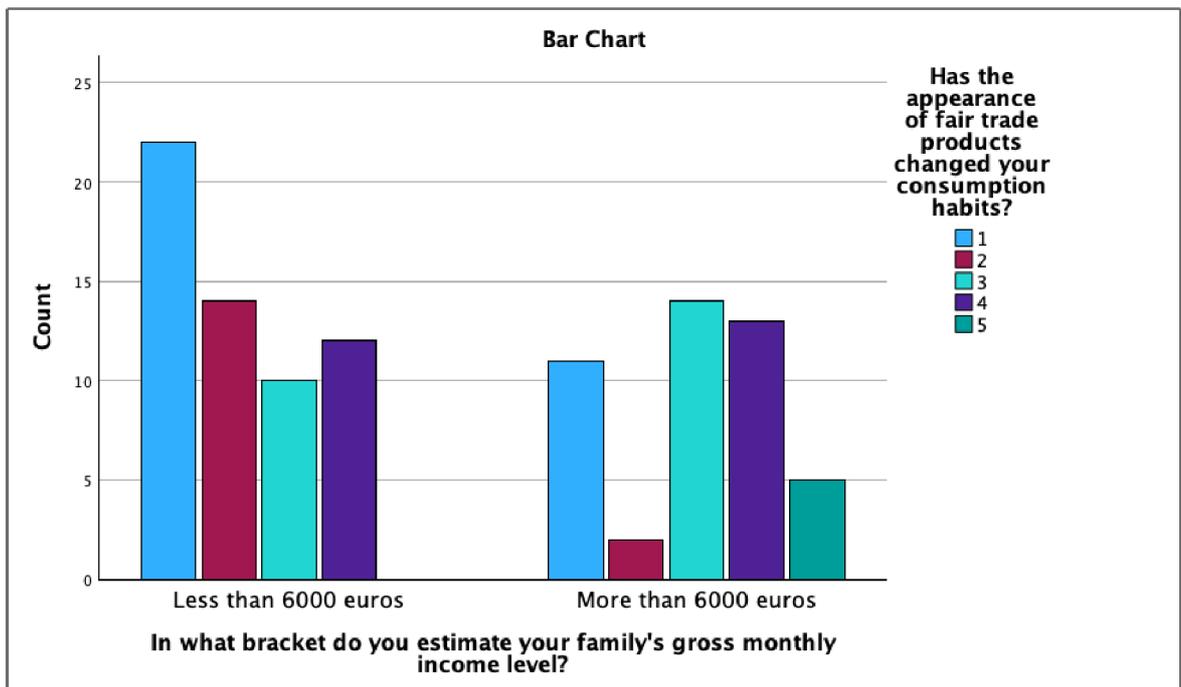
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

● Hypothesis 21: Knowledge of Fairtrade and Changing consumption habits

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and Changing consumption habits are related. This means that students' knowledge of Fairtrade has an impact on how the emergence of Fairtrade products has changed their consumption habits.

In the following graph, we can observe that the emergence of Fairtrade products didn't really impact consumer habits of people without good knowledge of Fairtrade, contrary to people with better knowledge. Indeed, some people with little knowledge of Fairtrade have changed their way of consuming with the emergence of Fairtrade, but this emergence has had a greater impact for people who have been educated about Fairtrade.

Figure 25: Bar chart for the hypothesis 21
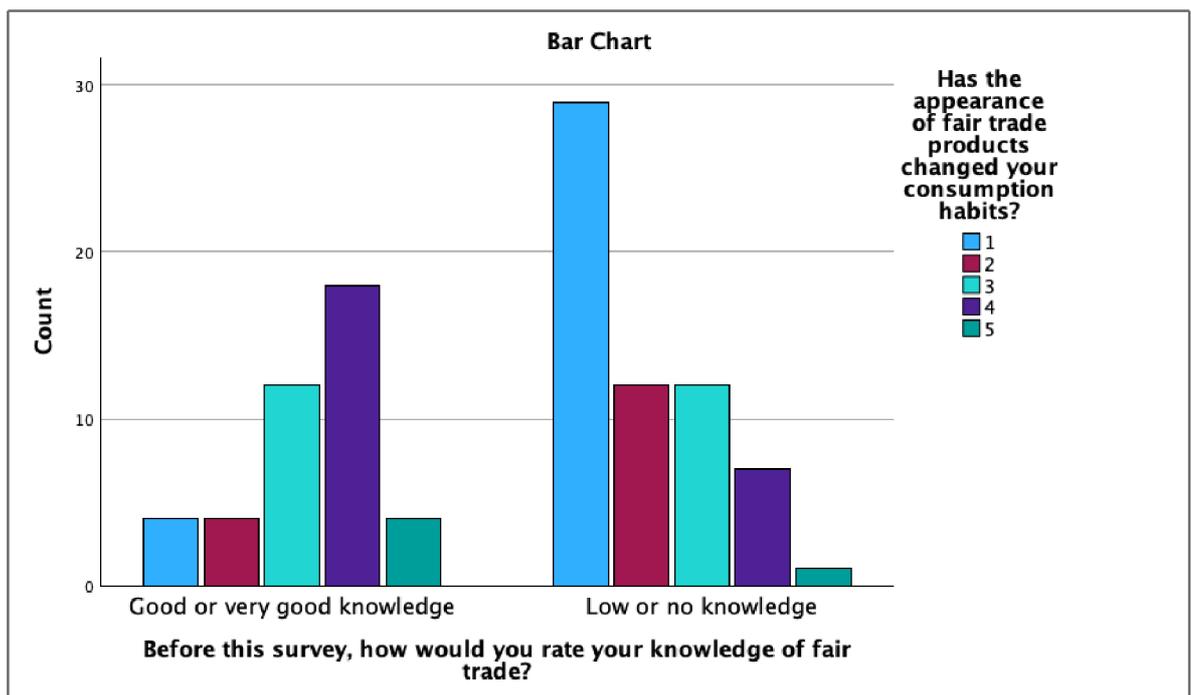
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and impact of Fairtrade on producers are related. This means that students' knowledge of Fairtrade has an impact on their perception of the impact of Fairtrade on participating producers.

In the following graph, we can observe that people with the most knowledge about Fairtrade are more inclined to point out that there is a real positive impact on producers via this type of trade. Those with less knowledge also tend to agree that there is a positive impact on producers, although a significant proportion express doubts. More than a majority of students seem convinced by the positive impact of Fairtrade on the farmers who take part. What's more, no one thinks there's no impact.

Figure 26: Bar chart for the hypothesis 23
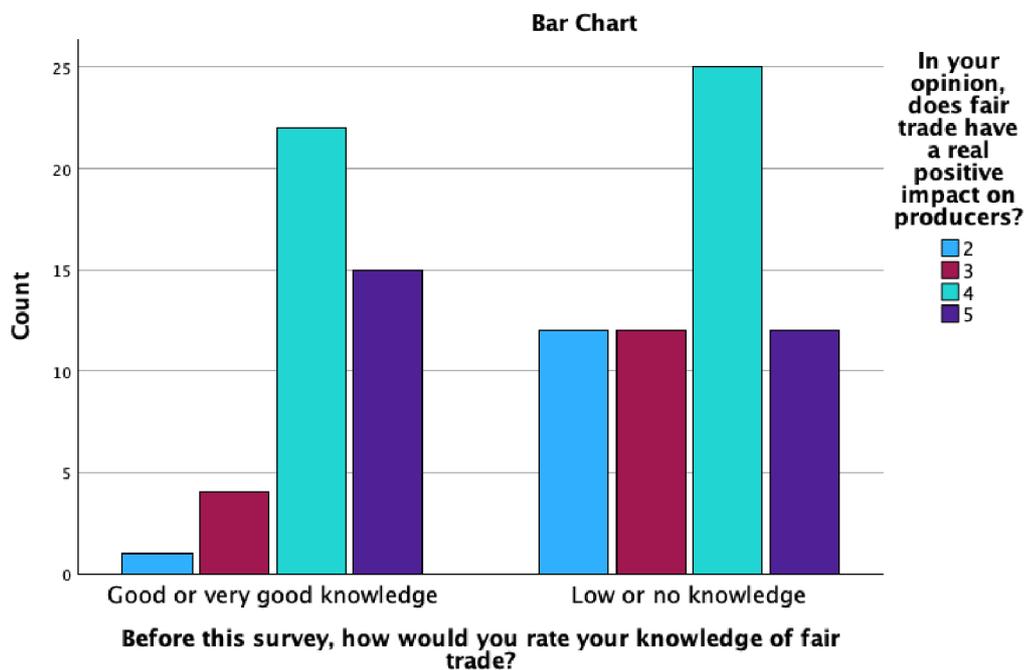
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

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

From the Chi-square test between these two variables, we can conclude that: monthly family income and acceptance of higher prices for Fairtrade products are related. This means that students' monthly family income plays a role in whether or not they are willing to pay more for a product with a Fairtrade label.

In the following graph, we can observe that people with a higher monthly family income are more inclined to pay more for Fairtrade products than others. People with a family income of less than 6,000 euros are more inclined to pay less than 20% more, even if a significant proportion of them are prepared to pay between 20 and 40% more than for an ordinary product. Those with family incomes over 6,000 euros are mostly prepared to pay between 20% and 40% more, with some people prepared to pay up to 60% more than for a normal product.

Figure 27: Bar chart for the hypothesis 24
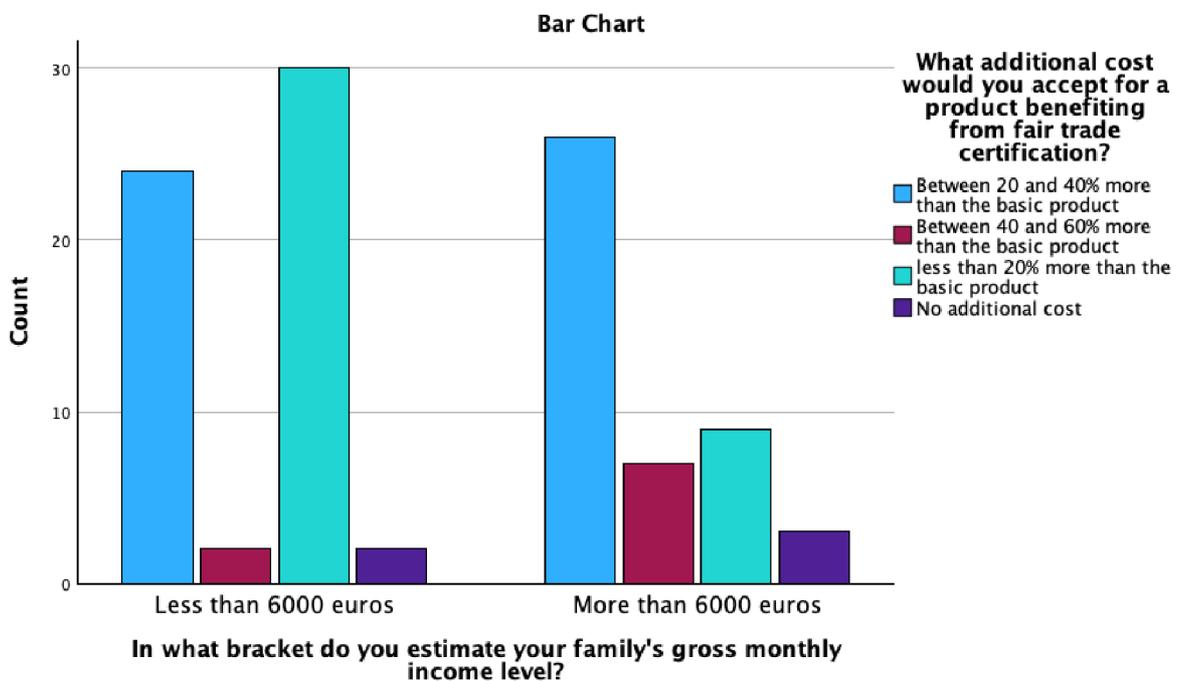
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and acceptance of higher prices for Fairtrade products are related. This means that students' knowledge of Fairtrade plays a role in whether or not they are willing to pay more for a product with a Fairtrade label.

In the following graph, we find that people with a higher level of knowledge about Fairtrade are willing to pay between 20% and 40% more for Fairtrade products. People with less or no knowledge are more inclined to pay less than 20% more, even if a significant proportion of them are prepared to pay between 20 and 40% more than for an ordinary product.

Figure 28: Bar chart for the hypothesis 25
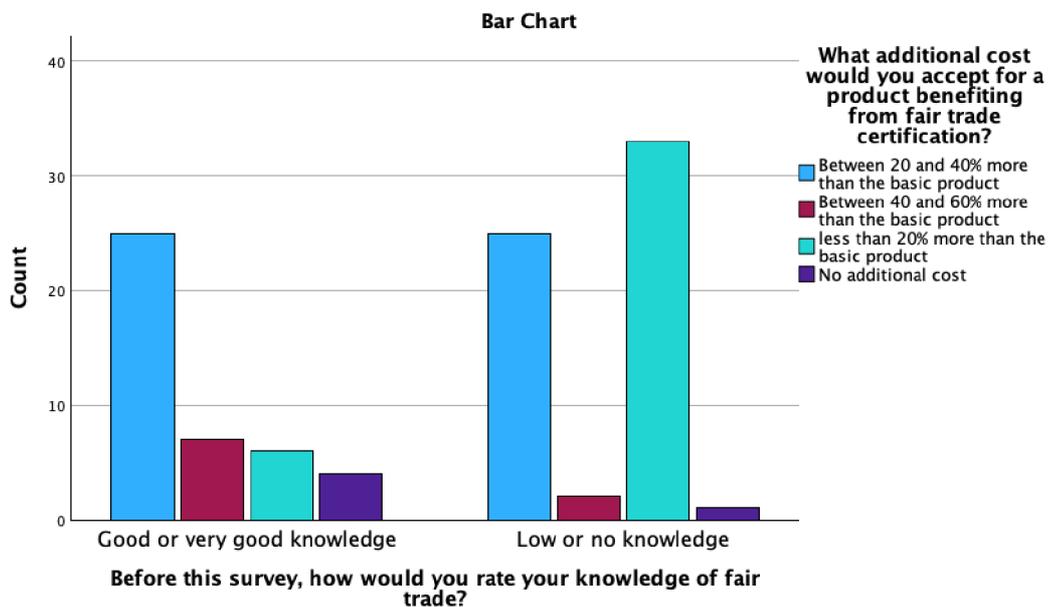
Source: own processing using SPSS

● Hypothesis 26: Monthly family income and perceived impact of Fairtrade on French Agriculture

From the Chi-square test between these two variables, we can conclude that: monthly family income and perceived impact of Fairtrade on French agriculture are related. This means that the students' monthly family income has an impact on their perception of the impact that applying Fairtrade methods to French agriculture would have.

In the following graph, we can observe that people with a higher family income are more convinced that Fairtrade rules can have a positive impact on French agriculture, even if some of them still need convincing. The results from the others are more mixed. People with a monthly family income of less than 6,000 euros are less convinced, even if a significant proportion react positively to the idea.

Figure 29: Bar chart for the hypothesis 26
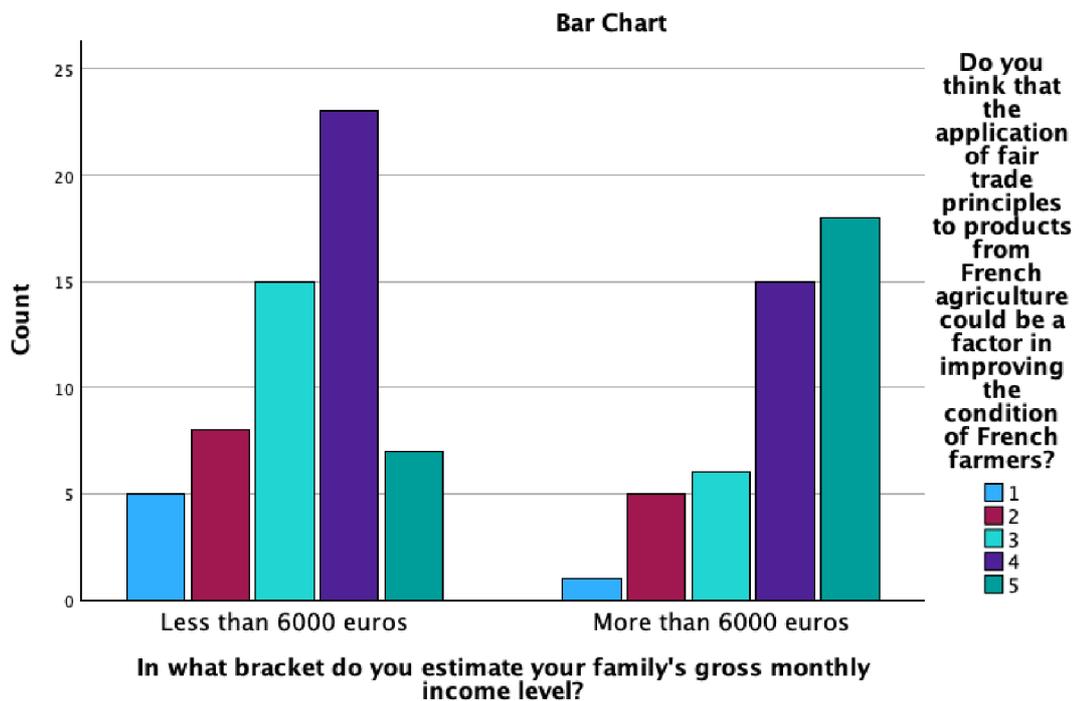
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Maybe; 4: I think so; 5: Absolutely

● Hypothesis 27: Knowledge of Fairtrade and Perceived Impact of Fairtrade on French Agriculture

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and perceived impact of Fairtrade on French agriculture are related. This means that the students' knowledge of Fairtrade has an impact on their perception of the impact that applying Fairtrade methods to French agriculture would have.

On the following graph, we can observe that people with better knowledge of Fairtrade are more convinced that Fairtrade rules can have a positive impact on French agriculture even if some of them still need convincing. The results from the others are also more mixed. Indeed, people with less knowledge are less convinced, even if a significant proportion react positively to the idea.

Figure 30: Bar chart for the hypothesis 27
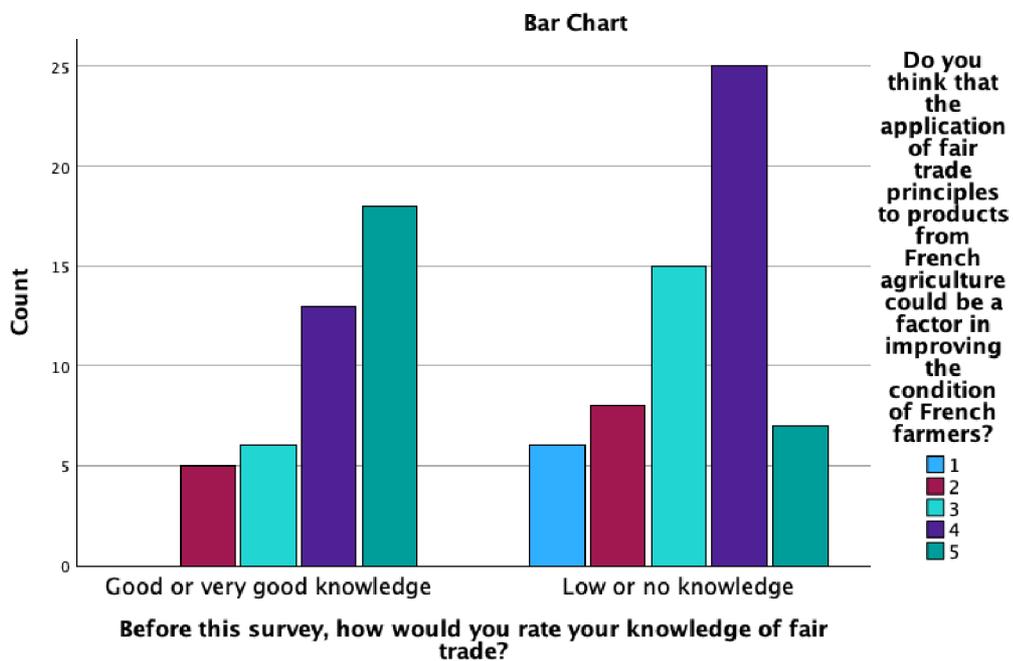
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Maybe; 4: I think so; 5: Absolutely

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and knowledge of Fairtrade brands are related. This means that Fairtrade education has an impact on the ability to quote or not quote the name of a Fairtrade brand.

In the following graph, we can observe that more people with good knowledge can name one brand of Fairtrade products than people with low or no knowledge. But it's interesting to note that a proportion of people with good knowledge are unable to name a Fairtrade brand.

Figure 31: Bar chart for the hypothesis 28
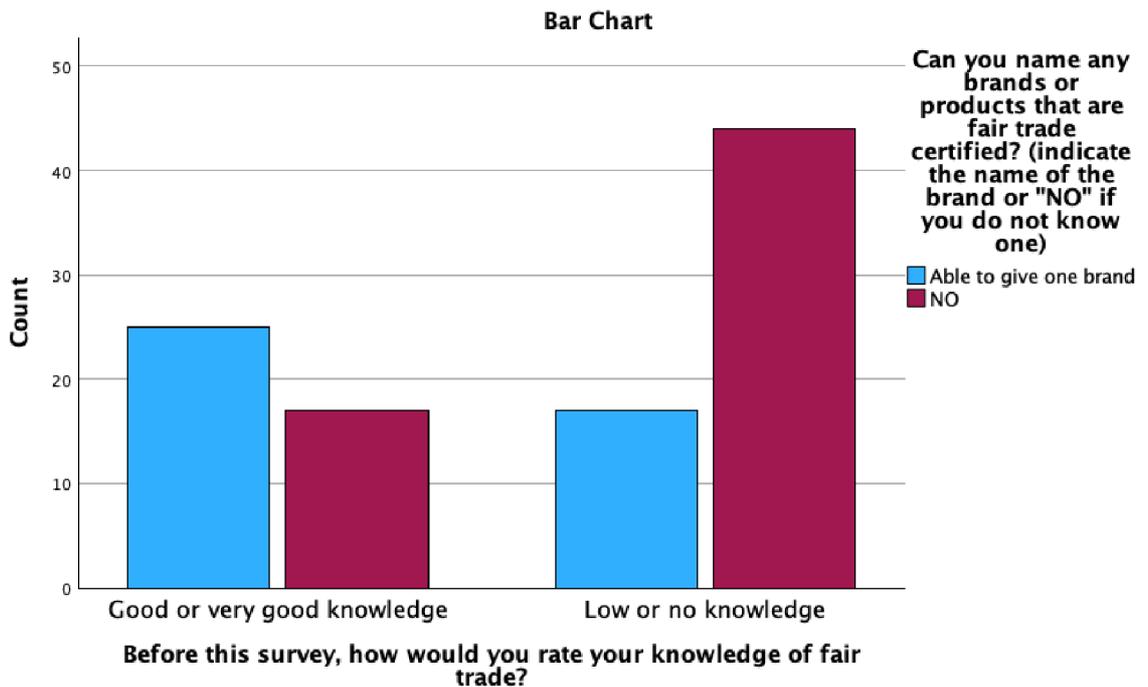
Source: own processing using SPSS

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

From the Chi-square test between these two variables, we can conclude that: gender and Perception of Quality Differences between Fairtrade and Other Products are related. This means that students' gender plays a role in how they perceive the difference in quality between Fairtrade and standard products.

The following graph shows that men are more likely than women to perceive a quality difference in favor of Fairtrade products, as suggested by the larger category 5 bar for men. Women seem less convinced by the quality difference.

Figure 32: Bar chart for the hypothesis 29
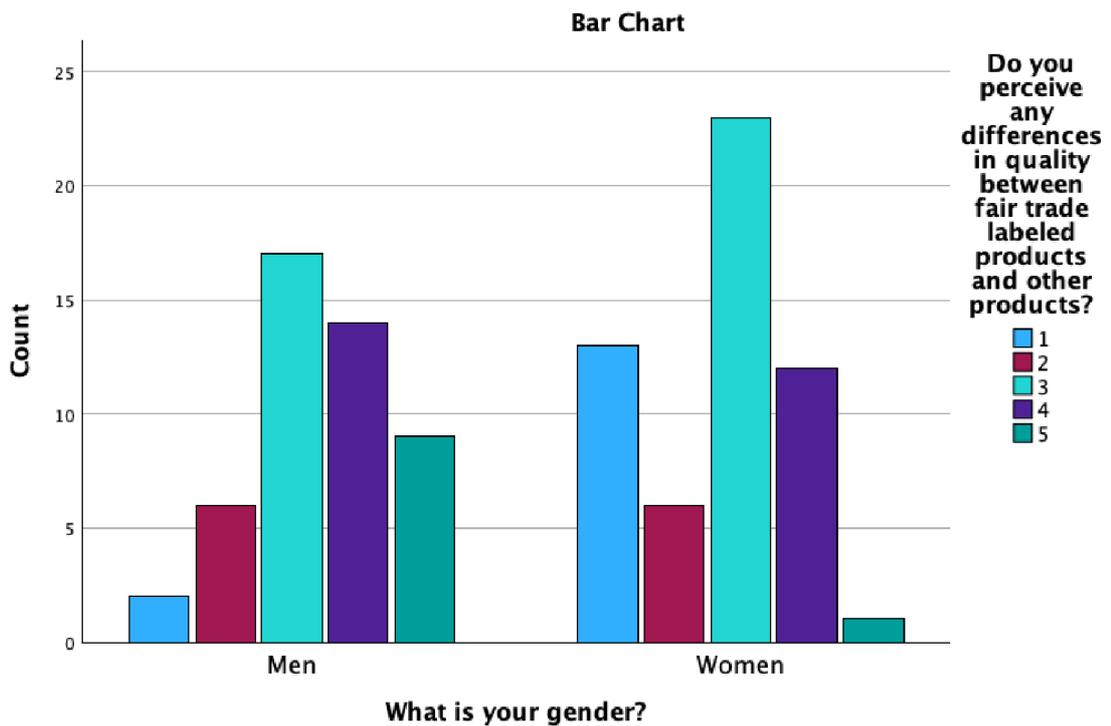
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

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

From the Chi-square test between these two variables, we can conclude that: monthly family income and perception of quality differences between Fairtrade and other products are related. This means that students' monthly family income plays a role in how they perceive the difference in quality between Fairtrade and standard products.

The following graph shows that people with a higher family income are more convinced of the quality of Fairtrade products, especially in column 5. Results for people from more modest families are more evenly divided between 1 and 4.

Figure 33: Bar chart for the hypothesis 30
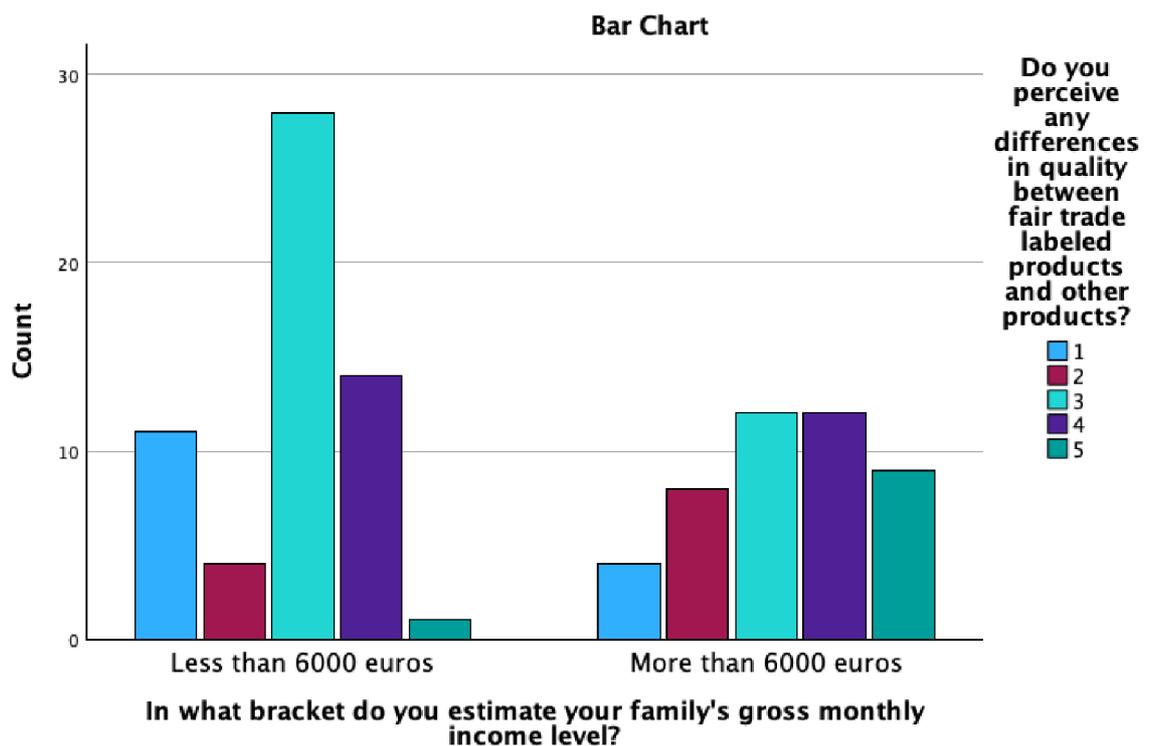
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

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

From the Chi-square test between these two variables, we can conclude that: knowledge of Fairtrade and perception of quality differences between Fairtrade and other products are related. This means that students' knowledge of Fairtrade plays a role in how they perceive the difference in quality between Fairtrade and standard products.

The following graph shows that people with better knowledge are more apt to perceive the difference in quality between Fairtrade products and others even if some people from this category still need to be convinced. People with less knowledge are more mixed. Indeed, none of the people with little or no knowledge noticed the better quality of Fairtrade products, but many did not.

Figure 34: Bar chart for the hypothesis 31
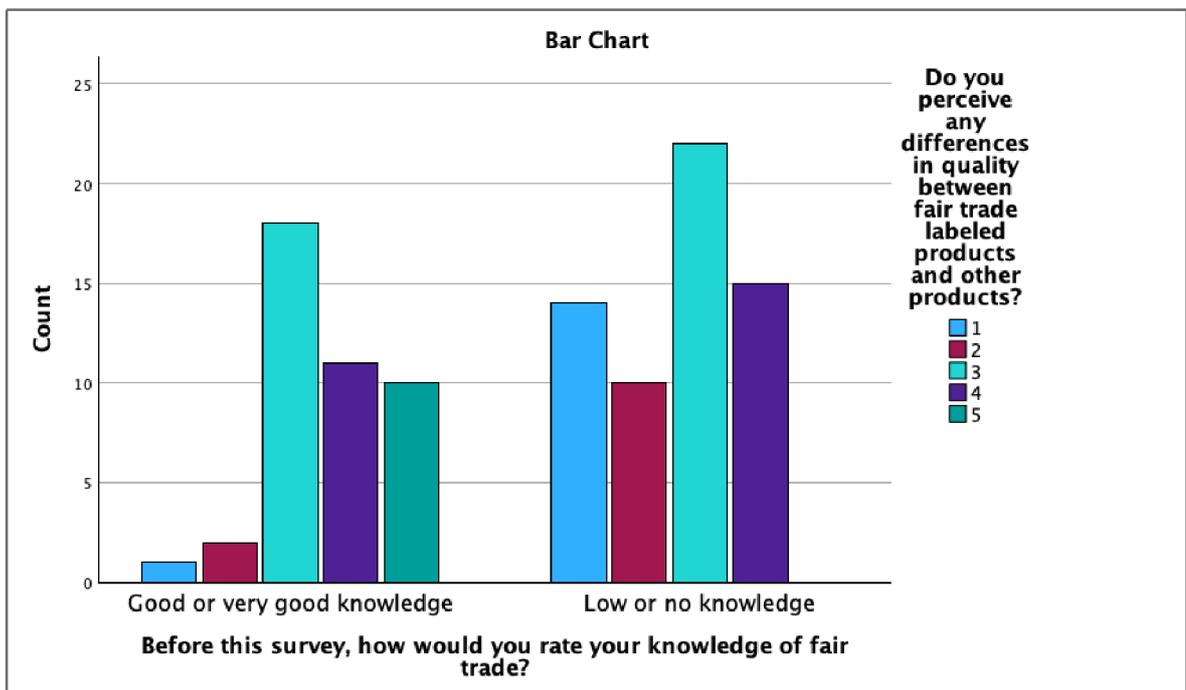
Source: own processing using SPSS

1: Not at all; 2: Not really; 3: Not entirely; 4: Somewhat yes; 5: Absolutely

5. Results and discussion

5.1. Summary and discussion

After testing 31 hypotheses, it turns out that the majority have been confirmed, but there are still other assumptions that have been invalidated. New assumptions can therefore be formulated based on the results. The following table summarizes the results of hypothesis testing.

Table 1: Summary and results of the hypotheses

N°	Hypotheses	Results
1	Gender and frequency of consumption of Fairtrade products	Variables are not related
2	Monthly family income and frequency of consumption of Fairtrade products	Variables are related
3	Knowledge of Fairtrade and frequency of consumption of Fairtrade products	Variables are related
4	Gender and importance of consuming Fairtrade products	Variables are not related
5	Monthly family income and importance of consuming Fairtrade products	Variables are related
6	Knowledge of Fairtrade and importance of consuming Fairtrade products	Variables are related
7	Knowledge of Fairtrade and the most important dimension of Fairtrade	Variables are related

8	Gender and place of purchase of Fairtrade products	Variables are related
9	Monthly family income and place of purchase of Fairtrade products	Variables are related
10	Knowledge of Fairtrade and place of purchase of Fairtrade products	Variables are related
11	Monthly family income and Fairtrade awareness of French products	Variables are related
12	Knowledge of Fairtrade and Fairtrade awareness of French products	Variables are related
13	Gender and Fairtrade awareness of French products	Variables are related
14	Monthly family income and information on product impact	Variables are related
15	Knowledge of Fairtrade and information on product impact	Variables are related
16	Monthly family income and information on product origin	Variables are not related
17	Knowledge of Fairtrade and information on product origin	Variables are not related
18	Knowledge of Fairtrade and choice of the logo	Variables are related
19	Gender and changing consumption habits	Variables are not

		related
20	Monthly family income and changing consumption habits	Variables are related
21	Knowledge of Fairtrade and changing consumption habits	Variables are related
22	Monthly family income and impact of Fairtrade on producers	Variables are not related
23	Knowledge of Fairtrade and impact of Fairtrade on producers	Variables are related
24	Monthly family income and acceptance of higher prices for Fairtrade products	Variables are related
25	Knowledge of Fairtrade and acceptance of higher prices for Fairtrade products	Variables are related
26	Monthly family income and Perceived Impact of Fairtrade on French Agriculture	Variables are related
27	Knowledge of Fairtrade and Perceived Impact of Fairtrade on French Agriculture	Variables are related
28	Knowledge of Fairtrade and knowledge of Fairtrade brands	Variables are related
29	Gender and perception of quality differences between Fairtrade and other products	Variables are related
30	Knowledge of Fairtrade and perception of quality differences between Fairtrade and other products	Variables are related

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

Previous analyses of the results obtained from the questionnaire distributed to Grenoble Ecole de Management students explored the multiple dimensions influencing respondents' behavior towards Fairtrade and the consideration of this type of alternative trade as a social innovation. As we can see, many of the hypotheses put forward have been verified and confirmed by the questionnaire results. We can now establish the links between the three factors studied (gender, social background translated here by monthly family income and level of knowledge of Fairtrade) the way Fairtrade products are consumed, and the vision of Fairtrade as a social innovation with a positive impact on the world.

Firstly, based on the results of the questionnaire, we can demonstrate that the level of knowledge and awareness of Fairtrade has the greatest impact on consumer attitudes and their vision of this type of trade as a social innovation. This knowledge has an impact on virtually all the variables proposed in the questionnaire. Only the information on the origin of the Fairtrade product consumed does not vary according to the level of knowledge. Fairtrade education therefore appears to be the most important lever for action.

Knowledge has a real impact on the frequency of Fairtrade-labeled products (Carrigan et al., 2023). Indeed, our results show that students with good or very good knowledge of Fairtrade consume these products more often, in contrast to students with little or no knowledge of the subject. This underlines the crucial importance of education and information in promoting Fairtrade. Moreover, this same knowledge plays a major role in the perception of the importance of consuming labeled products. In particular, the higher the level of knowledge, the more this type of consumption is valued and considered important.

We also observe that the level of knowledge has an impact on the place of purchase of Fairtrade products, with a tendency to buy these products in specialized stores among those who are aware, proving that the search for authenticity and quality is a parameter dependent on education about Fairtrade and its values. The role of information and

knowledge is therefore once again influential in the conscious and ethical choice of the consumer. What's more, we can emphasize that people with a genuine knowledge of the subject tend to change their consumption habits in favor of this alternative mode.

The level of knowledge is also the only variable that has an impact on the perception of the positive impact of Fairtrade on the participating producer. This means that the more informed students are, the more they understand the benefits of this system and the more they defend it. A parallel can be drawn here with this result used as an argument for the "Fairtrade School" label (Ballet et al., 2019). In particular, this idea can be accentuated by the results obtained showing that sensitized respondents agree that applying Fairtrade operating rules to French agriculture would be beneficial for French farmers. And that's why students educated in Fairtrade values are willing to pay more to consume better.

The second variable that also has an impact on consumer attitudes towards Fairtrade and the vision of this type of trade as a social innovation is the consumer's social background. In fact, just like the level of knowledge, social class, expressed here through monthly family income, favors or discourages the consumption of labeled products and the fact of seeing Fairtrade as a genuine alternative for consuming better and helping producers more.

Although social background has a complementary influence to that of knowledge, this influence is different. The results show that students from higher-income families consume Fairtrade products more frequently, and are also more inclined to perceive and understand the importance of consuming this type of product. This confirms that what applies to the frequency of consumption of organic products (Agence BIO, 2024) also applies to Fairtrade products. What's more, because of their greater financial affluence, these students are more willing to pay more for Fairtrade-labeled products, proving that social background facilitates commitment to Fairtrade.

Certainly, family income plays a role in the ease of access and the possibility of paying more for Fairtrade products, but it's the level of knowledge that acts as the deepest driving force in the adoption of the convictions and values defended by this type of alternative trade. To prove this, we need only read through the results that family income does not influence the perception of the positive impact of Fairtrade on participating producers, unlike the level of knowledge.

Finally, the last variable studied which, according to the results of the statistical analyses, has the least impact on consumer attitudes towards Fairtrade and the vision of this type of trade as a social innovation is the gender of the consumer. According to the data collected, we find that, unlike the level of knowledge and social class, gender does not significantly influence the frequency of consumption of Fairtrade-certified products, nor the perception of the importance of consuming this type of product. Thus, there are no real differences between male and female students in their ability to engage in the consumption of Fairtrade products according to their gender.

However, certain variables seem to be influenced by gender, notably the choice of where to buy Fairtrade products. Indeed, women tend to make their Fairtrade purchases in specialist stores, whereas men are more inclined to shop in supermarkets. However, the hypothesis that women are more aware of Fairtrade than men remains difficult to accept, particularly in the light of the results obtained on awareness of Fairtrade for French products, where men seem to be more aware than women of this type of product.

So even if there may be differences between men and women on certain results, this remains marginal and does not really reflect a significant difference in commitment or overall perception of Fairtrade according to gender. The hypothesis put forward by François et al (2006) is therefore not confirmed for Grenoble Ecole de Management students.

To conclude this analysis, we can see that the level of knowledge is the most influential factor in the attitude of Grenoble Ecole de Management students towards the consumption of Fairtrade products and the vision of Fairtrade as a social innovation. This factor affects both the frequency of consumption of Fairtrade-certified products and the willingness to defend the values of these products. The results show that the more informed students are, the more they value and recognize the positive impact of Fairtrade. Social background also plays an important role in commitment to Fairtrade. Indeed, for students from affluent families, it's easier to get involved in Fairtrade consumption than for students from less affluent families. On the other hand, gender doesn't really seem to have a significant impact on awareness of Fairtrade consumption.

5.2. Recommendations:

We can therefore say that the most influential factor in the choice to consume Fairtrade products and the vision of this trade as a social innovation is the level of knowledge about Fairtrade. However, based on the results of the questionnaire, it is clear that the majority of Grenoble Business School students have little or no knowledge of the subject. The recommendations must therefore provide new ideas to address the lack of knowledge about Fairtrade.

It might be a good idea to integrate the major concepts of Fairtrade into the school curriculum, particularly in compulsory subjects such as "Education for Citizenship", so that everyone can make up their own minds and understand the vital issues facing our world, to which Fairtrade provides a response.

To improve product knowledge, it would be interesting to train some supermarket employees on Fairtrade products. Indeed, as the majority of students turn to supermarkets to buy these labeled products, the fact that employees are able to justify the prices and impacts of products could further develop consumers' knowledge and awareness of Fairtrade issues.

Finally, as many respondents to the questionnaire pointed out, marketing around Fairtrade is too weak. In fact, it's hard to find shelves where Fairtrade-labeled products are prominently displayed. An awareness-raising marketing operation by brands or labels would therefore be an interesting initiative to raise consumer awareness of this type of product.

6. Conclusion

In conclusion, this thesis has explored the depths of Fairtrade as a social innovation, and consumers' attitudes towards it. It's clear that since its inception, Fairtrade has gone from strength to strength across France, Europe and the world. Indeed, since the 1970s and the appearance of the first associations and specialized stores, Fairtrade has gradually established itself as a new, more ethical and responsible way of consuming (Munoz, 2008).

This trend can also be observed in France. French consumers are increasingly aware of the environmental, social and ethical issues at the heart of our times. That's why they're looking to consume better and better, in line with their values. As a result, French consumers are buying more Fairtrade products, as shown by studies carried out by Commerce Équitable France (2020).

However, Fairtrade faces several obstacles and criticisms that are slowing its rise. Indeed, the main problem is the lack of visibility of its values, its impacts and its functioning, which is negatively slowing down its development and recognition. This lack of visibility was confirmed by the questionnaire and the various responses obtained by Grenoble Ecole de Management students.

The major challenge facing Fairtrade is to raise consumer awareness of its values, impacts and operation. Indeed, as we have seen from the statistical studies in the practical part of this thesis, consumers' knowledge of Fairtrade is the most influential factor in their choice to buy labeled products rather than basic ones. Fairtrade must therefore act to remedy this lack of knowledge, to improve its impact on the dimensions on which it acts, and in particular on the living conditions of producers.

In conclusion, Fairtrade is a system that has the means to definitively improve producers' living standards and turn consumers into "consum'actors" ((Fontanel et al., 2009, p. 179). But for this to happen, it absolutely must improve consumer awareness of its values and impacts. In this way, Fairtrade could move from the stage of utopia to that of an achievable utopia.

7. References

- Munoz, J., 2008. *Commerce équitable : vingt réponses pour agir*. Paris: Editions Michalon

- Salliou, N., 2018. Le commerce équitable : d'un projet alternatif à l'accompagnement de la mondialisation. *POUR* (255), p.135-142.

- Bucolo, E., 2003. Le commerce équitable. *Hermès, La Revue* (2), p.109-118.

- Équiterre, 2009. Fiche : Définition et historique du commerce équitable. [online] Available at:
  https://www.equiterre.org/en/resources/fiche-definition-et-historique-du-commerce-equitable

- Roozen, N., van der Hoff, F., 2022. *L'Aventure du commerce équitable : une alternative à la mondialisation par les fondateurs de Max Havelaar, op. cit.*, p. 239. Paris: Editions J.-C. Lattès

- Dufumier, M., 2014. Le commerce équitable. *L'Encyclopédie du Développement Durable* (209).

- European Parliament, 2014. Fair trade and consumers in the European Union.

- Fair Trade Advocacy Office, 2018. *The Fair Trade Charter*. [online] Available at:
  https://www.fair-trade.website/the-charter-1

- Commerce Équitable France, n.d. Les labels de commerce équitable. [online] Available at: https://www.commercequitable.org/le-commerce-equitable/les-labels/

- Fair World Project et al., 2020. *International Guide to Fairtrade Labels Edition 2020*.

- FLO-CERT, 2022. Les trois étapes de la certification Fairtrade_short [video] YouTube. Available at: https://www.youtube.com/watch?v=7TYyY76Nv40

- Fairtrade International, 2021. 2020-2021 Annual Report. [online] Available at:
  https://www.fairtrade.net/library/2020-2021-annual-report

- Carimentrand, A., 2019. Introduction : les nouveaux habits du commerce équitable, entre fragmentation et affirmation. *Revue Internationale des Études du Développement* (240), p. 7-27.

- Siegmann, K.A., et al., 2019. Testing Fairtrade's Labour Rights Commitments in South Asian Tea Plantations. *Revue Internationale des Études du Développement* (240), p. 63-94.

- Ruf, F., et al., 2019. Des certifications inutiles ? Les relations asymétriques entre coopératives, labels et cacaoculteurs en Côte d'Ivoire. *Revue Internationale des Études du Développement* (240), p. 31-62.

- Beaufort, B., 2019. Le *Warana* des Indiens Sateré Mawé : plante amazonienne en voie de globalisation et extension des frontières du commerce équitable. *Revue Internationale des Études du Développement* (240), p. 95-122.

- Ballet, J., 2019. Éduquer au commerce équitable. *Revue Internationale des Études du Développement* (240), p. 179-188.

- Artisans du Monde, 2020. Notre histoire. [online] Available at: https://artisansdumonde.org/qui-sommes-nous/notre-histoire

- Coutrot, T., 2007. À propos du commerce équitable. *MOUVEMENTS* (49), p. 186-193.

- Commerce Équitable France, 2021. *Guide des labels et systèmes de garanties de commerce équitable origine France*. [online] Available at: https://www.commercequitable.org/actualites/guide-des-labels-et-systemes-de-garanties-de-commerce-equitable-origine-france/

- Kantar sustainable sector Index, 2022. Sustainable index 2023. London: Kantar.

- L'Info Durable, 2024. Vivre Autrement 2024: le salon éthique et bio est de retour pour sa 35ème édition. [online] Available at: https://www.linfodurable.fr/environnement/vivre-autrement-2024-le-salon-ethique-et-bio-est-de-retour-pour-sa-35eme-edition

- TLC Worldwide, 2024. Le consommateur responsable : l'avenir. [online] Available at: https://www.tlcworldwide.com/france/le-consommateur-responsable-avenir/

- Agence BIO, 2024. *Baromètre des produits biologiques en France - 2023*. Paris: Agence BIO.

- Castagnino, L., et al., 2024. *Guide de la communication responsable.* Paris: CITEO.

- Carrigan, M. et al., 2023. *Research Handbook on Ethical Consumption: Contemporary Research in responsible and sustainable consumer behaviour.* Cheltenham: Editions Edward Elgar

- Abbundo, A., 2018. « Pour aller plus loin, le commerce équitable doit se repenser » Frédéric Amiel Chercheur à l'Institut du développement durable et des relations internationales (IDDRI). *La Croix* (41098), p. 6.

- Bouëdron, E., et al., 2019. Effets et limites du commerce équitable Fairtrade sur les producteurs de café arabica d'une région de piémont andin, au Pérou. *Revue Internationale des Études du Développement* (240), p. 147-175.

- Fontanel, et al., 2009. *Le commerce équitable*. Grenoble: HAL Université Grenoble Alpes.

- Grenoble Ecole de Management, 2023. Chiffres clés. [online] Available at: https://www.grenoble-em.com/chiffres-cles

- Observatoire des inégalités, 2023. Pauvres, moyens ou riches? Les revenus par type de ménage. [online] Available at: https://inegalites.fr/Pauvres-moyens-ou-riches-Les-revenus-par-type-de-menage

- Institut National de la Consommation (INC), 2015. Consommer équitable. [online] Available at: https://www.inc-conso.fr/content/consommer-equitable

- François, A., et al., 2006. Mieux connaître le consommateur socialement responsable. *Décisions Marketing* (41), p.67-79.

8. List of pictures, tables, graphs and abbreviations

8.1. List of pictures

- Picture 1: the most significant Fairtrade logos
- Picture 2: Comparison of daily remuneration of family workers, salaried employees and daily labor productivity.

8.2. List of tables

- Table 1: Summary and results of the hypotheses
- Table 2: Gender and frequency of consumption of Fairtrade products
- Table 3: Monthly family income and frequency of consumption of Fairtrade products
- Table 4: Knowledge of Fairtrade and frequency of consumption of Fairtrade products
- Table 5: Gender and importance of consuming Fairtrade products
- Table 6: Monthly family income and importance of consuming Fairtrade products
- Table 7: Knowledge of Fairtrade and importance of consuming Fairtrade products
- Table 8: Knowledge of Fairtrade and the most important dimension of Fairtrade
- Table 9: Gender and place of purchase of Fairtrade products
- Table 10: Monthly family income and place of purchase of Fairtrade products
- Table 11: Knowledge of Fairtrade and place of purchase of Fairtrade products
- Table 12: Gender and Fairtrade awareness of French products
- Table 13: Monthly family income and Fairtrade awareness of French products
- Table 14: Knowledge of Fairtrade and Fairtrade awareness of French products
- Table 15: Monthly family income and information on product impact
- Table 16: Knowledge of Fairtrade and information on product impact
- Table 17: Monthly family income and information on product origin
- Table 18: Knowledge of Fairtrade and information on product origin
- Table 19: Knowledge of Fairtrade and choice of the logo
- Table 20: Gender and changing consumption habits

All tables from 2 to 32 are available in appendix 2 for the calculation section.

8.3. <u>List of figures</u>

- Figure 25: Bar chart for the hypothesis 21 "Knowledge of Fairtrade and Changing consumption habits are related"
- Figure 26: Bar chart for the hypothesis 23 "Knowledge of Fairtrade and impact of Fairtrade on producers are related"
- Figure 27: Bar chart for the hypothesis 24 "Monthly family income and acceptance of higher prices for Fairtrade products are related"
- Figure 28: Bar chart for the hypothesis 25 "Knowledge of Fairtrade and acceptance of higher prices for Fairtrade products are related"
- Figure 29: Bar chart for the hypothesis 26 "Monthly family income and perceived impact of Fairtrade on French agriculture are related"
- Figure 30: Bar chart for the hypothesis 27 "Knowledge of Fairtrade and perceived impact of Fair Trade on French agriculture are related"
- Figure 31: Bar chart for the hypothesis 28 "Knowledge of Fairtrade and knowledge of Fairtrade brands are related"

8.4. List of abbreviations

- SERRV: Sales Exchange for Refugee Rehabilitation Vocation
- UNCTAD: United Nations Conference on Trade and Development
- NGO: Non-Governmental Organization
- FLO: Fairtrade Labelling Organizations
- EFTA: European Free Trade Association
- IFAT: International Fairtrade Association
- ILO: International Labour Organisation
- GMOs: Genetically Modified Organisms
- SPP: Small Producers' Symbol
- WFTO: World Fair Trade Organization
- ESS: Économie Sociale et Solidaire (Social and Solidarity Economy)
- FLO-CERT: Certification body for Fairtrade
- IDDRI: Institut du Développement Durable et des Relations Internationales (Institute for Sustainable Development and International Relations)
- OECD: Organisation for Economic Co-operation and Development

- CICDA: Centre international de coopération pour le développement agricole (International Center for Agricultural Development)
- AVSF: Agronomes et vétérinaires sans frontières
- UCOJUCO: Unions des comités jumelage de cooépration en faveur des pays du Sud
- News!: Network of European Worldshops

Appendix

Survey :

1) What is your gender?
   - Male
   - Female

2) How old are you?
   - Choose between 18 and 25 years

3) What would you estimate your family's gross monthly income to be?
   - Less than 3,000 euros
   - Between 3000 and 6000 euros
   - Between 6000 and 12000 euros
   - More than 12,000 euros

4) Before this survey, how would you rate your knowledge of Fairtrade?
   - Very knowledgeable
   - Good knowledge
   - Little knowledge
   - No knowledge

5) Before this survey, how would you rate your knowledge of Fairtrade for French products?
   - Very familiar
   - Good knowledge
   - Little knowledge
   - No knowledge at all

6) In your opinion, what is the most important dimension of Fairtrade?

- Economic (fair price, financial stability)
- Social (working conditions, community development)
- Environmental (sustainable agricultural practices, sustainable management of natural resources)
- Ethical (transparency, responsibility, fairness, respect)
- Cultural (autonomy, preservation of traditions)

7) In your opinion, does Fairtrade have a real positive impact on producers?
- Scale of 1 to 5 from Not at all to Absolutely

8) Do you think it is important to consume Fairtrade products?
- Scale of 1 to 5 from Not at all to Absolutely

9) How often do you consume Fairtrade products?
- every day
- Once every two days
- 1 to 2 times a week
- Less than once a week
- Never

10) What types of Fairtrade products do you consume the most? (You can select up to 3 answers)
- Coffee
- Tea
- Chocolate and Cocoa
- Sugar
- Rice and Quinoa
- Fruit & Vegetables
- Beverages
- Clothing and accessories
- Cosmetics

11) Where do you most often buy Fairtrade products?

- In supermarkets
- In specialty stores
- I don't eat Fairtrade products

12) When you buy a Fairtrade product, do you find out where it comes from?
- Scale of 1 to 5 from never to always

13) When you buy a Fairtrade product, do you ask about its impact?
- Scale of 1 to 5, from never to always

14) Which of the logos below do you trust most?
- choose between the different logos

15) Has the appearance of Fairtrade products changed your consumption habits?
- Scale of 1 to 5 from Not at all to Absolutely

16) How do these different factors influence your choice of whether or not to buy Fairtrade products? [Price]
- Scale of 1 to 5 from No influence to Very strong influence

How do these different factors influence your choice of whether or not to buy Fairtrade products? [Availability]
- Scale of 1 to 5 from No influence to Very strong influence

How do these different factors influence your choice of whether or not to buy Fairtrade products? [Information]
- Scale of 1 to 5 from No influence to Very strong influence

How do these different factors influence your choice of whether or not to buy Fairtrade products? [Label]
- Scale of 1 to 5 from No influence to Very strong influence

How do these different factors influence your choice of whether or not to buy Fairtrade products? [Quality]
- Scale of 1 to 5 from No influence to Very strong influence

17) What additional cost would you accept for a product with Fairtrade certification?

  - less than 20% more than the basic product

  - Between 20% and 40% more than the base product

  - Between 40% and 60% more than the base product

  - More than 60% above base product

  - No extra cost

18) Do you think that applying Fairtrade principles to French agricultural products could help improve the situation of French farmers?

  - Scale of 1 to 5 from Not at all to Absolutely

19) How would you determine your preference between: a product with a Fairtrade label coming from abroad and a product with a Fairtrade label but made in France?

  - Favoring international products to support the development of producer countries.

  - Tilt towards Made in France to encourage the local economy and protect the environment.

  - Vary the choice according to the product, opting for international or local as the case may be.

  - Prioritize quality, regardless of origin.

  - Alternate to balance support between local and international producers.

  - Prefer Made in France to ensure traceability and ethics.

20) Do you expect a Fairtrade product to be organic?

  - Scale of 1 to 5 from Not at all to Absolutely

21) Do you think it's more important to buy a product with an organic label or one with a Fairtrade label?

  - A product with an organic label

  - A Fairtrade product

  - I don't know

22) Can you name any brands or products that are Fairtrade certified (indicate brand name or "NO" if you don't know any)?
- to be written

23) In your opinion, what are the main advantages of Fairtrade for consumers (please feel free to select more than one)?
- Superior quality
- ethics
- Community support
- Eco-responsibility
- Variety
- Social awareness
- Health

24) Do you perceive differences in quality between Fairtrade and other products?
- Scale of 1 to 5 from Not at all to Absolutely

25) What do you consider to be the main obstacles to buying Fairtrade products (please select more than one)?
- High prices
- Limited availability
- Insufficient awareness
- Perceived quality
- Buying habits
- Skepticism
- Limited marketing

26) In your opinion, what measures could further encourage the purchase of Fairtrade-labeled products? (select 3 answers maximum)?
- Provide information on the benefits and labels of Fairtrade.
- Widen access to Fairtrade products everywhere.

- Offer discounts to better compete on price.

- Work with retailers to promote products.

- Guarantee the high quality of Fairtrade products.

- Share producer stories to demonstrate impact.

- Boost visibility with targeted marketing campaigns.

- Ensure label reliability through transparency.

- Motivate companies to opt for Fairtrade sourcing.

- Influence policies to support Fairtrade.