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Towards a Framework for Understanding Fairtrade Purchase Intention in the Mainstream Environment of Supermarkets
--Manuscript Draft--

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Abstract:	Despite growing interest in ethical consumer behaviour research, ambiguity remains regarding what motivates consumers to buy ethical products. While researchers largely attribute the growth of ethical consumerism to an increase in ethical consumer concerns and motivations, widened distribution (mainstreaming) of ethical products such as fairtrade, questions these assumptions. As such, a model that integrates both individual and societal values into the theory of planned behaviour is presented and empirically tested to challenge the assumption that ethical consumption is driven by ethical considerations alone. Using data sourced from fairtrade shoppers across the UK, structural equation modelling suggests that fairtrade purchase intention is driven by both societal as well as self-interest values. This dual value pathway helps address conceptual limitations inherent in the underlying assumptions of existing ethical purchasing behaviour models and aids understanding of what motivates consumers to buy ethical products.
Additional Information:	
Question	Response
Is the manuscript currently submitted anywhere else?	No

REVIEWER COMMENTS	AUTHORS' RESPONSE
Reviewer #1: You sometimes use Fairtrade (the official certification), sometimes fair trade and in other cases fairtrade. Please be consistent with spelling, are you referring to Fairtrade as the certified mark in all cases, or should most of these read as fair trade, i.e. the general trade type.	We have reflected a consistent use of 'fairtrade' throughout the manuscripts.
The biggest comment I have relates to the dropping of several constructs from the model during the analysis, and how much this is discussed. This is not very typical, and I would like to see some methodological references to support your decision, as well as more about this in the discussion (why do these established constructs not work in your data etc.)	The explanation on dropping subjective norm has been expanded with further methodological references and a theoretical justification for the lack of differentiation between attitude and subjective norm.
One other bigger thing regarding your constructs that I am somewhat confused with is the "Intention". I struggle to see how this is a reflective construct with these items. Why would purchase intentions for bananas, coffee, tea etc. be expected to be related to each other and load onto 1 construct (from a theoretical perspective). Some people may not drink coffee or tea, but could still plan to purchase chocolate etc. I think you need to justify why these are a construct, rather than being treated as separate dependent end variables (i.e. testing the same model for all products).	Thank you for this comment. Previous studies suggest that purchasing different fairtrade products can be combined conceptually as the fairtrade label and premium price are common elements typical of all fairtrade products. Our approach was to adopt a multi-item measurement and this approach is also compatible with structural equation modelling (Hair et al., 2010). The literature showed that single item measure has been used for intention to purchase fairtrade products. For example, Shaw et al., (2000), Ozcaglar-Toulouse et al (2006) and Ma Jin et al., (2012) all used single item to measure intention. *Examples:* *"The next time you go grocery shopping how likely are you to purchase a fairtrade product" (likely to unlikely) - Shaw et al*

(2000), Ozcaglar-Toulouse et al (2006).

''I intend to purchase a fairtrade non-food product within the next six months'' - Ma Jin et al (2012)

Bondy and Talwar (2011) also used 3 variations of same item to measure intention –
''Please indicate your response to the following statements about whether your intention to buy fair trade during this recession will increase given certain conditions change''.

Moreover, factor loadings and Cronbach's alphas for all constructs including behavioural intention are all within adequate thresholds.

The sampling strategy highlighted in the methodology section points out that: *'respondents were filtered to include only those panel members who*
a) were responsible for the majority of food purchases for their household and b) reported they had purchased within the previous three months fairtrade food products.
The products investigated in the study represented over sixty six percent of all fairtrade food sales (Dunnhumby, 2010) in the largest food retailer in the UK based on market share (Wielechowski and Roman, 2012).

This confirms that our sample comprised of people that bought these fairtrade products collectively. It is also important to state that only regions in which the purchase of fairtrade products was above average index for all supermarket shoppers were selected for the study. This is also supported by the descriptive statistics on intentions to purchase products in the survey, as the results

	showed that majority of respondents were likely to buy all the selected fairtrade products. Based on the above considerations, a reflective construct was specified in the model. If a new modelling exercise using PLS is requested, which combines reflective and formative constructs, we could follow this new modelling route and would appreciate references to behavioural intention as formative construct.

Reviewer #3: Reviewer comments on JBE manuscript: BUSI-D-14-00578	
Overall this paper is very much improved over the initial submission. Thanks to the author/s for taking the time to invest in this paper. The flow and meaning of the paper are much clearer.	
What follows are some editorial comments and questions to consider, some are editorial. Would like to see the questionnaire design section reworked (see below).	
p. 3 line 56 …..ethical obligation was not a significant….of fairtrade products among …	The 'a' has been added to the sentence.
p. 4 line 10 end of paragraph ….2010). line 17 change the first line to: Factors in ethical purchase decisions find that individualistic self-interest factors….eliminate: (In addition, whilst ethical ….(to) several researchers found)take that out. Do not make this a separate paragraph but continue - not sure if the 'space' between is intentional or not…	The two paragraphs have been merged together and reworded in line with the comments.
Line 37 … that purchasers of…..	Purchases has been changed to purchasers
Lines 42 to 48 citing ethical concerns until prompted (Tallontire, 2000)… as your study is 2012 or 2013---after 13 years or so…do you think this is still valid? The awareness of food issues and product labeling along with the overall 'health and fitness' movement….not so sure about this assumption…(OR) Did Bondy and Talwar, 2011 find this through their own research as of 2011 that supported	Bondy and Talwar 2011 cited Tallontire et al (2003) to make the point that consumers do not cite ethical concerns until prompted. This issue was not investigated in their study. Instead it was part of a discussion they were making about rising consumer concerns about fairtrade not translating into increased consumption. As this point has already been made at the start of the

Tallontire's 2000 study? This might be what you are saying…of if the two studies are mutually supportive….it isn't very clear to this reviewer reading this. If the latter then possibly putting the references together B&T 2011 and T 2000 cite consumers need to be prompted ….?	paragraph in line 37 we have now removed the reference to both Bondy and Talwar and Tallontire et al (2003) to improve clarity. We have not cited Tallontire et al (2003) directly as it was a working paper.
p. 5 line 20 'f'airtrade consumers have differing values 'versus' consumers ….	The capital F has been changed and 'to' has been replaced by 'versus'
Line 40 As Schwartz(1994 p. ___) states "values ….". Need page number you found the " " material.	This should not have been highlighted as a direct quote. Instead it is paraphrased and has now been cited accordingly.
p. 6 line 16 This paper explores	Lines 11 to 19 have been slightly reworded to better accommodate this change.
line 27 The paper also provides an empirical…	The sentence has been amended accordingly.
p.7 line 11 …which has been featured/used widely	The sentence has been changed to "which has been used widely"
line 16 …. Doran, 2009). Second a review of studies … line 19 for use in an ethical contexts was the second strand of literature on purchasing behavior theory are reviewed… to support the and extend model development.	The sentence has been changed in line with the suggested comments so that the sentence now starts "Second a review of studies…..
p. 8 Possibly 'Insert Figure 1 here" after line 13 before starting line 18 "The proposed model also…versus p. 9?	We have made the changes in line with your suggestion.
line 23 'centered' or 'centred'?	We have used UK spelling so it has been left as 'centred' but it can of course be changed to US spelling if requested.

p. 12 lines 1 to 18…question: are you controlling for predisposition?	The issue of predisposition has been acknowledged in the paper in line with recent research (see Hepler and Albarracin, 2013).
Line 21 Perceived Behavioural Control (PBC)	(PBC) has been added
Line 24 use PBC - so putting it after your beginning paragraph -makes more sense.	This has been added.
p. 13 lines 1 to 10: Questions on this with your survey? Trust, beliefs?	Trust in fairtrade has not been explicitly measured in the PBC scale. Therefore this section has been reworded to remove the emphasis on trust. The section now suggests that if consumers have difficulty understanding information on fairtrade (which is measured in the PBC scale) they may doubt the claims being made on labels and be suspicious about the supermarkets' motives of promoting fairtrade.
p. 14 lines 40 to 43 … customers in the mainstream supermarket environment. of supermarket. ….	The sentence now reads "in the mainstream supermarket environment"
(1988) state, that as values	The 'as' has been added
p. 15 line 30 … value of self-direction'.' Shaw et al., (2005)….	Two commas have been added to this sentence to address the point you raised as the reference to Shaw et al (2005) is linked to the first part of the sentence.
p. 16 line 5 … of mainstream supermarket environments the ….	This change has been made

Line 21 should the first letter of each term "Influence of Subjective… be capitalized? It is on p. 15 for H3 and H6…	The changes have now been completed in line with the other sub headings.
p. 17 lines 1 to 19 This paragraph in view of the 'likelihood of purchase Or already purchased and would they again? So they are purchasing already and possibly would there be the 'continuing purchase intention'?	The paragraph is written in view of likelihood of purchase (i.e. intention to purchase).
Line 17 … did not find a significant….	The 'a', has been added
p. 18 lines 3 to 8 … If are/have purchased, then likely not a barrier or they _____? Believe your sample was drawn from those already purchasing—so are there any barriers? For those not purchasing might be… so saying less likely or no affect due to already using/purchasing….?	Yes, sample was drawn from those already buying but there are possible barriers that affect the volume and frequency of purchase, for example the premium price.
Under Methodology … of UK fairtrade supermarket shoppers…. As your sample is currently using/purchasing these products - those not were eliminated.	Yes, has qualified the sample as …. UK supermarket fairtrade shoppers.
Especially need to see this section revised: Questionnaire design: Want to see reasons for the six categories of PI in this section also did you ask questions about items they regularly purchased? Also would like to see additional explanation of your tables and reasons for the results included as well within the body of the paper. Please rework the Questionnaire Design section.	The section provides now the rationale for selecting the six product categories. Additional explanations of the tables are now provided within the body of the paper.
p. 19 line 37 are incomes based on UK Census data? (Quotas?)	The quotas defined by income are based on panel data from a large international market research agency (www.cint.com)

p. 23 line 33 … revealed a mixed…	The sentence has been deleted as it appears to weaken the flow of the entire paragraph, which fully covers comments on hypotheses testing results.
p. 24 lines 41 to 47, question did you do this? Line 44… between values (Universalism… You might want to do the mediation analysis to see if the model might show improvement over the proposed model?	Test for mediation has been carried out. Results of mediation analysis following the protocols of Baron and Kenny (1986) pointed out no mediating effects. Thus, attitude does not mediate either Self-direction and PBC or Universalism and PBC. The sentence has been reviewed under discussion. As a result the call for mediation analysis under 'Limitations and Future research' has been taken out.
p. 25 lines 1 to 3 - question impact/importance of 'cultural influences'?	The importance of 'cultural influences' is now acknowledged in the paper and an additional sentence and reference was added in this respect (see p.23).
line 5 The results…show a non-significant..ibid line 10 a non-significant	The 'a' has been added to both sentences.
line 49 basis, the perceived…	The 'comma' after basis has been deleted from the sentence.
p. 26 line 21 … who found that the universalism…	The 'the' has been added to the sentence.
p. 28 line 36 … intentions (Figure IV).	……'intention' has been reviewed to read 'intentions'.

Line 52 … 'full model' are you referring to Figure IV? Not clear… you have final model on line 26, p. 28 then line 52 'full model' clarify.	The word full model has been changed to structural model. This is a reference back to the results on Figure III (Path diagram for the structural model in Lisrel notation). This has been clarified to read the results of the structural model (Figure III).
p. 29 line 34 ..behind the modified…	The 'the' has been added to the sentence.
line 54 …findings, a significant	The 'a' has been added to the sentence.
line 57 .. attitudes.	…'attitude' has been reviewed to read 'attitudes'.
p. 31 lines 28-29 … has a strategic implications	The sentence has been reviewed to read …..the finding of the study that …….has strategic implications.
lines 46-48…emphasis on premium price…Question wider availability (supply) should lower price, therefore may no longer be premium, in the end ultimately consumers and their 'pocketbooks'(income) determines?	We agree that wider availability should lower price according to demand and supply principles. However, paying a premium price is central to the fairtrade concept. According to the Fairtrade Foundation UK the fairtrade minimum price defines the lowest possible price that a buyer of fairtrade products must pay the producer. The minimum price is set based on a consultative process with fairtrade farmers, workers and traders and guarantees that producer groups receive a price which covers what the costs of growing their crop. When the market price is higher than the Fairtrade minimum price, the trader must pay the market price. The fairtrade label informs shoppers that commodity producers receive a fair and guaranteed price for their produce, ultimately promoting their livelihoods and environmental sustainability.

Line 52 take out the) after 2006	Bracket after 2006 has been taken out.
p. 32 lines 1 to 6 Question: healthier or use nutritional and health benefits?	This is a good suggestion but fairtrade does not make nutritional and health benefits claims.
Line 44 ..tactics such as the provision…	The sentence has been reviewed. 'Other tactics such as' has been deleted and the sentence starts with 'Provision of recipe card……..could 'also' facilitate…….formation.
p. 34 line 41 A follow up Future research….	…..'future' has been added to the sentence.
line 57 Another Possible future	'possible' is deleted. The sentence has been reviewed and it read 'future research'…….
p. 35 line 1 exists	…..'exist' now reads 'exists'
line 10 Such a research is more relevant…	The sentence has been reviewed to read – Such research is relevant……..
Table 1 Items—what were the reported reliabilities for these items? You have Table 3. So might you combine Table 1 and table 3 with their alphas on Table 1? Might make more sense since you do allude to reliabilities at the bottom of table 1.	The key information from Tables 1 and 3 have been combined in a single table.

Title Page (containing all authors contact details)

Towards a Framework for Understanding Fairtrade Purchase Intention in the Mainstream

Environment of Supermarkets

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Towards a Framework for Understanding Fairtrade Purchase Intention in the Mainstream Environment of Supermarkets

Abstract

Despite growing interest in ethical consumer behaviour research, ambiguity remains regarding what motivates consumers to purchase ethical products. While researchers largely attribute the growth of ethical consumerism to an increase in ethical consumer concerns and motivations, widened distribution (mainstreaming) of ethical products such as fairtrade, questions these assumptions. A model that integrates both individual and societal values into the theory of planned behaviour is presented and empirically tested to challenge the assumption that ethical consumption is driven by ethical considerations alone. Using data sourced from fairtrade shoppers across the UK, structural equation modelling suggests that fairtrade purchase intention is driven by both societal as well as self-interest values. This dual value pathway helps address conceptual limitations inherent in the underlying assumptions of existing ethical purchasing behaviour models and helps advance understanding of consumers' motivation to purchase ethical products.

KEY WORDS: Ethical consumerism, fairtrade, Schwarz Value theory, theory of planned behaviour, personal values

INTRODUCTION

Over the last two decades, sales of ethical products, which adhere to one or several environmental, welfare or social principles (Shaw and Clarke 1999; Tallontire 2000; Bezencon 2010; and Davies and Crane 2010), have grown substantially, leading to the assumption that a growing number of consumers are increasingly taking ethical and social issues into account when purchasing products (Auger and Devinney 2007). The growth in ethical products sales has led to an increased level of interest in understanding ethical consumerism (Carrigan and De Peslmacker 2009), as research focused on developing a deep understanding of the ethical consumer is limited (Shaw and Shiu 2003; Shaw et al., 2005).

Of particular interest, is the motivation behind the continuous growth of fairtrade product sales (Nicholls 2010), which reached £1.57 billion in 2012, an increase of 19% over 2011, despite the recession (Karjalainen and Moxham 2013). The fairtrade label informs shoppers that commodity producers receive a fair and guaranteed price for their produce, ultimately promoting their livelihoods and environmental sustainability.   This significant growth has led to the suggestion that consumers are becoming increasingly conscientious and ethically driven in their purchase behaviour (Karjalainen and Moxham 2013).

Such assumptions have led to the development and testing of models of ethical purchasing behaviour that have incorporated constructs of 'ethical obligation' or 'ethical concerns' into Ajzen's (1985) theory of planned behaviour in an attempt to better understand the phenomenal growth in the fairtrade products market (Shaw and Shiu 2003 and Ozcaglar-

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Toulouse et al., 2006). The inclusion of these constructs therefore assumes that people who buy fairtrade products are motivated by ethics and identify themselves as someone who is concerned with ethical issues and who feels obligated to buy fairtrade products. However, in the same period, fairtrade has evolved from operating in a niche to a mainstream marketing environment (Doherty 2012; Carrington et al., 2010; Smith 2010), with the major supermarkets and leading brands increasingly adopting fairtrade sourcing and labelling on their product brands (Nicholls 2010; Karjalainen and Moxham 2013). The increase in fairtrade sales is arguably consistent with widened distribution (De Peslmacker et al., 2005**;** Nicholls and Opal 2008) as consumers simply purchase their existing brand, which now carries the fairtrade label.

Therefore it is likely that 'mainstreaming' of fairtrade products into supermarkets (Doran 2009; Davies and Crane 2003) has attracted new segments of consumers with diverse values. These consumers are not necessarily driven by ethical concerns or a sense of ethical obligation, but are likely to purchase fairtrade products for different reasons from those who were responsible for the early development of the fairtrade market., Therefore contrary to the suggestion by Carrington et al., (2010), it is likely that not all people who buy fairtrade products are ethically minded. This assertion is supported by the findings of Ozcaglar-Toulouse et al., (2006) who found that ethical obligation was not a significant variable influencing the purchase intention of fairtrade products amongst regular fairtrade buyers. Numerous other studies have also provided contrasting findings regarding the role of ethics in the purchase decision of ethical products (Shaw et al., 2000; McEachern and McClean 2002; Baker et al., 2004, Vermeir and Verbeke 2006). For example, some studies

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found that favourable attitudes towards fairtrade products do not translate into actual purchasing behaviour (Auger and Devinney 2007; Shaw et al., 2007; Chatzidakis et al., 2007; Carrington et al., 2010), whilst others found that individualistic self-interest factors were a stronger purchasing motive than ethical concerns (McEachern and McClean 2002; Baker et al., 2004; Vermeir and Verbeke 2008; Aertsens et al., 2009; Hughner et al., 2007; Lea and Worsley 2005; Magnusson et al., 2003). Therefore the underlying assumption by researchers that purchasers of ethical products are driven primarily by ethical consumer motivations and wider societal concerns is questionable.

Instead a better understanding of what motivates people to buy fairtrade labelled products could be achieved by investigating further the role that personal values have in motivating purchases of fairtrade products. Vermeir and Verbeke (2006) highlight numerous studies that have linked personal values to ethical and sustainable behaviour. Such a focus would address the calls of researchers such as Shaw and Shiu (2003) and Shaw et al., (2005) who suggest that future research on understanding consumer behaviour in an ethical context should explore the underlying values of consumers who purchase fairtrade products. Several other researchers also highlight the role of personal values in providing insights into consumer attitudes and behaviour (Kim et al., 2002; Rohan 2000).

To date, the extant fairtrade literature has used the value theory literature (Schwartz 1992) to profile fairtrade consumers on the basis of the different values they hold and found that loyal fairtrade consumers have different values versus consumers that never purchase or

purchase fairtrade product intermittently (Dietz et al., 2002; Doran 2009; De Pelsmacker et al., 2005; Shaw et al., 2005). However, whilst these studies have found that personal values of both a societal and individualist nature are ranked as important to loyal fairtrade consumers, the incorporation of values into empirical models of ethical consumer behaviour is limited. As values are suggested to motivate action, giving it direction and emotional intensity (Schwartz 1994), the inclusion of values into a model of fairtrade purchasing intention may contribute to a better understanding of the underlying motivations behind ethical consumer purchasing. In particular, as values provide the basis for the development of individual attitudes that lead to specific decision making (Homer and Kahle 1998) the inclusion of values could provide insights into the attitude-intention gap reported by researchers such as De Pelsmacker et al., (2005) who found discrepancies between the attitudinal orientation of consumers and their behavioural intention related to fairtrade consumption.

In summary, a key gap in the fairtrade literature is addressed by empirically testing a model of consumer purchase intention that incorporates personal values into the theory of planned behaviour (Ajzen 1991). Based on the premise that purchases of fairtrade products are not driven by ethical concerns alone, the model explores the role of personal values as precursors to the theory of planned behaviour constructs. This contributes to the current debate in the marketing and business ethics journals by challenging current assumptions that consumers who purchase fairtrade products are motivated primarily by ethical concerns. The paper also provides an empirical basis to formulate recommendations for targeted communication efforts to stimulate more

fairtrade consumption. The literature on ethical purchasing behaviour is reviewed briefly in the next section to give support for the model used in the study. The model is then explained and key hypotheses stated before the methodology and results of structural equation modelling are presented and discussed followed by conclusions and implications for theory and practitioners.

THEORETICAL FRAMEWORK

Model Development

The theoretical framework used in this study to investigate fairtrade purchase intention in the mainstream environment of supermarkets, draws from two key strands of purchasing behaviour theory. The first is Schwartz's values theory (Schwartz 1994), which has been used widely in ethical food purchasing behaviour research (Vermeir and Verbeke 2006; Krystallis et al., 2008; Ozcaglar-Toulouse et al., 2006 and Doran 2009). Second, a review of studies that have modified or extended Ajzen's (1985) Theory of Planned Behaviour (TPB) for use in ethical contexts was used to support and extend the model development.

Schwartz's value theory is underpinned by ten human values defined as 'concepts or beliefs, pertaining to desirable end states, which transcend specific situations, and guide selection or evaluation of behaviour and events (Schwartz and Bilsky 1987, p. 533). However, not all of Schwartz's values are meaningful in the context of ethical consumerism (Shaw et al., 2005). Therefore the literature was examined to identify those most relevant for the context of fairtrade.

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In particular, the proposed model draws on the work of Doran (2009) who found that universalism (a human value type underpinned by understanding, appreciation, tolerance and protection for the welfare of people and nature) and self-direction (a value type underpinned by independent thought and action, creating, exploring and self-respect), were the two key values types ranked as most important to loyal fairtrade consumers in the US. These two value types, which are two of ten identified in Schwartz's value theory, are described by Krystallis et al., (2009) as societal and individualist values respectively, and both identified as important predictors of ethical purchase intention. They have also been ranked as the most important values by fairtrade consumers in several ethical studies seeking to profile ethical consumers (De Pelsmacker et al., 2005; Shaw et al., 2005; Dietz et al., 2002). Therefore the two values of Universalism and Self Direction were included in the proposed model (Figure 1).

Insert Figure 1 here

Source: *Adapted from Ajzen (1991, 2011), Schwartz (1994), Shaw and Shiu (2003), Vermier and Verbeke (2006), Ozcaglar-Toulouse et al., (2006) and Doran (2009).*

The proposed model also draws on studies that have modified or extended Ajzen's (1985) Theory of Planned Behaviour (TPB) for use in an ethical context. The original TPB model neglects the more 'societal centred' outlook of ethically concerned consumers (Bondy and Talwar 2011; Ozcaglar-Toulouse et al., 2006). However, the TPB is open to the inclusion of other constructs (Ajzen 1991; Ajzen 2011). Therefore research investigating the ethical consumer has incorporated additional constructs, such as ethical obligation, alongside the

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original predictor variables to improve its explanatory ability in an ethical context (Shaw and Shiu 2003; Ozcaglar- Toulouse et al., 2006).

The proposed model differs from previous studies on ethical purchasing behaviour, as is it underpinned by the argument that in the mainstream environment of supermarkets, the purchase intention of consumers, who buy fairtrade products, may not be driven by ethical concerns. Specifically, two key personal value types (universalism and self-direction) are incorporated into the modified theory of planned behaviour. These replace the previously used constructs of ethical obligation and self-identify, which assume that consumers are ethically minded and may introduce social desirability bias (Michaelidoul and Hassan 2008; Shaw 2000; Shaw and Shiu 2003; Ozcaglar-Toulouse et al., 2006).

The model also builds on previous research by specifying personal values as precursors to the original TPB variables, rather than alongside as additional predictor variables (Shaw and Shiu 2003; Ozcaglar-Toulouse et al., 2006). In this way the model enables an investigation of the influence of personal values on attitudes, perceived behavioural control and subjective norm and addresses a key gap in the fairtrade literature. The model also builds on studies in the wider ethical purchasing literature that have investigated the influence of personal values on attitudes but not their influence on perceived behavioural control factors that can act as a barrier to engaging in ethical purchasing behaviour (Vermeir and Verbeke 2006).

The conceptualisation of values as background factors to the original TPB constructs is in line with suggested developments of the TPB, as Ajzen (2011) indicates that the theory does not specify where the beliefs that underpin the theory's predictors of purchase intention

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originate from. Instead the theory merely points to a host of possible background factors, such as demographic variables and values that may influence the beliefs people hold (Ajzen 2011). Through these beliefs, background factors such as values, can influence the TPB predictors of attitudes, and subjective norm, as well as perceptions of control (Ajzen and Fishbein 1985; Chatzidakis et al., 2007). The inclusion of background factors in the TPB can therefore expand and enrich understanding of human behaviour (Ajzen 2011).

Model Constructs

In line with previous research that has sought to understand the determinants of ethical buying behaviour, purchase intention was adopted as the model output to capture the likelihood of a consumer purchasing fairtrade products (Shaw et al., 2000; Shaw and Shiu 2003; Magistris and Gracia 2008; Klöckler and Ohms 2009). Each of the five constructs used to explain purchase intention is now conceptualised, and their relevance to fairtrade highlighted, before hypotheses are stated in the following section.

Universalism: The motivational goal behind the universalism value is largely predicated on the view that humans, society and nature are interdependent, and as such all people ought to be accepted and treated fairly for the common good (Schwartz 1992). People who cherish the societal value of universalism (Krystallis et al., 2009) are therefore passionate about equality, strong advocates for protecting the natural environment and ensuring social justice for all (Schwartz 1994). These values are consistent with the principles of fairtrade, which seeks to offer greater equity, better trading conditions and secure greater rights for

marginalized producers and workers, particularly for those in developing countries, and

ultimately promoting their livelihoods and environmental sustainability (Moore 2004). In

particular, in research profiling UK fairtrade shoppers, Shaw et al., (2005) found that the

universalism values of equity, social justice and protecting the environment were

highlighted as important guiding principles when grocery shopping. However other values

associated with the universalism value, such as a world of beauty, wisdom and inner

harmony were found to be unimportant.

Self- direction: The underlying principle of the self-direction value is characterised by

independent thought and action (Schwartz 1994), with key motivational goals including

freedom of action and thought, belief in one's own self-worth, self- reliance and sufficiency,

interest in exploring, curiosity, ability to select own goals, and creativity and uniqueness

(Schwartz 1992). These elements show a persons' wish to control their decisions and

existence and make independent judgements (Schwartz 1992). Shaw et al., (2005) found

that all self-direction values, except for the creativity component, were important guiding

principles for fairtrade consumers.

Attitudes: In line with previous research, attitudes are conceptualised as consisting of both

cognitive (cost and benefit considerations) and affective (the positive and negative feelings

experienced) elements, that combine and manifest in the form of favourable to

unfavourable attitudes towards fairtrade products (Ajzen 1991, 2011; Shaw and Shiu 2003;

Ozcaglar-Toulouse et al., 2006; Aertsens et al., 2009). The conative component of attitudes,

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which focuses on behaviour, was not included in the conceptualisation of attitude as the study sample consisted exclusively of consumers that had purchased fairtrade food products in the past three months. Therefore consumers in the study sample are likely to have a level of predisposition towards purchasing fairtrade products (Hepler and Albarracin 2013).

Perceived Behavioural Control (PBC): Perceived behavioural control refers to beliefs regarding challenges in performing a behaviour and so in the context of this model PBC refers to an individual's perception of elements that may prevent them from buying fairtrade products (Ajzen 1991; Aertsens et al., 2009). Factors that have been cited in the ethical food purchasing behaviour literature, and which are relevant to fairtrade are price premiums, availability, product quality, lack of trust in ethical labels, and lack of understanding of what ethical labels mean (Shaw and Clarke 1999; De Pelsmacker and Janssens 2007). It is recognised that widened distribution of fairtrade products in the major supermarket retailers, and the use of the fairtrade label on a wider range of products, is likely to have lowered some PBC factors concerning availability and to some extent price premiums. However barriers to purchase are still likely to exist, even for consumers that have previously purchased fairtrade products, as products may not be adequately promoted or readily visible to consumers (Carrigan and Attalla 2001; De Pelsmacker et al., 2003). In times of economic downturns consumers are also likely to alter their regular purchasing behaviour and become more price conscious (Bondy and Talwar 2011). Research also suggests that consumers may not recognise the fairtrade label or understand what it means due to lack of information, which can result in confusion and lack of credibility in the minds of consumers (De Pelsmacker and Janssens 2007). This implies that if consumers have

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difficulty understanding fairtrade information they may be suspicious about the motives of large supermarkets getting involved with fairtrade marketing and doubt the claims being made on labels (Jones et al., 2008; Vermeir and Verbeke 2006; Doherty and Tranchell 2007).

Subjective Norms: Subjective norms refer to the perceived social pressure considered by an individual in deciding whether to undertake a given behaviour or not. Specifically, it is considered to be a summed product of individual's belief that important others think they should or should not perform the behaviour in question, and their motivation to comply with those others (Ozcaglar-Toulouse et al., 2006; Aertsens et al., 2009). The source of this social pressure is described as reference group or important others, such as friends and family (Shaw 2000; Shaw and Shiu 2003; Ajzen 1991; Aertsens et al., 2009).

RESEARCH HYPOTHESES

Influence of Personal Values on Subjective Norms (H1 and H4)

The extant literature shows that the relationship between personal values (self-direction and universalism) and subjective norm towards ethical products has not been directly researched. The underlying principle of the self-direction value is characterised by independent thought and action and a wish to control their own decisions and existence and make independent judgements (Schwartz 1992). Therefore it is unlikely that the views of friends and family or influential others would significantly influence their decision to buy fairtrade products, and it is hypothesised that self-direction values will have a negative relationship with subjective norm (**H1**). On the other hand people who cherish the value of

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universalism (and are passionate about equality, protecting the natural environment and ensuring social justice for all) may be prone to associating with people who share similar views and will respect influential others that share similar views (Sparks and Shepherd 1992; Ma 2011). Therefore it is hypothesised that universalism values will be positively associated with subjective norms **(H4).**

Influence of Personal Values on Attitudes (H2 and H5)

The relationship between personal values and attitudes has not been previously tested in the context of fairtrade. However, Vermeir and Verbeke (2006) suggest that people who adhere to the value universalism may be motivated to protect the environment and therefore buy environmentally safe products. There is also evidence in the extant ethical purchasing literature to suggest a positive relationship between values and attitudes. For example, Vermeir and Verbeke (2006) found that attitudes towards buying ethical products were higher among consumers with higher universalism values. However, such a relationship is yet to be investigated in the context of fairtrade customers in the mainstream supermarket environment. In addition, researchers such as Homer and Kahle (1988) suggest that values provide the basis for the development of attitudes. Therefore it is hypothesised that people who adhere to the values of universalism and self-direction will have positive feelings and attitudes towards fairtrade products (**H2** and **H5**).

Influence of Personal Values on Perceived Behavioural Control (H3 and H6)

Perceived behavioural control factors exist for the purchase of fairtrade products, as consumers may be required to invest time and effort seeking out fairtrade products on the supermarket shelves. Consumers may also need to search for and read information that will help overcome barriers associated with lack of understanding of what fairtrade means and who benefits. Motivational goals underpinning the universalism values are consistent with the principles of fairtrade and therefore it is likely that consumers who adhere to universalism values will be motivated to overcome such factors. Barriers to purchase are also more likely to be overcome if consumers are motivated by the values underpinning self-direction, as consistent with the value of self-direction, Shaw et al., (2005) found that fairtrade consumers wanted the freedom to be able to make informed individual choices about what to buy. This requires information about fairtrade labelled products, which Shaw and Clarke (1999) state was important in helping individuals to feel empowered in making ethical consumer choices.

In addition, if the personal values of universalism and self-direction are present then consumers may also be more prepared to pay a price premium. For example, Doran (2009) argues that consumerism driven by the value of self-direction promotes consumers to break from tradition and pay a premium for products that are often rare. Similarly, Bhate and Lawler (1997) had earlier established that ethical consumers like to buy innovative products, for which a price premium often applies. This is a key value component of the self- direction value type (Schwartz 1992). It is important to indicate that in the mainstream environment of supermarkets where many product brands carry the fairtrade label perceived behavioural

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control barriers are likely to be weakened. However where barriers do exist, the values of universalism and self-direction values are likely to motivate consumers to overcome them. Therefore it is hypothesised that both universalism and self-direction will have a negative relationship with perceived behavioural control barriers towards the purchase of fairtrade products (**H3** and **H6**).

Influence of Subjective Norms, Attitudes and Perceived Behavioural Control on Purchase Intention (H7, H8 and H9).

In the theory of planned behaviour literature there is ample research evidence supporting the influence of the original TPB predictors on purchase intentions (Ajzen 2011), and also some support within the specific context of the fairtrade literature before mainstreaming (Shaw and Clarke 1999; Shaw 2000; Shaw and Shiu 2003; De Pelsmacker and Janssens 2006; Ozcaglar-Toulouse et al., 2006). For example, support for a positive relationship between attitudes and purchase intention towards fairtrade products is given by De Pelsmacker et al., (2005) who indicate that fairtrade consumers feel responsible towards society and demonstrate their feelings through positive purchase intentions. Aertsens et al., (2009) also suggest that norms and values acquired through primary and secondary socialisation at home and school, significantly influence the development of positive attitude and purchase intention. The present study builds on previous research by exploring these relationships in the post mainstreaming era, but in line with the original TPB. It is therefore hypothesised that subjective norm and favourable attitudes will have a positive influence on purchase intention towards fairtrade products **(H7 and H8).**

In line with the theory of planned behaviour, perceived behavioural control factors have been widely cited in several ethical consumption studies as the critical factors accounting for the gap between consumer attitudes and behavioural intention (Vermeir and Verbeke 2006; Aertsens et al., 2009; Chatzidakis et al., 2007; Padel and Foster 2005; Lea and Worsley 2005; Chryssohoidis and Krystallis 2005). However it should be noted that within an ethical purchasing intention context, contrasting findings have been reported for the relationship between perceived behavioural control factors and purchase intention. For example, researchers have found that factors such as high price premiums (Padel and Foster 2005), lack of product availability (Chryssohoidis and Krystallis 2005) and lack of trust (Lea and Worsley 2005) impeded purchases of ethical products. However, Klöckner and Ohms (2009) reported that other commonly cited barriers to purchase such as lack of knowledge and a premium price did not negatively affect purchase intention. In addition, research by Shaw and Shiu (2003) did not find a significant predictor path from PBC to behavioural intention for fairtrade products, leading them to conclude that control beliefs might not be that relevant for low involvement decisions such as buying groceries. However, Ajzen (2011) counters this suggestion by stating that 'the theory recognises that most behaviours in everyday life are performed without much cognitive effort' and that there is no assumption in the TPB that people carefully and systematically review all available information before they form an intention to engage in a behaviour. Therefore due to contrasting results reported in previous ethical consumer studies the hypothesis is specified in line with existing TPB theory, which supports a negative relationship between the two constructs. Hence, it is hypothesised that perceived behavioural control barriers have a negative effect on purchase intention **(H9).**

METHODOLOGY

Sampling

To test the research hypotheses a large-scale survey of UK supermarket fairtrade shoppers was undertaken in November 2011. The sampling methodology was informed by an analysis of the largest UK supermarket loyalty card data, which identified those regions in which the purchase of fairtrade products was above average for all supermarket shoppers. This resulted in the targeting of supermarket shoppers in six of the fourteen TV advertising regions in the UK (Northern Ireland, Scottish Borders, Wales and the West of England, Northern Scotland, East of England, and Southern England). In addition, respondents were filtered to include only those panel members who a) were responsible for the majority of food purchases for their household and b) reported they had purchased within the previous three months fairtrade food comprising any fairtrade banana, tea, chocolate, coffee, drinking chocolate and sugar, which constituted over sixty six percent of all fairtrade food sales (Dunnhumby 2011).

Quotas were used to ensure the sample was representative in terms of household incomes. This resulted in 20% of respondents from the highest income groups, 25% of respondents from the medium income group and 55% of respondents from the lowest income group. A total of 1054 usable questionnaires were completed, which represented a response rate of 61% and ensured an adequate ratio of sample size to observed variables (Hair et al., 2010). The breakdown of the sample by key demographics is provided in Appendix I. Non-response bias was tested using the selective extrapolation method (Armstrong, 1977). Independent sample t-tests carried out on the behavioural intention mean of the first 10% of responses against the final 10% of responses found no significant differences (p>0.05).

Questionnaire Design

The questionnaire was designed for administration online, using a number of established scales for the measurement of key constructs in the model (see Table I and Appendix II). Table I reports the coefficients of internal consistency reliability and the measurement items.

<INSERT TABLE I>

RESULTS

Preliminary analysis

To test for construct reliability and suitability for structural equation modelling, internal consistency, discriminant and convergent validity tests were carried out. The internal consistency of each multi-item measure was examined using Cronbach's alpha values. The Cronbach's alpha values were acceptable for all the research constructs in line with a minimum value of 0.6 recommended by Murphy and Davidshofer (1988) and Nunnally (1994). Table II reports the factor loadings from the confirmatory factor analysis conducted in Lisrel 8.8. These loadings are well above recommended thresholds (Hair et al., 2010).

<INSERT TABLE II>

The results of the discriminant reliability test showed that the subjective norm and attitude constructs did not discriminate. This meant that customers' perceived social pressure to buy fairtrade products did not differ significantly from their attitudes towards fairtrade, which is inconsistent with the protocols of Hair et al., (2010) for estimating structural models. The lack of differentiation between attitude towards fairtrade and perceived social pressure (subjective norm) to buy fairtrade products may be related to the composition of the sample.

Drawing on the relevant methodological, empirical and theoretical considerations (Bagozzi, 1993, Farrell and Rudd, 2007, Farrell, 2010 and Hair et al., 2010) a decision had to be made to eliminate, merge or retain the two constructs. The extant literature supports the inclusion of subjective norm in predicting purchase intention (Chen, 2007, Thøgersen, 2007 and Dean et al.,, 2008). However, within the context of fairtrade research findings on the influence of subjective norm on intention have not been consistent (Shaw and Shiu, 2002, Shaw and Shiu, 2003, Ozcaglar-Toulouse et al., 2006). Whilst, Shaw and Shiu (2002) reported subjective norm was an important determinant of fairtrade purchase intention, Shaw and Shiu (2003) found no significant connection between these two constructs. Ozcaglar-Toulouse et al., (2006) also reported subjective norm as a determinant of purchasing intention among intermittent fairtrade shoppers but absent amongst regular shoppers. Conversely, there is agreement within fairtrade literature on the predictive role of attitude towards purchasing intention (Shaw and Shiu, 2002, Shaw and Shiu, 2003, Ozcaglar-Toulouse et al., 2006, Ma et al., 2011).

In view of the methodological and empirical support within the fairtrade literature that subjective norm is a less important determinant of intention and lack of discriminant validity between the subjective norm and attitude, subjective norm was excluded from the model and the attitude construct was maintained. As a result, constructs that were maintained in the conceptual framework were behavioural intention, attitudes, perceived behavioural control, self-direction values and universalism values (see Figure II).

<INSERT FIGURE II>

Further reliability analysis in the form of composite reliability and average variance extracted of the constructs in the model were undertaken as these analyses make allowance for correlated error of measurement and multi-item indicators (Bollen, 1989) respectively. Whereas a composite reliability value greater than 0.6 indicates reasonable levels of scale reliability (Hair et al., 2010), average variance extracted of greater than 0.50 indicates adequate convergent validity of the construct (Dillon and Goldstein, 1984). Both composite reliability, with values ranging from 0.63 to 0.94, and average variance extracted, between 0.63 and 0.70, show high construct reliability (see Table III). Values of average variance extracted exceeded the squared correlation between the corresponding constructs and the other model constructs providing evidence of further discriminant validity (Hair et al., 2010). The coefficients indicate that all items consistently represent the latent construct used for this study as recommended by Hair et al., (2010).

<INSERT TABLE III>

The measurement model captured the fit of the model, which is the capacity of the model to reproduce the research data (Blunch, 2008). The study reported five of the most commonly reported measures of goodness-of-fit in the area of ethical consumer behaviour studies (see Tarkiainen and Sundqvist, 2006, Ma et al., 2011), which include: chi-square/degree of freedom (Chi-square/Df), goodness-of-fit Index (GFI), comparative fit index (CFI), root mean square residual (RMR), and incremental fit index (IFI). The lisrel output (see Table II) yields a good overall model fit (Jöreskog and DSörbom, 1993) reflected in the indices (Bagozzi and Yi, 1998, Blunch, 2008, and Hair et al., 2010).

Hypothesis testing

Having established the fit between the theoretical model and the data, a full model was specified to test the hypothesised paths (relationships) between constructs. Lisrel 8.80 was used to produce a full model estimate of the role of personal values in the supermarket food fairtrade purchasing intention presented in Figure III. The standardised path coefficients, t-values and squared multiple correlations (R^2) for each item for all model constructs are reported.

<INSERT Figure III>

(**p<0.01, *p<0.05)

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The structural model specified showed a good fit reflected in the indices: χ^2/df =2.55, GFI = 0.93, CFI=0.93, RMR=0.052 and IFI=0.93.

The hypothesised relationships between constructs were tested at a minimum 5% significant level (**p<0.01 *p>0.05). The resultant *t*-values for each relationship revealed mixed support for the six research hypothesis. Based on the results of the hypothesis testing (see Table IV), three hypotheses were accepted (H2, H5 and H8); one was rejected and two were inconclusive. The three accepted hypotheses were: 1) *H2*: Self-direction values have a positive effect on favourable shopper attitude towards fairtrade, 2) *H5*: Universalism values have a positive effect on favourable shopper attitude towards fairtrade, and 3) *H8*: Favourable attitude towards fairtrade products has a positive effect on purchase intention.

The rejected hypothesis was: *H6*: Universalism values have a negative relationship with perceived behavioural control. The two hypotheses that were inconclusive were: *H3*: Self-direction values have a negative relationship with perceived behavioural control, and hypothesis *H9*: Perceived behavioural control has a negative effect on purchase intention.

<INSERT TABLE IV>

DISCUSSION

The hypotheses test results revealed that all specified relationships involving perceived behavioural control were not significant. Thus, it appears that as fairtrade products become more accessible and readily available in terms of variety and distribution, perceived

behavioural control factors are likely to become less a barrier to supermarket fairtrade products shoppers. As the hypothesised relationships between personal values (self-direction and universalism) and perceived behavioural control were not significant, it appears that these personal values do not significantly affect consumer perceptions of factors that may prevent them from buying fairtrade products. In effect, these values are not relevant to overcome factors that could be perceived as barriers to purchase intention. The ethical consumer literature shows no support for this finding. Contrary to the suggestion by Aertsens et al., (2009) that the influence of values on perceived behavioural control is mediated by attitude, the results of mediation analysis based on the protocol of Baron and Kenny (1986) found no support for this mediating effect.

Another possible explanation for this finding may be that fairtrade consumers adhere to individualistic (self-interest) values, and as such their values may predict behaviour intention independent of perceived behavioural control. Maio and Olsen (1998) suggested there is a direct relationship between values and behavioural intention independent of perceived behavioural control, subjective norm and attitude when the consumer motivation is driven by individualistic orientation that varies across nations (Hofstede, 2001).

The results further show a non-significant relationship between perceived behavioural control and behavioural intention. This finding is also consistent with Shaw and Shui (2003) who found a non-significant relationship between perceived behavioural control and behavioural intention towards fairtrade labelled products. Two possible reasons could account for this finding. Firstly, it could be that behavioural control factors such as lack of knowledge, lack of variety and a premium price are not relevant for low involvement

decisions, such as buying fairtrade banana, tea, coffee, chocolate and drinking chocolates as suggested by Shui and Shaw (2003), but contradicts Vermier and Verbeke (2006). The second possibility could be that widened fairtrade distribution due to mainstreaming (De Pelsmacker et al., 2005 and Nicholls and Opal, 2008) has minimised the relevance of perceived behavioural barriers as consumers simply buy existing brands, which presently carry the fairtrade label in supermarkets.

As all specified relationships involving perceived behavioural control were not significant the perceived behavioural control construct was not included in the final model for understanding fairtrade purchase intention in the mainstream environment of supermarkets.

On the other hand, the results found that both universalism and self-direction value types have a positive effect on favourable supermarket consumer attitudes towards fairtrade labelled food products (H2 and H5). The significant association between universalism and attitudes has not been previously tested in the context of fairtrade labelled food products. As such, this finding adds to the body of knowledge on ethical consumers and is consistent with Vermier and Verbeke (2006) and Dreezens et al., (2005), who found that the universalism value type has a positive relationship with favourable attitude towards ethical food products. The finding is also in line with the strand of literature that indicates that values influence the formation of attitude in general (Ajzen, 1991; Homer and Kahle, 1988 and Thøgersen, 2007).

The results also indicate that people who adhere to self-direction values have positive attitudes towards fairtrade labelled food products. Although, such a relationship has not been previously researched, positive associations between buying innovative and foreign-sourced products and self-direction values such as curiosity, creativity and self-respect have been reported in the ethical consumer behaviour literature (Bhate and Lawler, 1997, Dickson and Littrell, 1997 and Doran, 2009). Judging from the innovative and ethnic/foreign nature of fairtrade products, it is unsurprising to find a positive relationship between self-direction values and attitude towards fairtrade labelled food products.

As both findings are significant in the context of the fairtrade literature, the results provide significant empirical evidence that supports this study's assertion that mainstreaming of fairtrade products into supermarkets (Doran 2009, Davies and Crane, 2003) may have attracted new segments of consumers with diverse values; who are not driven by ethical concerns alone or a sense of ethical obligation. For example, drawing on the self-respect element of self-direction value type, the current results for the relationship between self-direction and attitude towards fairtrade labelled food products helps confirm the observation that some consumers buy fairtrade labelled food products for the purpose of self-image and identity, as a way of achieving self-differentiation from other people (Aertsens et al., 2009 and Chryssohoidis and Krystallis, 2005). One plausible explanation for people adhering to self-direction values to have positive attitudes towards fairtrade labelled food products could be its appeal among politicians, celebrities, television personalities and other opinion leaders is driven by self-image, and by extension inducing a tipping point effect (Gladwell 2001, pp. 259) on the general public.

The significant relationship between attitudes and behavioural intentions (H8) is consistent with the existing literature on theory of reasoned action and planned behaviour (Ajzen, 1991, Ajzen and Fishbein, 1980) and the fairtrade literature (Shaw and Clarke, 1999, Shaw, 2000, Shaw and Shiu, 2003, De Pelsmacker and Janssens, 2006, and Ozcaglar-Toulouse et al., 2006). The results indicate that consumers believe that fairtrade labelled food products purchases help producers' to be fairly paid and as a result help reduce global poverty. This relationship was expected not only because of the existing empirical evidence supporting such an association but also because the fairtrade label is well known. Indeed, due to mainstreaming, fairtrade labelled food products have been adopted by many government institutions, corporate bodies, schools, colleges and universities for refreshments at meetings and social gatherings. This has made the fairtrade label so familiar to have significant influence on the development of a positive attitude towards fairtrade labelled food products.

A modified integrated values theory of planned behaviour

The final model represents a framework for supermarket fairtrade labelled food products purchasing intention in the UK, which is termed the 'modified integrated values theory of planned behaviour'. This model has background values (universalism and self-direction) influencing attitudes towards fairtrade food products, which in turn influence fairtrade purchase intention (Figure IV).

<Insert Figure IV>

The results on the structural model (Figure III) support a positive role of personal values (universalism and self-direction) in supermarket fairtrade labelled food products purchase intention. It is important to indicate that the model sufficiently predicts fairtrade purchase intention with both societal (universalism) and self-interest (self-direction) personal values showing positive and significant relationships with positive attitude towards fairtrade. This result shows that supermarket fairtrade purchasing intention is not exclusively driven by societal orientated personal values but individualist values as well. However, it must be emphasised that the results showed a stronger positive relationship between universalism values and attitude towards fairtrade labelled food products than self-direction values.

The results provide empirical support for the positive role of personal values in fairtrade purchasing intention but also question the key assumption behind the modified theory of planned behaviour of Shaw and Shiu (2003) and Ozcaglar-Toulouse et al., (2006). These studies posited that, since fairtrade purchasing intention is ethics driven, the theory of

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planned behaviour (Ajzen and Fishbein, 1980) required modification, that is, a complete shift from self-interest to ethical decision making context in order to adequately explain fairtrade purchasing intention. The results do not support the exclusive ethical assumption behind modified theory of planned behaviour models, and also provide an empirical basis to suggest a need to consider both self-interest and societal orientated values to explain fairtrade purchasing intention. This is because the results of this study have shown self-interest (self-direction) as well as societal-orientated (universalism) personal values have a positive relationships with attitude towards fairtrade labelled food products, which in turn predicts purchase intention.

CONCLUSIONS AND RECOMMENDATIONS

The findings confirmed the relationship between: 1) self-direction values and favourable attitude towards fairtrade; 2) universalism values and favourable fairtrade attitude, and 3) positive attitude towards fairtrade products and purchase intention regarding fairtrade labelled food products. The overall inference from these findings is that supermarket fairtrade labelled food purchase intention is not exclusively ethics driven. In view of these findings, there are firm grounds to raise concerns about the context within which the modified theory of planned behaviour models were employed to explain fairtrade purchase intention. These findings could have implications for fairtrade marketing communication strategy and competitive advantage of the fairtrade industry in the long term.

The study contributes to the existing academic literature on fairtrade food purchasing intention. Firstly, the conceptualisation and measurement of fairtrade purchase intention with universalism and self-direction values as precursors to the original theory of planned

behaviour constructs is a novel approach. It has advantages over existing approaches that have either conceptualised personal values as a direct predictor of purchase intention (Shaw et al., 2005; Vermier and Verbeke 2006, Doran 2009) or adopted the theory of planned behaviour as a foundation framework without personal values (Shaw 2000; Shaw and Shiu 2003; Ozcaglar-Toulouse et al., 2006, Ma et al., 2011).

In particular, the modified integrated values theory of planned behaviour model proposed in this study incorporates both self-interest (self-direction values) and ethical (universalism values) motivations and, thus, highlights the deficiencies of both the theory of planned behaviour (Ajzen, 1985) and the modified theory of planned behaviour (Shaw 2000; Shaw and Shiu 2003, Ozcaglar-Toulouse et al., 2006) in predicting supermarket fairtrade purchasing intention post mainstreaming. Whereas the theory of planned behaviour (TPB) is purely underpinned by self-interest motivations, the need for ethical consideration was the main argument behind the modified theory of planned behaviour (MTPB) models.

Several important strategic implications for stakeholders within fairtrade industry emerge from the study. The finding of the study that people persuaded by either self-direction or universalism values have positive attitudes towards fairtrade labelled food products has strategic implications for fairtrade marketing communication management. Although, perceived behavioural control barriers proved to be non significant in influencing positive purchase intention, it is still important that marketing managers provide adequate and thought provoking information on fairtrade products so prospective customers have sufficient information to assess the merits and the challenges associated with buying fairtrade labelled products. For example, overhyping the ethical nature of fairtrade, that is

the human welfare benefits without a corresponding emphasis on the premium price, could lead to poor intention formation on the part of people driven by values other than universalism (see Ger 1999 and Vermier and Verbeke 2006, for similar caution in the context of promoting sustainable food products). Instead, in line with Ger (1999) and Vermier and Verbeke (2006), fairtrade messages could stress personal relevance such as exploring new products by breaking from tradition, and appeal to the innovativeness and ethnic nature of fairtrade food products. Such attributes are seen as a demonstration of independence, freedom, exploring, and curiosity and self-respect elements of self-direction values (Doran 2009).

The significant effect of attitude on purchase intention has also been confirmed by the findings. Encouraging favourable fairtrade attitudes is critical to the long term sustainability of the industry. Therefore, marketing managers tasked with promoting fairtrade products ought to develop communication messages that will harness positive attitude formation, ameliorate potential inhibitors and avoid sending ambiguous signals to existing and prospective customers. For example, marketing communication tactics that emphasise the contribution of fairtrade products to global development at the point of sale could be an effective message. In addition, informing customers about their possible effectiveness through a personal contribution (Vermier and Verbeke 2006) could serve as an effective positive attitude formation indicator for accidental and impulse fairtrade labelled food products buyers. This will also reinforce the fairtrade message for existing customers. Provision of recipe cards to give information on ways to use new fairtrade labelled food product introductions, in store tasting of fairtrade food products where possible and

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providing the opportunity for customers to interact with staff tagged as fairtrade ambassadors could also facilitate positive attitude and purchase intention formation.

Proven marketing and promotional strategies including effective merchandising to project product visibility, choice of appropriate fairtrade food descriptors together with the fairtrade label to convey product attributes and bundle promotions where possible, could potentially orientate customer attitude towards positive purchase intention. Juxtaposing the positive relationships between self-interest and universalism values and positive attitude towards fairtrade labelled food products findings against the backdrop of most ethical products remaining in niche market positions (Vermier and Verbeke 2006), with very few exceptions (Devinney et al., 2011), highlights the need for fairtrade marketing managers to explore more targeted marketing strategy alongside the prevailing mass marketing strategy driven via mainstreaming.

Insights on values invariably contribute towards achieving competitive advantage for the ethical food industry and fairtrade industry (Strong 1997; Vermier and Verbeke 2006; Davies 2007, Nicholls and Opal 2008) Such information could be of enormous importance to achieve effective promotion by aligning communication messages to the values of consumers. The fairtrade industry could benefit by focussing their message around universalism as well as self-direction values to take advantage of the scope that these findings offer to expand its present message beyond ethics. These findings provide a good basis for the fairtrade industry to expand the scope of its principles to capture people who cherish self-direction value elements such as curiosity, creativity and self-respect in addition to the welfare of all people, environment and nature.

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RESEARCH LIMITATIONS AND AVENUES FOR FUTURE RESEARCH

The current findings of the study ought to be considered in the light of some limitations. This research was undertaken to investigate the role of personal values in the supermarket purchasing intention for fairtrade labelled food products in the UK. Therefore, generalising the findings beyond the UK market to other ethical food markets may be limited. Secondly, the study context and sample characteristics ought to be factored into drawing any general inference, especially when the study took a two dimensional view of attitude by conceptualising attitude with cognitive and affective components without the conative component because of the specific interest in selecting people who had previously purchased fair trade products for the study. Since six leading fairtrade food product categories were used in the present study, generalising the findings to all fairtrade food products categories beyond banana, tea, coffee, chocolate, drinking chocolate and sugar may be limited because of the context (Rich 1997, Ma et al., 2011), particularly when these product categories were not used as control variables.

Future research can evaluate the positive but inconclusive relationship between self-direction values and perceived behavioural control reported in this study. Future research could also explore using the various fairtrade food product categories as control variables to understand the role that personal values have in fairtrade purchase intention. The lack of differentiation between subjective norm and attitude constructs in the context of fairtrade can also be investigated using a general research sample that will include regular, occasional and non-fairtrade labelled food customers to assess the relationship between subjective norm and universalism values.

Moreover, this study on personal values within the model framework can be replicated across other fairtrade markets in Western Europe and North America. Such research is relevant since values are deemed to vary across countries. Yet, the literature supporting the position that fairtrade is exclusively ethics driven has been based on reported views of respondents from the UK and other countries such as Belgium (De Pelsmacker and Janssens 2007), France (Ozcaglar-Toulouse et al., 2006) and USA (Doran 2009). Therefore the modified integrated values TPB model framework proposed in this study could help further understanding of the role of personal values in fairtrade purchasing intention within the context of other national cultures. This could prove a very useful addition to the fairtrade literature.

<INSERT APPENDIX I>

<INSERT APPENDIX II>

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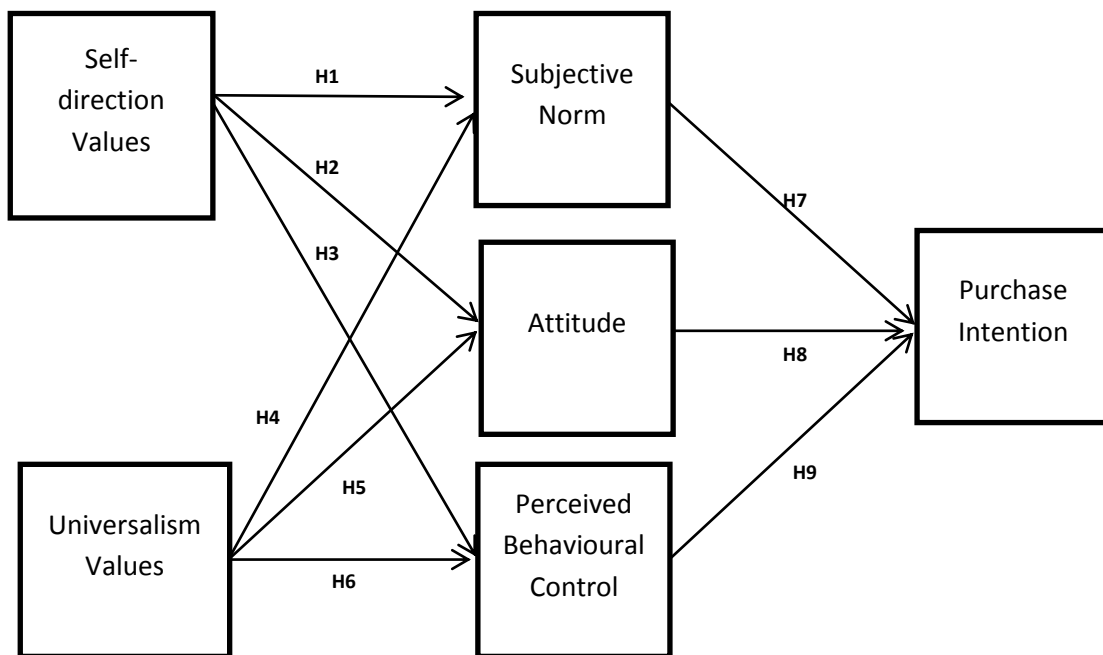**Figure I. Conceptual framework for the study**

Figure II. Conceptual framework for study (Post Discriminant Test)

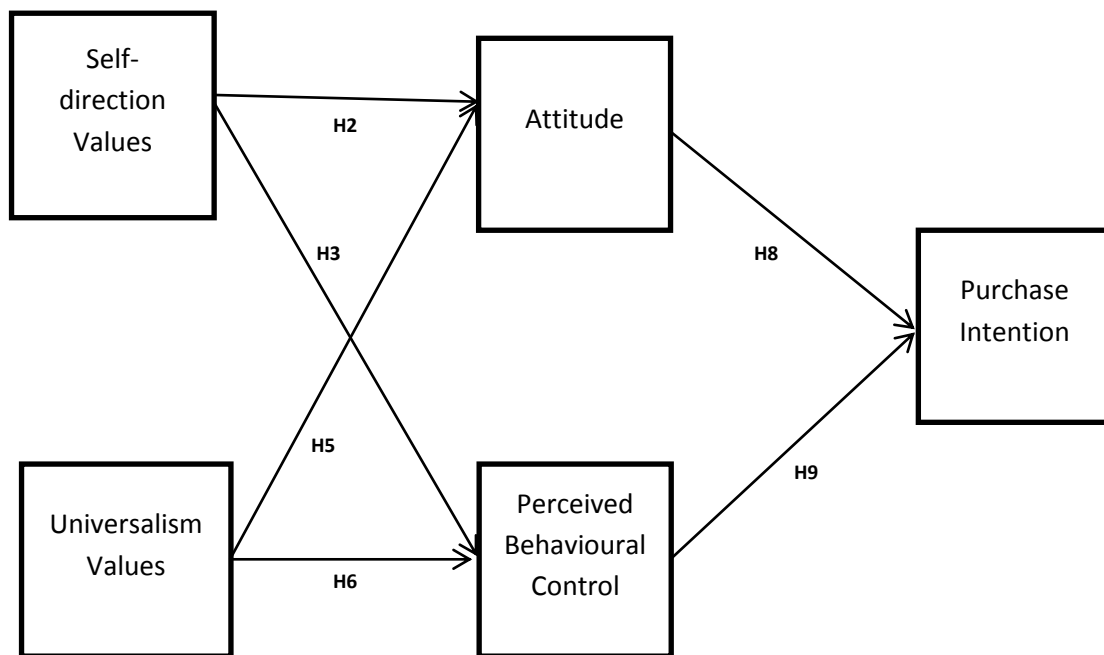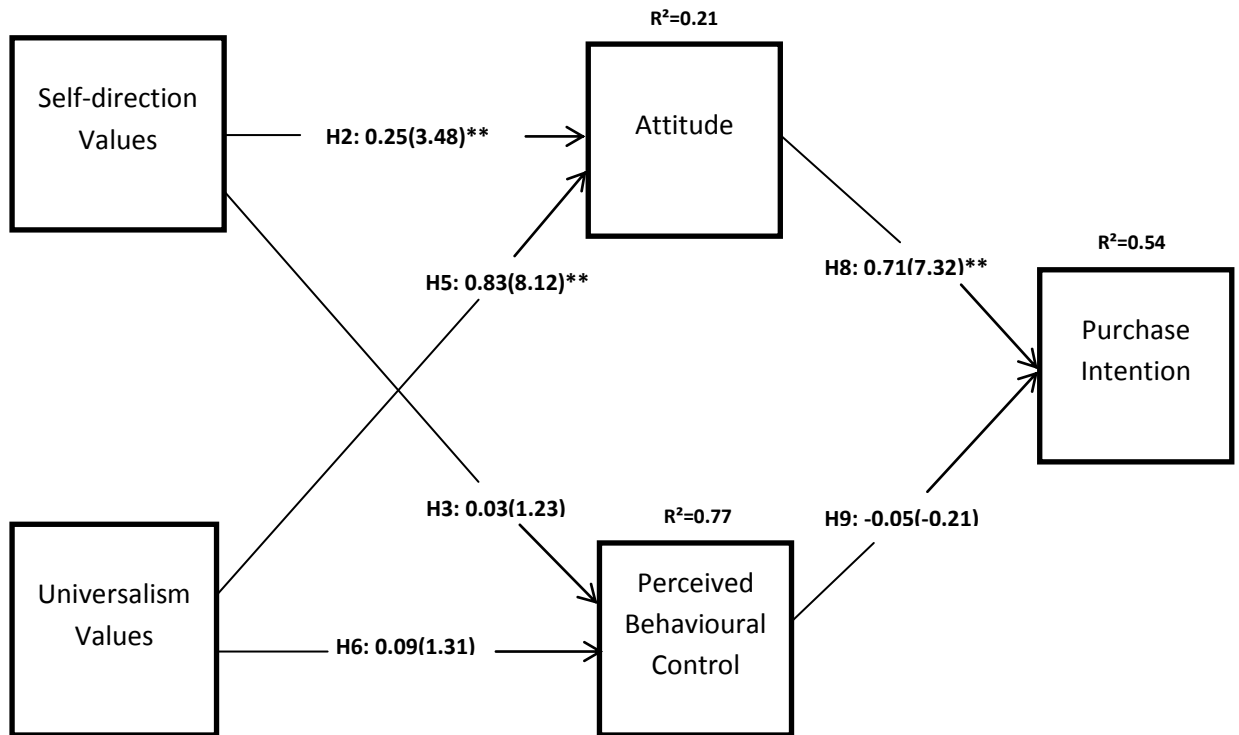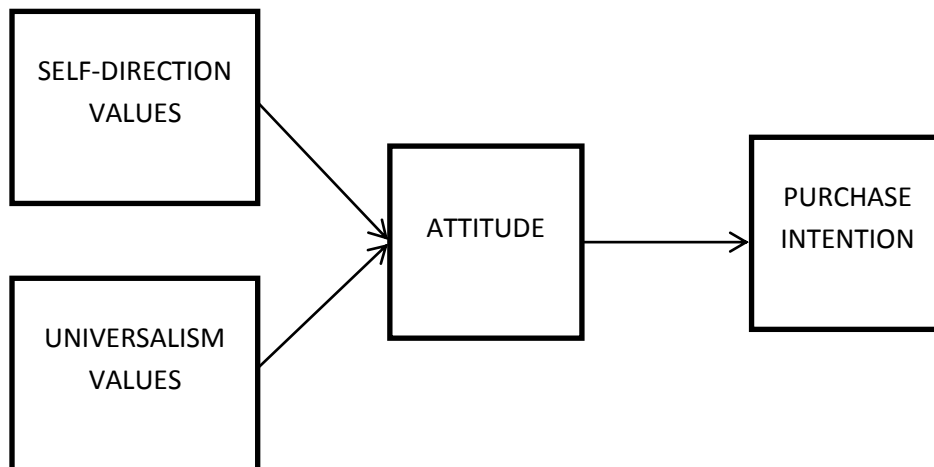**Figure III. Path diagram for the structural model**

Figure III. Path diagram for the structural model

Figure IV. Revised framework for supermarket fairtrade purchasing intention:

A modified integrated values theory of planned behaviour

Table I. Scales items used for the six constructs

Scale sources	Constructs/Cronbach α	Items
Ajzen (1991, 2011), Shaw et al., (2000), Shaw and Shiu (2003), Tarkiainen and Sundqvist (2006), De Pelsmacker and Janssens (2006), Arvola et al., (2008) and Magistris and Gracia (2008)	Attitude (α=0.65)	**Cognitive Component** i) Fairtrade products help fairtrade producers to be fairly paid. ii) My purchase of fairtrade products helps alleviate global poverty. **Affective component** ii) Buying fairtrade products gives me peace of mind***** iii) I am concern that manufacturers and retailers receive greater share of fairtrade profit than fairtrade producers.
Shaw et al., (2000), Shaw and Shiu (2003), Ozcaglar-Toulouse et al., (2006), Aertsens et al., (2009)	Subjective Norm (α=0.67)	i) Most of my friends and family members share my views about fairtrade ii) Some of my friends believe it is a waste of money to buy fairtrade products***** iii) My decision to buy fairtrade products is influenced by my friends and family iv) The views of other people that I respect influence my decision to buy fairtrade products
Shaw et al., (2000), Shaw and Shiu (2003), Tarkiainen and Sundqvist (2006), Arvola et al., (2008) and Klöckner (2009)	Perceived Behavioural Control (α=0.70)	i) It is difficult to know which fairtrade products are available. ii) There is limited range (variety) iii) Fairtrade information is difficult to understand. iv) Fairtrade products are of poor quality compared to conventional products*****
Vermier and Verbeke (2006), Krystallis et al., (2008) and Doran (2009)	Universalism (α=0.81)	i) Equal opportunities for all ii) Social justice for everyone iii) Protection for the environment iv) A good relationship between yourself and others people*****
Vermier and Verbeke (2006), Krystallis et al., (2008) and Doran (2009)	Self-Direction (α=0.75)	i) that you have freedom of thought ii) that you do what you want***** iii) that you are well respected iv) that you make independent decisions
Shaw et al., (2000), Shaw and Shiu (2003), Arvola et al., (2008) and Magistris and Gracia (2008)	Purchase Intention (α=0.87)	How likely are you to buy the following fairtrade products in the next four weeks: i) Banana, ii) Tea, iii) Coffee, iv) Chocolate and v) Drinking chocolate), vi. Sugar*****

Note: Conative component of attitude was not included because the target sample was people who bought fairtrade products as the study questions whether fairtrade consumers are driven exclusively by ethical values. *Indicates scale items that was not included in the analysis due to reliability issues.

Table II. Factor analysis results for the scale items

Constructs	Items	Loading
Attitude	Fairtrade products help fairtrade producers to be fairly paid.	0.89
	My purchase of fairtrade products helps alleviate global poverty.	0.88
	I am concern that manufacturers and retailers receive greater share of fairtrade profit than fairtrade producers.	0.72
Subjective Norm	Most of my friends and family members share my views about fairtrade.	0.77
	My decision to buy fairtrade products is influenced by my friends and family.	0.79
	The views of other people that I respect influence my decision to buy fairtrade products.	0.96
Perceived Behavioural Control	It is difficult to know which fairtrade products are available.	0.70
	There is limited range (variety).	0.85
	Fairtrade information is difficult to understand.	0.91
Universalism	Equal opportunities for all	0.81
	Social justice for everyone	0.85
	Protection for the environment	0.72
Self-Direction	That you have freedom of thought	0.71
	That you are well respected	0.68
	That you make independent decisions	0.75
Intention	How likely are you to buy the following fairtrade products in the next four weeks?	
	Banana	0.82
	Tea	0.76
	Coffee	0.69
	Chocolate	0.79
	Drinking chocolate	0.87

Note: *n=1054*

χ^2/df =3.9, GFI = 0.916, CFI=0.907, RMR=0.064 and IFI=0.916

Table III. Composite Reliability (CR) and Average Variance Extracted (AVE) Results

Constructs	Composite Reliability (CR)	Average Variance Extracted (AVE)
Intention	0.94	0.70
Attitude	0.92	0.63
Perceived Behavioural Control	0.78	0.61
Universalism	0.63	0.74
Self-direction	0.77	0.63

Table IV. Hypotheses testing result

Hypothesis	Standardised Coefficient (T-value)	Decision
H2: Self-direction values have a positive effect on shopper attitude towards fairtrade.	0.25 (3.48)**	Accepted
H5: Universalism values have a positive effect on shopper attitude towards fairtrade.	0.83 (8.12)**	Accepted
H3: Self-direction values have a negative relationship with perceived behavioural control.	0.03 (1.23)	Inconclusive
H6: Universalism values have a negative relationship with perceived behavioural control.	0.09 (1.31)	Rejected
H8: Favourable attitude towards fairtrade products has a positive effect on purchase intention.	0.71 (7.32)**	Accepted
H9: Perceived behavioural control has a negative effect on purchase intention.	-0.05 (-0.21)	Inconclusive

(**$p<0.01$ *$p>0.05$)

Appendix I. Descriptive statistics of sample characteristics

Variable	Frequency	%
Gender		
Male	479	45%
Female	576	55%
Age group		
Under 20 years	48	4%
21-30 years	182	17%
31-40 years	263	25%
41 – 50 years	209	20%
51 – 60 years	191	18%
61 – 70 years	142	13%
Over 20 years	20	2%
No. of children (<18 years)		
None	6	0.6%
1 Child	638	60.5%
2 Children	189	17.9%
3 Children	153	14.4%
4 Children	46	4.4%
More than 4 Children	17	1.6%
Education		
O' Level	214	20%
A' Level	192	18%
Technical/Trade Certificate	123	12%
Diploma	112	11%
University Degree	410	39%

Appendix II. Questionnaire

Part 1 (Fairtrade food behavioural intention): How likely are you to buy the following fairtrade products in the next four weeks?

	Very unlikely	Unlikely	Neither likely or unlikely	Likely	Very likely
Banana					
Tea					
Coffee					
Chocolate					
Drinking chocolate					
Sugar					

Part 2 (Attitudes towards fairtrade products): Please indicate the extent to which you agree/disagree with the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
i) Fairtrade products help fairtrade producers to be fairly paid.					
ii) My purchase of fairtrade products helps alleviate global poverty.					
iii) Buying fairtrade products gives me peace of mind.					
iv) I am concern that manufacturers and retailers receive greater share of fairtrade profit than fairtrade producers.					

Part 3 (Subjective Norm): Please indicate the extent to which you agree/disagree with the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
i) Most of my friends and family members share my views about fairtrade.					
ii) Some of my friends believe it is a waste of money to buy fairtrade products.					
iii) My decision to buy fairtrade products is influenced by my friends and family.					
iv) The views of other people that I respect influence my decision to buy fairtrade products.					

Part 4 (Perceived Behavioural Control): Please indicate the extent to which the following problems prevent you from purchasing (more) fairtrade products.

	Not a problem at all for me	Not a problem	Not sure it is a problem or not	A minor obstacle to purchasing fairtrade purchasing	A major obstacle to purchasing fairtrade products
i) It is difficult to know which fairtrade products are available.					
ii) There is limited range (variety)					
iv) Fairtrade information is difficult to understand.					
v) Fairtrade products are of poor quality compared to conventional products.					

Part 5 (Universalism): How important to you are the following values?

	Not at all important	Not important	Neither important nor unimportant	Quite Important	Extremely important
i) Equal opportunities for all					
ii) Social justice for everyone					
iii) Protection for the environment					
iv) A good relationship between yourself and others people					

Part 6 (Self-Direction): How important to you are the following values?

	Not at all important	Not important	Neutral	Important	Extremely important
i) that you have freedom of thought					
ii) that you do what you want					
iii) that you are well respected					
iv) that you make independent decisions					