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El consumo de comercio justo: Una revisión sistemática y actualizada de la literatura

RESUMEN

Este documento de trabajo amplía la revisión sistemática de la literatura sobre los factores que afectan el comportamiento del consumidor con respecto al consumo de comercio justo (Kossmann & Gómez-Suárez, 2019). La autora buscó siete combinaciones de palabras clave en tres bases de datos que contenían un total de 246 revistas de marketing. Los artículos fueron revisados de acuerdo con la metodología de revisiones sistemáticas de la literatura y colocados adecuadamente en grupos temáticos para permitir un análisis posterior. El artículo publicado fue actualizado en noviembre de 2020 como parte de la tesis doctoral de la autora (2021). Para evitar repeticiones, se citan los resultados de estas dos fuentes, cuando corresponde, pero no se repiten. Más bien, este documento presenta el estado del arte sobre el consumo de comercio justo en 2020 y 2021, la compara con la investigación existente y destaca las vías para futuras investigaciones.

Palabras clave: Gap Ético, Consumo Ético, Comercio Justo.

Fair trade consumption: An updated systematic literature review

ABSTRACT

This working paper extends the previously published systematic literature review on factors affecting consumer behaviour with regard to fair trade consumption (Kossmann & Gómez-Suárez, 2019). The author searched for seven keyword combinations in three databases containing in total 246 marketing journals. The articles were reviewed according to the methodology of systematic literature reviews and appropriately placed in thematic groups to enable further analysis. The published paper was updated in November 2020 as part of the author's doctoral thesis (2021). To avoid repetition, results from these two sources are quoted, where appropriate, but not repeated. Rather, this paper presents the state-of-the-art research on fair trade consumerism in 2020 and 2021, compares with existing research and highlights avenues for future research.

Keywords: Ethical Purchasing Gap, Ethical Consumption, Fair Trade.

JEL classification: M31



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Fair trade consumption: an updated systematic literature review

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1. INTRODUCTION

In the last years humanity has experienced the effects of the patterns of production and consumption and the resulting exploitation of natural resources in dramatic ways. Natural catastrophes, such as wildfires and floods, have eradicated livelihoods for thousands of people within few hours (Greece Wildfires Spread, Causing Mass Evacuations - BBC News, n.d.; Spain Fire: Thousands Flee Blaze near Costa Del Sol Town - BBC News, n.d.). Experts in countries such as the USA or Turkey claim that climate change is contributing to the increased rate of wildfires (Wildfires: How Are They Linked to Climate Change? - BBC News, n.d.).

In the last two centuries the growth of global capitalism has only been possible through the use of fossil-fuel energy (Wright & Nyberg, 2021). This has come at a huge environmental and socio-political cost (Sillanpää & Ncibi, 2017) “as escalating carbon emissions have generated a climate crisis that now threatens the future of organised human civilisation” (Wright & Nyberg, 2021). Ironically, it was almost 100 years ago that the link between the industrial burning of coal and an increase in atmospheric carbon dioxide (CO₂) was first. However, it took a further 75 years for scientists to meet in Austria, thus flagging the start of the scientisation of the issue. The politicisation of the issue started in 1988 when the US Reagan Administration put the issue on the agenda of the G-7 Meeting in Toronto (Spring et al., 2016). The rate of the increase of CO₂ has been steadily increasing. Some of the effects of climate change will be an increase of the surface temperature, heat waves appearing more often and lasting longer, while extreme precipitation events will become more intense. The ocean will continue to warm and acidify and the global sea level will rise (Spring et al., 2016).

The current patterns of production and consumption as well as the level of consumption contribute majorly to this problem. The unprecedented levels of consumption as well the choices consumers make are in many cases negatively impacting the society at large (Pereira Heath & Chatzidakis 2012). This has led to the depletion of natural resources, pollution, conditions of slavery for thousands of workers or wages that are far beyond the level of poverty, (Carrington et al., 2016). The sustainable production of food, energy, chemicals and more generally materials is the major challenge facing modern societies and future generations.

The consequences of climate change will hit both the North as the South hard, causing among other things an increase in food insecurity due to shocks in the supply of food. The rise of the

sea level will be a huge challenge for countries such as Bangladesh. According to estimations a one metre rise of the sea level and if no dike enforcement measures are taken will cause the livelihoods of one fifth of the population, that is 30 million people, being under water. 14,000 to 30,000 square kilometres will be permanently flooded (German Watch, 2004).

Already in many parts of the world farmers are faced with the challenges of climate change. In some regions agriculture may become impossible, thus causing large flows of migration (Spring et al., 2016). In order to lessen the impact of climate change climate mitigation strategies are urgently required, not only to secure the farmers' income, but also to help stabilise food security. However, the immense pressure on agricultural prices makes it often very difficult for farmers to invest in strategies for climate mitigation or crop diversification, but also to provide their children with education and the necessary skills to adapt their agricultural practices to the challenges of climate change. When agricultural prices are under stress, many farmers decide to engage the younger members of their families in production, rather than allowing them to go to school. This contributes to a vicious circle, as "lack of educational access, and securely acquired knowledge, is both part of the definition of poverty, and a means for its diminution" this being critical to long term improvements in productivity, the reduction of inter-generational cycles of poverty, which further exacerbate the vicious circle (CREATE, 2018). This also impacts health and gender equality. (CREATE, 2018)

According to the World Food Programme (World Food Programme, 2018) in 2016 815 million people, or one in nine people on earth, went to bed with an empty stomach. The number of malnourished people, after decades of falling, this number increased by 38 million in just one year (FAO et al., 2017). Malnutrition continues to kill thousands of people every year. Meanwhile one third of the global volume of food produced ends up as food waste, either in the global North, where it is not being consumed, or in the global South as often farmers cannot find market access for their crops (World Food Programme, 2018). At the same time adult obesity rises globally, while child obesity is starting to become an issue in most regions (FAO et al., 2017).

Similar to the gap between malnourished and obese widening, the gap between rich and poor is also on an upward trend. In many countries reached in 2015 the highest level in 30 years (OECD, 2015, pp. 3, 15). 85% of the world's poor live in rural areas (Alkire et al., 2014), which suggests that many of the farmers who produce our food struggle to feed themselves and their families. Moreover, income inequality, apart from its social and political

implications, it is also known to drag down GDP growth (OECD, 2015, p. 3). Decreased access to quality education, leads to wasted potential and lower social mobility (OECD, 2015, pp. 3, 15). Due to income inequality trust in institutions falls, while the social fabric frays. This is especially dangerous, as it can lead to societal struggle, often scaling up to armed conflict.

Fair trade organisations aim to reduce the negative effects described above, for example by working to guarantee minimum prices that not only cover the costs of production and but also help communities invest in their future in multiple ways.

These initiatives offer consumers ways of staying in the market, while at the same time reducing income inequalities for the weakest along the supply chain, thus lessening the negative impact of their consumption.

In the last time it has become widely accepted that by doing “business as usual”, the future of this world is not only uncertain, but bleak. Natural catastrophes, destruction of livelihoods for people and habitats for animals, growing income inequalities and stagnating growth will be the result of “doing nothing”. Private consumption, which has been identified in the literature can thus contribute greatly both negatively (vicious consumption) as well as positively (virtuous consumption).

Fairtrade as virtuous consumption

Fair trade developed as a movement in the post world-war two era as a response to the adverse effects of global trade which resulted to income inequalities in the post-colonial era (Van Dam, 2015). Income volatility, the adverse effects of climate change and an immense push on prices is part of the reality of farmers world-wide. Several certification schemes emerged to remedy this. These certification schemes, such as Fairtrade, support farmers to have access to a more stable income, pre-financing, or receive training and other support to organise their communities democratically, but also to increase the productivity of their businesses sustainably, by increasing their yields, while respecting the natural resources (Eleni Kossmann, 2021).

Max Havelaar was the first fair trade label, which launched in 1989 in the Netherlands, as collaboration between a Dutch non-governmental organisation (NGO) and a Mexican

cooperative. The objective was then to extend market access to the cooperative by listing its coffee not only in alternative retail outlets, but also in traditional trade outlets to change the traditional power patterns in trade relationships by increasing market access (Huybrechts & Reed, 2010, p. 147). Several other national initiatives sprung in the coming years in countries in the global north. 17 of these initiatives joined in 1997 to create the Fair Labelling Organizations International (Huybrechts & Reed, 2010, p. 147). The governance structure has been since updated to include a 50% membership of the farmers themselves, thus being a partnership among equals (“Fairtrade International (FLO): Board & General Assembly” n.d.).

The Fairtrade System comprises of 1.8 Million farmers and plantation workers, organised in 1,707 producer organisations in 73 countries and territories worldwide. More than 35,000 products are certified Fairtrade with a sales value of over 9.8 Billion Euro in 2017 (Eleni Kossmann, 2021).

Fair Trade aims to secure humane minimum prices for produces. Protected from the often-exploitative practices in world trade; farmers, their families and their communities can better plan their future. Farmers can invest in more sustainable farming methods. For example, they are offered support from agricultural engineers, minimising the impact of production, or diversifying it. They may also invest in machinery that enables them to further process their produce, thus achieving higher prices (added value) for their end-product. As the prices cover costs and are higher than the market prices, many farmers can afford the education of their children, who in turn have better chances in life. Moreover, according to Fairtrade International, Fairtrade addresses not only financial issues, but also several other issues related to social and environmental sustainability. For example, gender equality and inclusive, sustainable economic growth, climate change measures, peaceful and inclusive societies and strengthening the global partnership for sustainable development.

As the minimum prices cover production and with the Fairtrade Premium, several issues that lead to community development and sustainable farming can be addressed. Farmers can afford the education of their children and do not have to engage them in what is sometimes dangerous agricultural work. In the case of cocoa production, an estimated 1,56 million children are employed in its production, being exposed to dangerous chemicals or using sharp tools (Child Labor in the Production of Cocoa | U.S. Department of Labor, n.d.). Some communities decide to build schools, which improves access to education. For some other communities it is important to offer after-school activities in order to keep children in a safe

environment, where they can learn and flourish. The author had the chance to visit several Fairtrade banana cooperatives in the region of Magdalena, Colombia in September 2016. Her hosts were very proud to show her the several after-school activities which had been financed through the Fairtrade Premium. These included football and track and field training, including participation in regional tournaments, all-day schools for younger children, music and dance school, all of them run from different members of the community in order to keep their children away from the not so virtuous activities which are otherwise present in their communities, help children build diverse competences which will then offer them better chances in life.

Fairtrade International identifies Goal 1 of the Sustainability Development Goals (SDGs) “End poverty in all its forms everywhere” as central to Fairtrade’s mission. This is mainly pursued through the minimum prices which aim to be higher and less volatile than market prices, as well as the Fairtrade Premium. Furthermore, several other goals are addressed through the work of Fairtrade (2, 5, 8, 12, 13, 16 and 17) (Fairtrade & SDGs, n.d.).

According to the United Nations’ Food and Agriculture Organization (FAO), it is estimated that women make up 60 to 80 percent of the farmers in non-industrialised countries. Up to 70 percent of agricultural labour in some countries comes from women alone. However, this work remains often unnoticed and unrewarded. (A Fairer Future for All Means Gender Equality Now -, n.d.) Closing the gender gap in agriculture can lead to an estimated 150 million less undernourished people and increase agricultural production in developing countries by up to four percent (Strong Women, Strong Cooperatives, Strong Coffee -, n.d.). According to a study commissioned by Fairtrade Africa, it has been demonstrated that the gender opportunity gap still remains high, as women face systematic and cultural challenges which hinder their access to resources to increase productivity in their farms (A Fairer Future for All Means Gender Equality Now -, n.d.). Fairtrade Standards include specific guidelines in order to contribute to gender equality, such as for example a zero-tolerance policy for gender discrimination, sexually abusive, intimidating or exploitative behaviour, no testing for pregnancy when recruiting workers, at least eight weeks of maternity leave for workers on plantations to name but a few. Moreover, Fairtrade works with trade unions and other NGOs pushing for gender equality (SDG5: Gender Equality -, n.d.)

Fairtrade attempts to support women’s empowerment in initiatives, such as for example the Women’s Schools of Leadership. In these schools, women learn not only leadership skills, but

also budgeting and accounting, saving, and investing in new opportunities. They are encouraged to employ these skills to exploit market opportunities and ensure market access or resources to support their productivity. For example, six Rwandan women's only coffee cooperatives established a company which is responsible for selling their coffee in the international market. Angelique's finest, named after the Angelique Karekezi, managing director of the company, has been successfully listed in a German top retailer (Strong Women, Strong Cooperatives, Strong Coffee -, n.d.). Another positive effect of these schools is that graduates then go on to train their community members and act as multipliers, such as for example the graduates of the Asian region's first Fairtrade Gender Leadership School in Kyrgyzstan (Gender Leadership School Graduates Train Their Communities -, n.d.).

Fairtrade and fair trade organisations work with government and business actors in order to achieve the SDGs. For example, the Fairtrade Advocacy Office (FTAO) in Brussels advocates on EU-level on policies that support fair trade and the SDGs. Moreover, Fairtrade "joined the Global Deal, a multi-stakeholder initiative to advance SDG8, and we are a founding member of the Global Living Wage Coalition and active members of the Living Income Community of Practice" (SDG17: Partnerships for the Goals -, n.d.). World Fairtrade Organisation, FTAO and Fairtrade International have also co-signed a position paper with the aim to clarify the connection between fair trade and climate justice (COP26 Press Release: There Is No Climate Justice Without Fair Trade | World Fair Trade Organization, n.d.). In this paper the role of governments and business is highlighted as key enablers to achieving climate justice and in turn ensuring sustainable farming methods.

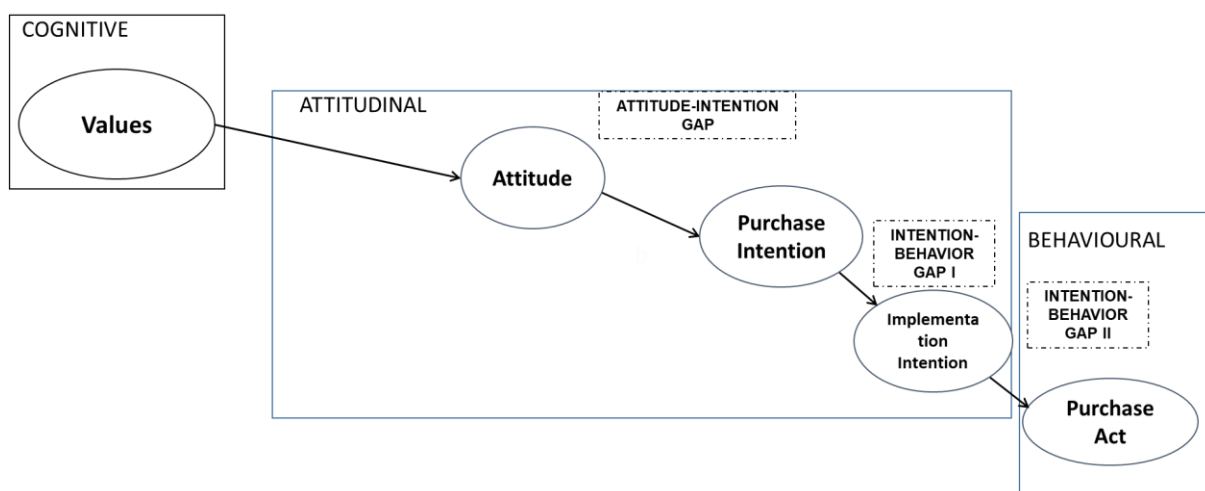
The Fairtrade standards incorporate social, economic and environmental criteria, including core and development requirements with the aim to benefit farmers and their communities (Fairtrade Standards -, n.d.). The core principle behind fair trade, which is also anchored in the Fairtrade standards, is inclusive growth, in that it attempts to redistribute income back to farmers in a fair manner. In addition to that, Fairtrade gives farmers a voice, in that it is 50% co-owned by farmers and producer networks are represented in the Fairtrade Board (Producer Networks and Producer Organizations -, n.d.). Moreover, Fairtrade encourages and demands democratic and transparent decision-making structures also within the Fairtrade organisations, thus encouraging the principles of inclusive growth and peaceful societies also within farmer communities.

The ethical purchasing gap

An ethical purchase is one where the consumers chooses freely and consciously a product, which concerns a specific ethical issue, instead of a conventional alternative (Doane, 2001, p. 6). Long and Murray (2013, p. 352) provide an alternative definition for ethical consumption as “the act of purchasing products that have additional attributes (e.g., social, environmental, political, health, etc.) in addition to their immediate use-value, to signify commitment to their values and/or to support changes to unjust market practices”. Despite an upward trend in the sales of ethical products (Kossmann & Gómez-Suárez, 2018), there exists a gap between self-claimed behaviour and actual purchases of ethical products. About one third of consumers in the UK claimed that they consume ethically (Ipsos, 2014). However, however in the retail food sector only 8.5% of purchases are considered to be ethical in 2015 (Defra, 2015). This insight has caught the research of numerous researchers from around the world, who have used diverse theoretical backgrounds and analytical methods to explain the so-called ethical purchasing or words-deeds gap (Kossmann & Gómez-Suárez, 2019).

Literature has attempted to explain the ethical purchasing gap mainly through the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB). Based on these theories, the factors leading to the ethical purchasing gap can be seen as belonging to one of three levels: cognitive, attitudinal and behavioural (Kossmann & Gómez-Suárez, 2018).

Figure 1 Purchasing Path



Adapted from Kossmann & Gómez-Suárez (2018)

At each step of the purchasing path (see Figure 1) there can be a gap, which leads to the individual not enacting her moral values and purchasing the ethical product in the end. The articles presented in this systematic literature review explore exactly those factors that lead to these gaps, not just through the prism of TRA and TPB but also based on other theories.

2. SYSTEMATIC LITERATURE REVIEW

This paper extends the findings from the published systematic literature review from Kossmann & Gómez-Suárez (2019) and her doctoral thesis (2021) for the period 2020-2021. As such, the author has utilised the same research criteria in the database search. This paper (Kossmann & Gómez-Suárez, 2019) presents relevant articles from 2010 to 2018. The author has also updated this research as part of her doctoral thesis in November 2020, so that also papers published in 2019 are included in the current research. In order to avoid repetition with already published research, the current paper will only present papers published from 2019 to 2021.

The database search took place in November 2021, thus only papers published until 30th of November 2021 are included.

Search strategy

The keyword-combinations used were:

1. “fairtrade” OR “fair trade” AND “shopper experience”
2. “fairtrade” OR “fair trade” AND “customer experience”
3. “fairtrade” OR “fair trade” AND “multi-channel”
4. “fairtrade” OR “fair trade” AND “consumer experience”
5. “fairtrade” OR “fair trade” AND “implicit attitudes”
6. “fairtrade” OR “fair trade” AND “nudge”
7. “fairtrade” OR “fair trade” NEAR “purchase.”

As this research extends the above-mentioned published research, we used the same three databases, which were used in the original research:

- Science Direct: includes 29 marketing journals
- Scopus: includes 198 marketing journals
- Springer Link: 19 marketing journals in English

Eligibility Criteria

All articles in the final list met the following criteria:

1. Year of publication: 2020–2021: we chose this time frame as we aim to present the state-of-the-art research in this area.
2. English-language publications.
3. Publications in peer-reviewed journals.

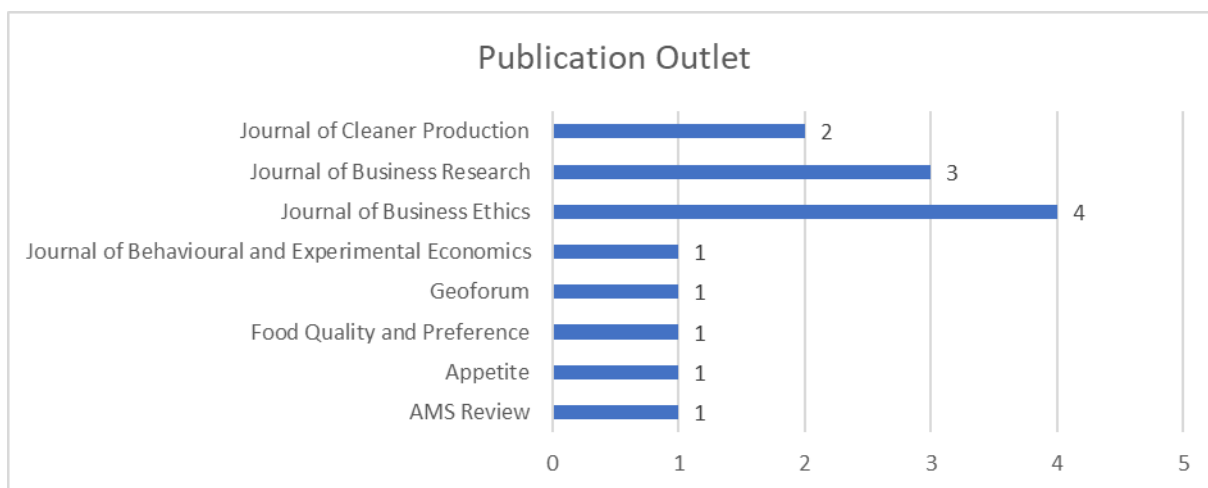
Study Selection & Results

All results (N=478) from the keyword-combinations were saved in Mendeley. Duplicate articles were cleaned (N=27) Titles and abstracts were searched, and a preliminary list (N=17) of pertinent articles was developed. The articles in the preliminary list were read in full and a final list of 14 articles emerged, which all highlight aspects of fair trade consumption.

3. RESULTS OF THE SYSTEMATIC REVIEW

The publication outlet for the 14 articles is depicted in Figure 2:

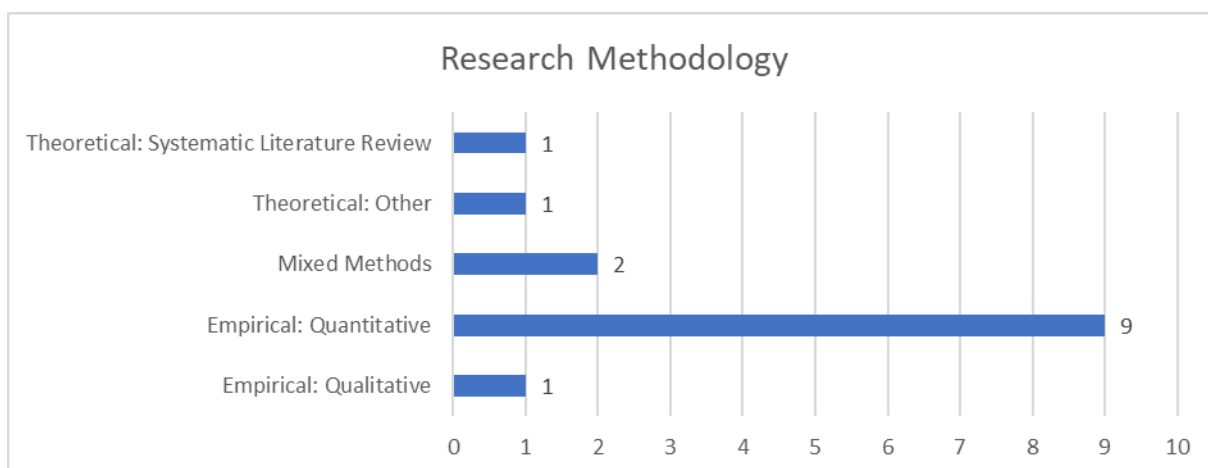
Figure 2: Publication Outlet



Journal of Business Ethics continues to have a high number of published numbers (28%) in line with the results (28%) from 2010-2019 (2021). The Journal of Business Research has an increased number of published articles than in the period 2010-2019 (21% vs. 7%) and the Journal of Cleaner Production has increased from 7% to 14% of total publications in these two years.

In terms of research methodology (Figure 3) two thirds of the articles employed empirical, quantitative methods, while another two mixed methods and one article qualitative research. Therefore 12 out of 14 articles (86%) were empirical (Basso et al., 2021; Birkenberg et al., 2021; Bürgin & Wilken, 2021; Carolan, 2021; Gillani et al., 2021; Goff, 2021; Rybak et al., 2021; Touri, 2020; Tran & Paparoidamis, 2021; Usslepp et al., 2021; van Doorn et al., 2021; Van Loo et al., 2021), one a systematic literature review (Rondoni & Grasso, 2021), whereas another one proposes but does not validate a new theoretical framework (Sun, 2020).

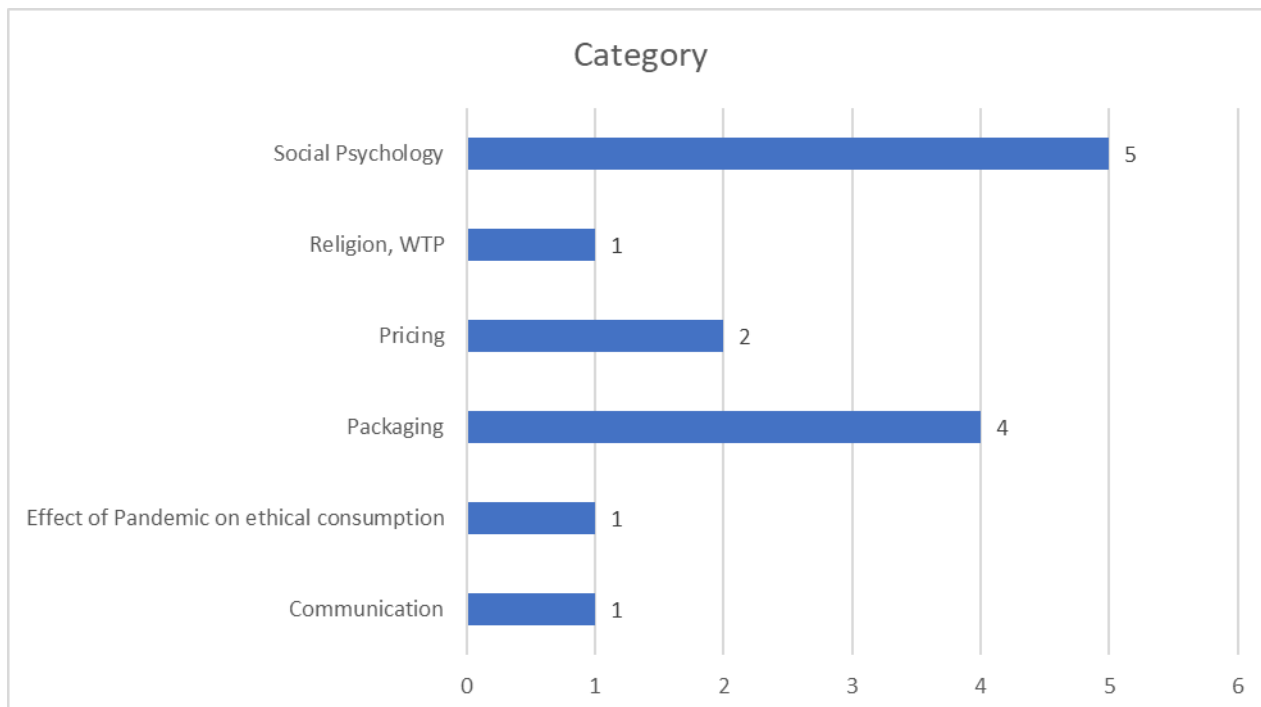
Figure 3: Research Methodology



The product in focus was in two articles coffee and one article each focused on granola bars and tea. All other articles did not have a special product focus.

Through a preliminary taxonomic approach, the articles were categorised as seen on Figure 4.

Figure 4: Taxonomy of Categories



4. THEMATIC REVIEW

In this part of the study the main theoretical streams which underpin the ethical purchasing gap for Fairtrade coffee will be presented and discussed. The papers published in the period 2019-2021 have been grouped to social psychology, religion, pricing, packaging and communication as they are focal points. Under social psychology are all articles which attempt to explain human behaviour under the prism of different theories. The other four groups are structured according to the main parameter in focus in the studies.

Social Psychology

Under social psychology the author has grouped articles on how social experience shapes behaviour (Asch, 2004) or in other words how people “tick” as part of social groupings (Rogers, 2011). Behaviour is often seen as a result of values, attitudes and finally intentions, which are moderated by factors such as perceived behavioural control or social norms, such as for example in the Theory of Planned Behaviour (TPB) (Ajzen, 1985). Five of the 14 articles were based on ideas stemming from social psychology, such as ethics and morality (2), psychological distance (1), political conservatism (1). Additionally, one article proposed but did not test an extended TPB for ethical consumer intention formation. The two articles focusing on morality were Basso’s (2021) and Tran & Paparoidamis (2021) contributions, the first one focusing on high verticality as a “metaphorical representation” and the latter on self-accountability. The former articles proposes after a series of three studies, that “greater familiarity with fair-trade products enhances this metaphorical representation and its downstream effects on altruistic behaviour” (Basso et al., 2021, p. 508). In the latter paper (Tran & Paparoidamis, 2021) it is empirically demonstrated that brand positioning, message and colour valence should be in line with the expectations of consumers. Moreover, in the case of the use of self-accountability in messaging, advertisers should use gain message frames. The opposite applies when self-accountability is not heightened. Finally, the articles proposes that self-accountability has a more important role in ethical consumption than the general cultural factors.

Gillani et al (2021) based their research on three dimensions of proximity, physical, social or psychological. Proximity is seen through the prism of Social Identity Theory (SIT), according to which a group of people will focus on a subject with which they can identify and draw a group identity, “leaving those who are not part of that group, outside the group” (Gillani et al., 2021, p. 559). The authors argue that the sense of proximity which a consumer experiences with marginalised producers or workers will determine the degree of identification with those. This in turn will shape their consumer behaviour. This approach has parallels with the construal-level theory, which again draws insights based on an individual’s subjective perception of distance between the self and an object (Kossmann et al., 2021). According to the conclusions of the article, nationality plays a role in consumer FT engagement, with higher levels in India than in Britain. This is attributed to the fact that India is a country with marginalised producers (Gillani et al., 2021). Moreover, consumer FT engagement is a significant predictor of proximity.

Sun (2020) proposes an extended TPB with the following four determinants of intention formation: attitude, subjective norm, perceived behavioural control and moral identity, the latter one being the additional element to the original TPB. Usslepp et al (2021) argue through their empirical research that political conservatism inhibits fair trade purchase intention.

Religion

Some of Fairtrade’s history can be traced back to different church groups who were among the very first supporters of Fairtrade in some countries, for example in Germany. As Religion is strongly associated with a set of moral principles and ethics an indispensable part of fair trade or ethical consumption more generally, some authors have attempted to explain fair trade purchasing behaviour through the prism of religiosity (Kossmann & Gómez-Suárez, 2019). However, research in this area remains scarce, not only in the period presented in this article, but also more generally since 2010. The only insights in the pre-2019 period are according to Doran and Natale (2011): non-religious people are more likely to intend to buy Fairtrade products, while from the religious groups Buddhists have a higher probability to purchase FT products than Catholics or Protestants. In the case of religion there is one contribution from Goff (2021) based on an experimental design. Through this experiment

Goff tests the effect of guilt on demand for ethical product attributes and willingness to pay. Fair trade products are only one part of this experiment, according to which there is some evidence that fair trade purchasing is not independent on religiosity, however this pattern is not as clear as for monastic goods.

Pricing

11 articles in the period up to 2019 and two articles in the 2019-2021 period deal with consumers' willingness to pay for Fairtrade products. Pricing is the only income-generating element in the marketing mix and as such it is key to a product's success in the marketplace (Braidert, 2006, p. 9). More generally previous research has attested that consumers are willing to pay a premium for Fairtrade products, however the level of it varies from country to country. Moreover, engaged consumers tend to be discouraged by a price discount for Fairtrade products, which however encourages not engaged consumers to purchase them (Eleni Kossmann, 2021).

Birkenberg et al (2021) examined in a discrete choice experiment the willingness to pay (WTP) for carbon neutral coffee. As many coffee products sold in Germany currently have more than one label, the authors examined the combination of carbon neutral with the FT label or direct trade. Carbon neutral coffee has a positive WTP, covering the costs of certification. However, this doesn't hold for carbon neutral and FT certified coffee. Positive synergies existed again with the combination carbon neutral and direct trade.

Bürgin and Wilken (2021) examined the effect of partitioned pricing (PP) for FT products through three experiments. With PP the price for FT is communicated as a separate price component. They demonstrated that through PP the purchase intention for FT products increases.

Packaging

Rondoni and Grasso (2021) present the results of their systematic literature review on carbon footprint (CF) labels. In an Italian study (Vecchio & Annunziata, 2015), the conclusion for fair trade consumption is that WTP decreases, when those are combined with other labels,

such as for example FT. In another study combining CF and FT labels on tomatoes and apples consumers were found to have concerns about CF when products are labelled with FT (Onozaka and McFadden, 2011 in Rondoni and Grasso 2021). Another study demonstrated that consumers are willing to pay more, when CF, FT and organic labels are found together, than separately (Akaichi et al., 2016).

Rybak et al (2021) present the results of three studies following their literature review. Their own research does not include a variable on FT consumption. Three papers examined FT labels. In one paper (Berry and Romero 2021, in Rybak 2021), FT labelling increased health perceptions and thus consumption, whereas in another, calorie estimates are reduced (Schuldt et al., 2012). In another paper calorie estimation or sensory evaluation of FT labelled products did not increase, however liking and WTP did (Schouteten et al 2021 in Rybak et al 2021).

Van Doorn et al (van Doorn et al., 2021) examined the impact of sustainability labels on the success of national brands new product introductions. FT is defined as synonymous to sustainable. According to this study, sustainable newly introduced products have lower sales than conventional ones. If the brand's corporate social responsibility (CSR) is high, then the sustainability claim has a less harmful effect. For clearly innovative products consumers' concern that sustainability compromises quality are less pronounced (van Doorn et al., 2021). Nevertheless, high product innovativeness cannot compensate for the negative effect of sustainability. Price promotions are not as successful for sustainable than for conventional products. Higher prices are not helping overcome the negative effect of sustainability claims, whereas lower prices help in this respect. The negative effect of sustainability claims do not decrease over time in the observed period of 12 months. Another interesting insight from this study, is that calendar time, despite the fact that the public interest on sustainability has increased, do not lessen the negative effect of sustainability claims.

Van Loo et al (Van Loo et al., 2021) use eye tracking in order to determine the visual attention paid to nutrition and sustainability claims and its effect on product choices. In this study both FT and Rainforest Alliance labels were examined. Information on sugar reduction or antioxidants seemed to play a bigger role in product choice than sustainability labels (FT or Rainforest Alliance) or genetically modified (GM) claims.

Communication

Under the theme of communication, there is one contribution from Touri (Touri, 2020). According to Touri, FT communications have traditionally objectified farmers in their representations, thus reproducing neo-colonial patterns. Further to an experiment, the author suggests that the role of representation needs to be re-thought. When farmers are given a “voice” and thus can construct their own representations they engage in “reflexive and dialogic processes that prove empowering” (Touri, 2020). Through this kind of representations, the distant other (the farmer) becomes less distant to the FT consumer. According to the author, the process under which the farmers create their own videos is as such empowering, however for a dialogue to take place, there needs to be created a space for active listening from the part of consumers. The creation of a space of voice expression and listening in marketing and communications can play a “critical role for fair trade’s principle of social justice, as they can lead to action and positive change” (Touri, 2020). This paper is a useful contribution for the marketing of FT products, however the findings need to be further verified in consumer research in order to derive more actionable insights.

Effect of Pandemic

Carolan (2021) presents in his paper the results of an extensive empirical study on ethical food consumption and activism both pre and post COVID-outbreak. He concludes that “[i]n almost every case, whether involving organic, Fair Trade, or particular expressions of buying locally, the pandemic reduced the importance ascribed to, and the purchases of, these items” (Carolan, 2021). Despite its robustness, this is the only article so far which studies the effect of the pandemic. As such, it would be interesting to conduct such research in other countries in order to detect whether the pandemic had the same effects in other countries. According to McKinsey’s research in 45 countries, the effect of Covid-19 on sentiment has shown significant variance. In September 2020 consumers except China and India were expecting to cut down on their consumption in most categories (*Consumer Sentiment Is Diverging across Countries* / McKinsey, n.d.). Moreover, 65% of the consumers have responded to the crisis with decreased loyalty, that is changed considerably their consumption patterns, although this effect varies between the countries whose economy suffered significantly to those not in the pandemic. Europewide shrank consumption on average by 30% (*Das Würde Passieren, Wenn*

Wir Unseren Kaufrausch Zügeln - Freizeit & Events | Nordbayern, n.d.). This may also explain the results of the research presented here. Amidst much lower levels of consumption, not only consumption as such but also fair trade or local goods lose some of their relevance.

5. CONCLUSIONS & MANAGEMENT IMPLICATIONS

This paper presents the results of an updated systematic literature review on the factors which contribute to the purchase of fair trade products as demonstrated in papers from 2020 and 2021 drawn from three major databases. In some of the presented papers, fair trade is but one factor in a larger study. However, as these studies do offer insights that be useful for help fair trade marketers, these have been included in this systematic literature review, which represents state of the art literature. In the appendix a table with the 14 articles appearing in this article is presented alongside their main findings.

In the period 2010-2020 (Eleni Kossmann, 2021) 43 papers were published, while 2020-2021 another 14 papers were published. This suggests that the number of published papers has almost doubled, however remaining low at around 7 papers p.a. In 2020-2021 as much as before most papers are empirical, thus delivering useful insights for practitioners.

Studies on WTP are especially useful both for brand marketers considering certifying their products with the FT label, as in some cases and with combinations of other labels, the cost of certification was found not to be covered (Birkenberg et al., 2021), as well as for FT executives deciding on the costs of certification. As the latter piece of research concerned only one product, coffee, it is advisable to run syndicated research to examine the specific business case in detail, before any decisions are made. On a similar line, Rondoni and Grasso (2021) suggest that when carbon footprint labels are combined with FT, consumers show the lowest WTP for carbon information.

Similarly, caution is advised when introducing sustainable new products. According to one study which defined sustainable as synonymous to FT, new product launches are less successful, even when highly innovative, when sustainability claims are used (van Doorn et al., 2021). The study is based on a vast, robust dataset, nonetheless the dataset is from the

years 2008-2011. Again, it is advisable that the practitioner conducts idiographic research in order to examine whether the new product will be successful when launched with a FT label.

For granola bars it is especially important to note that sugar reduction or antioxidant information has been proved in a series of eye-tracking experiments to be more important than sustainability claims, such as FT (Van Loo et al., 2021). Again, it is advisable to run dedicated consumer research for food products.

In a study it was proven that partitioned pricing, where the FT element was transparently communicated, WTP purchase intention increased by an impressive 20% (Bürgin & Wilken, 2021). This is another very interesting insight which may help compensate the costs of certification for brands.

During the COVID pandemic the importance ascribed to, and the purchases of FT products was found to be reduced (Carolan, 2021). This suggests that marketers may need to win those consumers again, so that the FT-certified products are back in their consideration set. This may require an increase in the frequency or intensity of communication.

When addressing political conservative consumers, it is recommended to refrain from perspective-taking (Usslepp et al., 2021). The same authors suggest that younger consumers with lower income are more suitable audience. However, the latter finding needs to be assessed individually, as to date the attempts to explain FT consumption with socio-demographic variables have led either to no concrete or contradictory results (Kossmann & Gómez-Suárez, 2019).

One research paper used the Implicit Association Test (IAT) in order to elicit implicit association towards an elevated (upright) position and FT consumption (Basso et al., 2021). The match between FT products and increased elevated position results in altruistic behaviour. A greater familiarity with FT products enhances metaphorical representation and its downstream effect on altruistic behaviour. This supports the “virtue is up” mapping identified in linguistics. Further research is necessary in order to transform these findings into actionable recommendations for practitioners.

High levels of physical, social, and psychological proximity lead to high consumer fair trade engagement. This in turn has a positive impact on fair trade purchasing behaviour. The association between proximity and consumer fair trade engagement is positively moderated

by consumer empathic concern (Gillani et al., 2021). According to the same study, nationality plays a role, as Indian consumers showed increased proximity than the British ones. This may be explained in that India is a producer country for FT terms. However, this potential is to date relatively untapped as the Indian FT market is underdeveloped in comparison to the British one (Fairtrade International, 2019, p. 11).

Touri's paper (2020) on representation of farmers in FT communication reinforces the long held belief by FT that producer voice needs to guide communications to consumers (confidential information available to the author, such as Brand and Communication strategy of Fairtrade international). Reflexive and dialogic processes prove empowering. Fairtrade has indeed incorporated producer voice in its communications in the last years, moving away from objectifying farmers to allowing them to present themselves as agents in the FT system.

Heightening consumers self-accountability enhances consumers' preferences for products positioned with ethical attributes (Tran & Paparoidamis, 2021). In Tran and Paparoidamis research this insight has been tested. Moreover, concrete insights for advertising have been drawn. Firstly, when a product is positioned as an ethical one, the metaphorical connections consumers make with message and colour valence should be reinforced. For example, for eco-friendly products the use of green or blue can reinforce these connections. Secondly, in the case that self-accountability is heightened, marketers should use gain message frames, demonstrating environmental or social benefits. These messages help reduce consumers self-discrepancy between their actual behaviours and their self-standards, a phenomenon known as cognitive dissonance. Thirdly, self-accountability, the individual's desire to live up to one's self-standards, plays a more important role in shaping consumer preferences for ethical products, rather than general cultural factors. The concrete recommendation is that marketers find ways to activate a sense of self-accountability in consumption contexts across different cultures. When "self-accountability is high (e.g., in group settings – on social media), it might be appropriate to use ethical appeals. However, when there is direct and individual communication (e.g., direct e-mail, mobile advertising messages), ethical appeals may be less effective than self-benefit appeals"(Tran & Paparoidamis, 2021, p. 553). Another insight from this research is that in the context of hedonic consumption, consumers tend to seek justification for their action to reduce anticipated guilt. In this case, ethical appeals are more persuasive in encouraging consumers to buy ethical hedonic products. This is not the case with utilitarian products. Therefore, explicit guilt appeals evoke more positive responses to ethical products.

The articles published in the last two years offer several actionable insights for FT marketers or brand managers with certified products and thus contribute greatly into understanding the moderators of the ethical purchasing gap. Nonetheless it is recommended to run idiopathic research in the sense of market or consumer research before a major new launch or A/B tests, where appropriate, in order to extend these insights to other product categories, in markets with different structures (strength of market leader, number of existing brands etc.) or cultural contexts.

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Appendix

S/N	Title	Category	Sub-Category	Authors	Research Methodology	Location	Sample Size	Sampling Method	Product	Outlet	Year	Summary	Methods
1	Are you up for fair-trade products? Vertical dimension as a metaphorical representation of virtuous consumption	Social Psychology	Ethics	Basso	Empirical: Quantitative	France, USA (MTurk), France	163, 122, 63	Convenience, Random, Convenience	Coffee	Journal of Business Research	2021	strong implicit association between moral virtues underpinning FT consumption (justice, solidarity etc); strong explicit association FT with elevated position; match between FT products and increased elevated position results in altruistic behaviour; greater familiarity with FT products enhances metaphorical representation and its downstream effect on altruistic behaviour	IAT, online tasks
2	The potential of carbon neutral labeling to engage coffee consumers in climate change mitigation	Pricing		Birkenberg et al	Mixed Methods	Germany	16, 80		Coffee	Journal of Cleaner Production	2021	WTP for combination carbon neutral and FT does not cover certification costs	focus groups, discrete choice experiment
3	Increasing Consumers' Purchase Intentions Toward Fair-Trade Products Through Partitioned Pricing	Pricing		Bürgin & Wilken	Empirical: Quantitative	1. USA, 2-4. European	1. 294, 2-4. 403	Random	N/A	Journal of Business Ethics	2021	Partitioned pricing increases FT purchases by 20%	4 experimental studies
4	Practicing social change during COVID-19: Ethical food consumption and activism pre- and post-outbreak	Effect of Pandemic on ethical consumption		Carolan	Mixed Methods	USA	221, 58, 202, 58	stratified sample	N/A	Appetite	2021	In almost every case, whether involving organic, Fair Trade, or particular expressions of buying locally, the pandemic reduced the importance ascribed to, and the purchases of, these items.	online survey, one-to-one interviews, online survey, one-to-one interviews

S/N	Title	Category	Sub-Category	Authors	Research Methodology	Location	Sample Size	Sampling Method	Product	Outlet	Year	Summary	Methods
5	The Impact of Proximity on Consumer Fair Trade Engagement and Purchasing Behavior: The Moderating Role of Empathic Concern and Hypocrisy	Social Psychology		Gillani et al	Empirical: Quantitative	UK, India	211, 112	Random	N/A	Journal of Business Ethics	2021	high levels of physical, social and psychological proximity lead to high consumer fair trade engagement. Consumer fair trade engagement has a positive impact on fair trade purchasing behavior. Consumer empathic concern positively moderates the association between proximity and consumer fair trade engagement, while the opposite is true with regard to consumer hypocrisy. Consumer nationality has a control effect on physical, social, and psychological proximity, with the latter felt stronger among Indian, as opposed to British consumers.	online survey
6	A test of willingness to pay as penance in the demand for ethical consumption	Religion, WTP		Goff	Empirical: Quantitative	USA (Mturk)	452	Random	N/A	Journal of Behavioural and Experimental Economics	2021	Fair trade purchasing is not independent of religiosity	online task, survey: experimental condition,
7	Consumers behaviour towards carbon footprint labels on food: A review of the literature and discussion of industry implications	Packaging		Rondoni & Grasso	Theoretical: Systematic Literature Review				N/A	Journal of Cleaner Production	2021	When carbon footprint is presented with other labels (eg organic, FT) consumers show the lowest WTP for carbon information	
8	Promoted claims on food product packaging: Comparing direct and indirect effects of processing and nutrient content claims	Packaging		Rybak et al	Empirical: Quantitative	USA (Mturk)	150, 488, 481	random	N/A	Journal of Business Research	2021	Quoted research not own: FT labelling increased health perceptions and thus consumption, whereas in another, calorie estimates are reduced. Calorie estimation or sensory evaluation of FT labelled products did not increase, however liking and WTP did.	pretest, 1, 2

S/N	Title	Category	Sub-Category	Authors	Research Methodology	Location	Sample Size	Sampling Method	Product	Outlet	Year	Summary	Methods
9	Toward a theory of ethical consumer intention formation: re-extending the theory of planned behavior	Social Psychology		Sun	Theoretical: Other				N/A	AMS Review	2020	Extended TPB with four determinants of intention formation: attitude, subjective norm, perceived behavioural control and moral identity, the latter one being the additional element to the original TPB	
10	Representation, voice and producer–consumer communication in fair trade movements: Toward new empirical directions	Communication		Touri	Empirical: Qualitative	India, UK	76, 50		N/A	Geoforum	2020	The findings highlight the need to re-think the role of representation in fair trade since when farmers construct their representations on their own terms, they engage in reflexive and dialogic processes that prove empowering. Moreover, including the farmers’ voices in these representations has the capacity to challenge consumers’ colonial perceptions about the distant other.	focus groups consumers (UK)
11	Taking a closer look: Reasserting the role of self-accountability in ethical consumption	Social Psychology	Ethics	Tran & Pappas	Empirical: Quantitative	India, USA	238, 157		Tea	Journal of Business Ethics	2021	Brand positioning, message and colour valence should be in line with the expectations of consumers. In the case of the use of self-accountability in messaging, advertisers should use gain message frames. The opposite applies when self-accountability is not heightened. Finally, self-accountability has a more important role in ethical consumption than the general cultural factors. Experiment based on conventional and FT tea.	online & field experiment

S/N	Title	Category	Sub-Category	Authors	Research Methodology	Location	Sample Size	Sampling Method	Product	Outlet	Year	Summary	Methods
12	The Inhibitory Effect of Political Conservatism on Consumption: The Case of Fair Trade	Social Psychology		Usslepp et al	Empirical: Quantitative	USA	409	?	N/A	Journal of Business Ethics	2021	Political conservatism has an inhibitory effect on FT consumption, in that it affects fair trade perspective-taking and fair trade identity, and these latter two subsequently affect fair trade purchase intention. FT initiatives can target the conservative consumer segment in high-income countries with a greater chance of success when applying marketing strategies that make perspective-taking redundant and that aim at younger consumers with lower incomes	online survey
13	Does sustainability sell? The impact of sustainability claims on the success of national brands' new product introductions	Packaging		Van Doorn et al	Empirical: Quantitative	Netherlands			N/A	Journal of Business Research	2021	FT defined as synonymous to sustainable. Sustainable newly introduced products have lower sales than conventional ones. If the brand's corporate social responsibility (CSR) is high, then the sustainability claim has a less harmful effect. For clearly innovative products consumers' concern that sustainability compromises quality are less pronounced. High product innovativeness cannot compensate for the negative effect of sustainability. Price promotions are not as successful for sustainable than for conventional products. Higher prices are not helping overcome the negative effect of sustainability claims, whereas lower prices help in this respect. The negative effect of sustainability claims do not decrease over time in the observed period of 12 months. Another interesting insight from this study, is that calender time, despite the fact that the public interest on sustainability has increased, do not lessen the negative effect of sustainability claims	four data sources: household panel data, consumer survey data, expert panel survey data, and advertising expenditure data.
14	Effects of nutrition and sustainability claims on attention and choice: An eye-	Packaging		Van Loo et al	Empirical: Quantitative	?	?	?	Granola Bar	Food Quality and Preference	2021	Information on sugar reduction or antioxidants seemed to play a bigger role in product choice than sustainability labels (FT or Rainforest Alliance) or genetically modified (GM) claims	eye-tracking

S/N	Title	Category	Sub-Category	Authors	Research Methodology	Location	Sample Size	Sampling Method	Product	Outlet	Year	Summary	Methods
	tracking study in the context of a choice experiment using granola bar concepts												