

THE EFFECTS OF FAIR TRADE INFORMATION IN AFRICAN CULTURAL  
PRODUCTS ON CONSUMERS' AFFECTIVE AND COGNITIVE RESPONSE AND  
PURCHASE INTENTION

by

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(Under the Direction of Yoo-Kyoung Seock)

ABSTRACT

This current study investigates the influence fair trade product description had on consumer's affective and cognitive states and eventually their purchase intention of African cultural products. Data were collected through a snowballing technique with respondents recruited through the social media site Facebook, of those contacted 147 usable responses were analyzed. The items of fair trade level, familiarity with African culture, fair trade knowledge and concern, affective state, and cognitive state were examined in relation with consumer's purchase intention. It was determined that fair trade knowledge and concern, especially the dimension of concern, was a significant influencer of the affective state. Along with this familiarity with African culture and fair trade knowledge and concern were influencers of interest a factor of cognitive state. It was also found that the affective and cognitive state did in fact significantly influence purchase intention.

INDEX WORDS: African cultural products, fair trade, affective state, cognitive state, purchase intention

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## DEDICATION

To Dr. John Harold Hembree Jr.  
My amazing Grandad who inspires my constant love of education

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“Now to Him who is able to keep you from falling, and to present you faultless before the presence of His glory with exceeding joy to God our Savior, be glory and majesty, both now and forever” (Jude 1:24,25). All that is good in me comes from YOU!

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## CHAPTER 1

### INTRODUCTION

#### **Background & Problem**

As Africa is a continent rampant with poverty due in part to its poor infrastructure, corrupt governments, and the HIV/AIDS crisis, artisans and craft producers from Africa often depend heavily on the sale of their cultural products to sustain themselves and their families. A self-reliant, artisan business is difficult to accomplish and requires certain criteria such as the raw materials and tools needed, the artisan's knowledge and skill, the presence of funding and an organized facilitator as well as a legitimate sales outlet (Durham & Littrell, 2000). According to Durham and Littrell, once these pieces are in place, it is possible to generate an income for a craft enterprise and it becomes increasingly more attainable to establish a self-sustaining business (2000). The issue lies mainly in incorporating these six factors in a way that will facilitate a thriving business environment. While there are success stories, a considerable amount of craftsmen are left to hawk their wares for the cheapest price in heavily populated tourist markets or side streets (Ross, 1999).

For those struggling African nations which face a great deal of economic hardship and are considered developing countries, the production and sale of cultural products is a vital part of everyday life. In developing countries agriculture constitutes the greatest form of income with the sale of cultural products coming in second (Littrell & Miller, 2001). In the past artisanal handcrafts were produced for use in daily life but have now

been replaced by mass-produced, cheaper options. Currently there is becoming a great presence in the online world of web sites that solely focus on marketing cultural products. This is bridging the gap and connecting the artisans and craft businesses with individuals who are motivated to purchase unique, cultural products (Lee & Littrell, 2006). Accordingly there is a great importance placed by consumers on the amount of information related to the origin and artisan who produced the product. Consumers when purchasing a cultural product find it very important to understand where the item is coming from, who made the piece, how it was made, and the legitimacy of that information (Lee & Littrell, 2006). This leads to the influence that the element of fair trade will have in relation to purchasing cultural products whether it be through traditional sales outlets or from online sources.

Fair Trade is the overarching theme that relates to establishing and monitoring fair and appropriate working conditions for suppliers as well as fair prices which in turn fosters ethical trading between parties (Shaw, Hogg, Wilson, Shui, & Hassan, 2006). The World Fair Trade Organization representing nearly 350 companies committed to fair trade expounds on this theoretical definition to say, "Fair Trade is more than just trading: it proves that greater justice in world trade is possible. It highlights the need for change in the rules and practices of conventional trade and shows how a successful business can also put people first" (What is Fair Trade?, 2010). The issue of fair trade became a hot topic to consumers when news of poor working conditions, child labor, and unfair wages became a highlighted topic in relation to companies such as Wal-Mart and Nike in the mid-1990s. Fair trade is not a topic for only large companies to be concerned with; it is

essential for artisans and producers of cultural products from developing countries to be protected under the umbrella of fair trade (Littrell & Dickson, 1999).

Due to the high level of publicity that social responsibility and fair trade have received since the mid-1990s many consumers are well informed or make a point to become informed about the products they are purchasing. There is a rising demand for goods and products to bear the label of fair trade not only because of consumer's demand but also due to the important shift many companies have made to incorporate corporate social responsibility into their strategic plan (Belford, 2010). A poll conducted by the Platform for Fair Trade in France revealed that 95 percent of consumers had heard of fair trade (Avril, 2010). There is even a specific consumer group which finds itself interested in fair trade items identified as cultural creatives by sociologist Paul H. Ray who states, "Creatives are aggressive consumers of cultural products" (Ray, 1997). It has also been noted that these individuals motivated to purchase unique cultural products find it important to have the maximum amount of information available about the country of origin and the artisan who produced the craft (Lee & Littrell, 2006). Through the use of product descriptions and fair trade labeling these elements are part of the presentation of fair trade information from companies operating as a fair trade organization. Consumers are expressing an interest not only in these unique pieces but also with the issue of fair trade as it relates to cultural products whether they are purchasing products from a grocery store, a specialty shop, or an online retailer.

## **Justification**

These African businesses and craftsmen are losing the flow of income that in the past came from providing products needed in their communities and due to such a change, artisans must expand their product market. Cardamone and Rentschler (2006) make the point in their case study that investigated the implications web marketing could have on micro-enterprises in Australia, “Many of these [cultural producers] struggle to market their products, some from extremely remote and isolated locations; others with few resources in urban areas”(p. 347). This issue arising for artisans in Australia is one that permeates many developing countries. Littrell and Miller (2001) argue that producers of cultural products are in need of solid information in regards to strategies that deal with country-specific and standardization as they move into new markets.

When considering the sale of cultural products, whether that is through traditional sales avenues or online, there is a level of social responsibility that should be considered. These fair trade practices are in place to protect the artisan as well as ensure for the consumers the authenticity of the products they are purchasing. There are important parameters that must be in place for a business to be under the umbrella of a “fair trade” organization. These organizations make a point to follow specific guidelines which include giving back to each community, respecting the cultural characteristics from the community, providing advancement opportunities for artisans, fostering product quality, and paying adequate wages (Littrell & Dickson, 1999; Organization, 2003). The World Fair Trade Organization provides membership to their organization and monitors companies to ensure that these members are adhering to the important elements of a fair trade firm (WFTO). It is apparent that through the assurance of organizations such as

WFTO, producers of African cultural products and conscious consumers can only benefit from the incorporation of fair trade.

There have been concerns that fair trade is not benefitting least developed countries, many of which are found in Africa, particularly Sub-Saharan Africa. Yet there have been many implementations of fair trade initiatives in South American countries and Asian nations such as Thailand and India (Avril 2010). This is hard to understand as the artisans and craft producers of least developed countries may be the ones which need the support of fair trade the most. In an article “Uganda; Women Wield Fair Trade Tools to Beat Poverty” published in the Africa News the successful story of the National Association of Women Organizations in Uganda (NAWOU) is recounted. This organization promotes the fight against poverty among women artisans by selling their handcrafts with the implementation of fair trade. The marketing officer Pamela Kyagera explains that fair trade has radically changed the sale of cultural products in Uganda. She states that without it these women would be exploited and it would be very difficult for them to remain successful in conventional sales outlets (Michael, 2008). It is examples such as this that support the need for craft producers from Sub-Saharan Africa to be included in the growth and expansion of fair trade.

Consumers are also interested in fair trade and the accessible information about it from the companies and web sites they frequent which sell cultural products. Much research has been done specifically on what web site qualities influence consumers purchase intention of products over the Internet. Lee and Littrell (2003) examine in their article, “Marketing cultural products on the Internet: targeting cultural creatives,” the web site qualities which consumers find important when purchasing cultural products online.

These include company information, product information in the form of visual and written descriptions, knowledge about the origin, culture, and artisan who made the product, product variety with a focus for use in the home and as apparel, and purchase transaction information. Other research has shown that fair trade organizations (FTO) which operate web sites are significantly subordinate to the web sites of commercial retailers (CR) in the areas of company information, product information, distribution channels, customer service, and web site quality (Halepete & Park, 2006, p.491). Online retailers of cultural products create yet another outlet for artisans to sell their products (Cardamone & Rentschler, 2006). Accordingly, consumers through the Internet have an even greater access to cultural products, thus it is necessary to note the characteristics these consumers find important and incorporate those into the descriptions and labeling of fair trade products.

As the Internet is a tool that reaches widely across borders, waters, and nations, it provides an alternative and complimentary avenue for presenting African cultural products to consumers. Consumers are becoming more and more conscious of the purchases they make on -and off line. The level of fair trade knowledge and concerns which consumers possess becomes an important aspect to examine. James Roberts (1996), in the article, "Will the real socially responsible consumer please step forward?" mentions the fact that consumers' decisions are being made now more than ever with a focus on social issues and concerns. More marketing has been directed towards highlighting social concerns and the steps being taken to foster more socially responsible practices (Roberts, 1996). If this is the case, it stands to reason that consumers are seeking out information in regards to fair trade practices which fall under the umbrella of

social responsibility especially in their search for cultural products on - and offline (Lee & Littrell, 2006).

Two important variables in this study are fair trade knowledge and concerns and familiarity with Africa culture. As has been alluded to previously, there is much interest by consumers to understand and seek out fair trade products. A focus on socially responsible behaviors among companies has become important to consumers and can be expected to play a role in their choice for cultural products (Roberts, 1996; Lee & Littrell, 2006). Also when considering the purchase of African cultural products based on fair trade product description, individuals may bring into this decision any past experience of familiarity with African culture. How one views the people and culture of foreign nations influences how their attitudes and understanding will be towards that country and its products (Wiseman, Hammer, & Nishida, 1989). A consumer who had a higher familiarity with African culture may find the purchase of African products more comfortable with positive attitudes towards purchasing that product (Kim & Littrell, 2001).

Consumers' affective and cognitive states have been examined in previous research as the mediating variable for such subjects as the acceptance of advertising, product evaluation, perception of risk as well as shopping and purchasing intention (Batra & Ray, 1984; Gorn, Goldberg & Basu, 1993; Johnson & Tversky, 1983; Swinyard, 1993; Alpert & Alpert, 1990). Cognitive states are generated from the consumers' beliefs, values, and facts that they recall when presented with a stimuli such as an advertisement or product description (Eroglu, Macheleit, & Davis, 2001; Batra & Ray, 1984). Batra and Ray discuss the importance of understanding consumer's affective state as this relates to

the emotions, moods, feelings, and drives which the consumer has in relation to any particular stimuli (1984). It is appropriate to consider both of these states when investigating consumers' intention to purchase African cultural products based upon fair trade product descriptions. These consumers, in searching for fair trade products will bring into the decision making process those beliefs, values, and facts that they possess along with the emotions, moods, and feelings generated by their affective state to reach an ultimate decision.

The fair trade movement is slowly becoming a force with artisan and craft producers of African cultural products. It has shown to be a beneficial step for many small craft businesses and can ultimately improve the demand for their products which will enable these artisans to remain competitive in the global market. While there is a gap in the information present on FTO web sites in relation to CR web sites, there has also not been any specific research done on the impact that fair trade product description will have on the consumer's intention to purchase cultural products in all retail channels. By combining these factors the purpose of this research will be to examine the effect fair trade product description of African cultural products will have on customer's purchase intention mediated by the consumer's affective and cognitive states.

### **Research Objectives**

The main objectives of this study were:

1. To determine if fair trade product description will influence consumer's affective and cognitive states



2. To determine how fair trade knowledge and concerns will influence the relationship between fair trade product description and consumer's affective and cognitive state
3. To determine how familiarity with African culture will affect the relationship between the fair trade product description and consumer's affective and cognitive state
4. To examine if consumer's affective and cognitive states will affect purchase intention
5. To determine how fair trade product description will affect purchase intention

### **Conceptual Definitions**

1. Cultural products:

Lee and Littrell (2006) outline the definition of cultural products as, any product made of materials including textiles, wood, metal, ceramics, etc. with features and production closely related to the artisan's cultural tradition which can include but are not limited to home accessories, jewelry, apparel, toys, and cultural replicas.

2. Fair trade:

The World Fair Trade Organization which represents 350 companies specializing in fair trade products and processes defines fair trade, "Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and

securing the rights of, marginalized producers and workers – especially in the South.” (What is Fair Trade?, 2010)

### 3. Affective State

Batra and Ray (1984) discuss affective state as the moods, feelings, and drives that arise in the presence of a stimulus at the specific time of exposure to that item.

### 4. Cognitive State

Eroglu et al. (2001) discuss cognitive state as the beliefs, values, opinion, and facts a person possesses which influence his decisions in the presences of a stimulus.

## CHAPTER 2

### LITERATURE REVIEW

#### **Fair Trade**

##### *Fair Trade Concept & Definition*

As the world moves into an era of even greater international trade, there comes about social issues, which impact producers from the third world. These producers are often viewed as the weaker partners and in the process have been taken advantage of through exploitation and unfair working conditions (Steinrucken & Jaenichen, 2007). When discussing those affected by fair trade practices the definition of the “South” arises, which indicates those under-developed and developing countries producing goods or products protected by fair trade organizations, while the “North” often refers to those countries purchasing fair trade products (Moore, 2004). The World Fair Trade Organization (WFTO), which represents 350 companies specializing in fair trade products and processes, defines fair trade as, “a trading partnership, based on dialogue, transparency, and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South.” (What is Fair Trade?, 2010) This definition is taken from and represents the guidelines also held by the FINE organization a network comprised of the four main international groups supporting fair trade practices (Moore, 2004).

Moore's exploration of the fair trade movement outlines the two main characteristics of fair trade which arise from the definition and goals held by FINE and other fair trade organizations. The first element encompasses a functioning model, which seeks to ensure the protection of producer and consumer. Secondly it acts as a tool to confront traditional business practices and in the process put into perspective the necessary steps to challenge the social responsibility of corporations (2004). Under the umbrella of these two components there are objectives that fair trade organizations perpetuate and uphold including (Littrell & Dickson, 1999):

- paying fair wages in relation to local standards
- providing equal employment opportunities and safe working conditions
- supporting practices focused on environmental sustainability
- upholding proper product quality
- enhancing local cultural and heritage
- opportunities for employee advancement
- involvement in community development and inter-commerce relationships
- open accountability to consumer's and the public

Some main areas of consumption affected by fair trade practices include coffee and tea along with common grocery items such as sugar, fruits, olive oil, rice, and chocolates (Castaldo, Perrini, Misani, & Tencati, A. 2009; Steinrucken & Jaenichen, 2007).

Steinrucken and Jaenichen (2007) note that the range of products under the umbrella of fair trade labeling is small but due to consumers interest in supporting fair trade items this subject is growing in its importance and more product categories are being added to the discussion. This follows with the research of Littrell and Dickson (1999) who focus

specifically on the fair trade of cultural products. As consumers become interested in unique products from around the world they will undoubtedly be drawn to those organizations which feature fair trade of these cultural products.

Consumers often see a business, which engages in corporate social responsibility through the arm of fair trade, as reputable and trustworthy. Studies have shown that consumers are interested in the corporate social responsibility of businesses and that the element of trust in fair trade is a main driver for consumers to purchase from these businesses (Castaldo et. al, 2009). Other research by Basu and Hicks revealed that consumers are willing to pay a premium for fair trade labeled coffee and responded positively to the presence of the coffee product presented with a fair trade label and description (2009).

When considering fair trade of cultural products it is important to note the comprehensive nature of fair trade, its definition, objectives, and goals. As a whole fair trade is one of the elements of corporate social responsibility which consumers are interested in and have found to motivate their willingness to purchase as well as trust in the organization (Basu & Hicks, 2008; Castaldo et. al, 2009; Littrell & Dickson, 1999). As it stands fair trade is an important element in the trade of products from the South to those consumers in the North and often times acts as a facilitator to positively increase the consumer's willingness to trust and purchase these products (Moore, 2004).

#### *Fair Trade Product Description*

Product description and labeling are important aspects when considering fair trade of cultural products. As has been stated, consumers are in a strong position of considering and caring about socially responsible practices and will look to the fair trade product

descriptions. In the past, research has noted that websites selling cultural products seem to lack information regarding artisan and cultural details (Lee & Littrell, 2003). It must be determined what level of fair trade product description impacts a consumers feeling and motivation toward purchasing that item. While consumers of fair trade items are motivated to purchase based upon the fair trade status, it has been found that an important factor is the quality of the information present (De Pelsmacker & Janssens, 2007).

Labeling based around a value driven marketing approach, target the ideals and moral leanings of consumers. This type of labeling description often revolves around particular social or environmental information and due to the wide scope of consumers in the West willing to consider and purchase such products the labels act as an indicator towards what value the product is carrying (Basu & Hicks, 2008). Due to Lee and Littrell's findings that many websites selling cultural products lack key information it is important to determine what product information and fair trade labeling incline a consumer to purchase a cultural product (2003). Not only is it necessary to have fair trade product descriptions present it is also a key factor to understand that consumers are more interested in the quality of information shown as opposed to the quantity of information (De Pelsmacker & Janssens, 2007). In "A model of fair trade buying behavior: the role of perceived quantity and quality of information and of product-specific attitudes," De Pelsmacker and Janssens (2007), interestingly conclude that often when consumers are presented with a large quantity of information they become skeptical of the information and intention or the description. In turn they theorize that it is more the quality of information which in turn positively influences their attitudes and feelings mediating their final response (De Pelsmacker & Janssens, 2007). This research would

indicate that there is a balance to presenting consumers with an appropriate level of fair trade product description that represents quality information.

Basu and Hicks (2008) conducted research on consumer's willingness to pay a premium price for fair trade coffee based on different levels of information presented in three distinct categories. In their research respondents were asked to pick between a coffee with no fair trade label or description, a coffee with a fair trade label and some description as to how the sale of the coffee affected local growers, and a third coffee option which included a fair trade label and more description on the effects of its sale. This research design was conducted to evaluate consumers' intention to pay a premium for fair trade coffee based on the presented information (Basu & Hicks, 2008). The research revealed that to an extent consumers are willing to purchase fair trade coffees based on a more detailed description including a fair trade label and some information regarding how the fair trade attribute is affecting the communities.

In another study focused on the sale of fair trade coffee, De Pelsmacker, Driesen, and Rayp (2005), investigate the importance of the fair trade factor. The respondents were presented with either a coffee having a fair trade label described as such "a label on the package indicates that a fair price for the coffee harvest is guaranteed to the farmers of the South" or no fair trade label (p. 372). The conclusions garnered in this research suggest that the fair trade label was the third most important attributes to these respondents with the most important factors being brand and flavor information (De Pelsmacker, Driesen, & Rayp, 2005). De Pelsmacker, Driesen, and Rayp (2005) suggest that further research should investigate other product categories aside from coffee, thus

giving a good foundation to further expand in this area by focusing on fair trade product descriptions in relation to African cultural products.

Much research has been done on how high quality information and labels affect a consumer's intention to pay a premium price for fair trade coffee, yet there lacks information on how this may affect purchase intention of African cultural products (Basu & Hicks, 2008; De Pelsmacker, Driesen, & Rayp, 2005; De Pelsmacker & Janssens, 2007). Basu and Hicks (2008) discuss the necessity of future research to focus on the content of label information and how this may influence a consumer's intention to pay a premium for fair trade coffee. Following this, De Pelsmacker, Driesen, and Rayp (2005) suggest that further research should investigate other product categories aside from coffee, thus giving a good foundation to further expand in this area by focusing on fair trade product descriptions in relation to African cultural products.

### **Fair Trade Knowledge and Concern**

Littrell and Dickson in their book *Social Responsibility in the Global Market Fair Trade of Cultural Products* (1999) discuss how Alternative Trade Organizations (ATOs) which sell cultural products have established a level of social responsibility in their practices. ATOs sell cultural products under an umbrella of fair trade and are committed to lasting core values, enhancing creativity, and creating an organizational structure which mirrors socially responsible activities (Littrell & Dickson, 1999). Those consumers familiar with socially responsible actions will be abreast of fair trade practices and will find themselves concerned and interested in the fair trade of cultural products.



Many individuals are sure to find cultural items intriguing and could be drawn to buy them based on the appreciation or connection with the design of the product (Lee, Kim, Seock, & Cho, 2009), yet there is also a particular group that hones in specifically on cultural products in their overall purchase choices. While this group will not be singled out for the purpose of this research understanding the characteristics of such target market will give understanding as to the factors which may influence ones fair trade knowledge and concern in relation to cultural products. This group is known as cultural creatives.

According to Paul H. Ray a sociologist who is responsible for coining the term cultural creatives, “Creatives are aggressive consumers of cultural products” (Ray, 1997). They place a very high importance on uniqueness, globalism, sustainability, and social consciousness. There are key elements of social responsibility present in those who value cultural products which include supporting foreign nations and emerging artisans as well as remaining socially consciousness (Ray, 1997). In addition to this, Harrison (2003) has noted that consumers as a whole are exhibiting purchasing behavior which highlights an ethical and environmentally friendly attitude. Other research also has suggested that a large percent of Americans are turning towards products and services which promote social consciousness (Roberts, 1996).

A consumer concerned with fair trade and one who practices social responsibility considers their purchasing decisions based on how their choices will impact the public and how their purchases may be able to make a difference and bring about change (Webster, 1997). Mohr and Webb (2005) define socially responsible behavior as “actions such as behaving ethically, supporting the work of nonprofit organizations, treating

employees fairly, and minimizing damage to the environment” (p. 122). Mohr and Webb (2005) found that when consumers are informed in regards to social responsibility it will affect how they evaluate purchasing decisions.

### **Familiarity with African Culture**

An important aspect when considering the sale of cultural products is to determine what role familiarity with that particular culture will play in considering and purchasing the item. Lee and Littrell (2003) note that when purchasing cultural products there are many differing reasons which go into the decision process including the product’s ethnic, aesthetic, function, and symbolic characteristics. When a consumer is more familiar with those ethnic and cultural factors they will feel more positively towards purchasing.

Having a knowledge and familiarity for any particular culture includes the understanding of customs, norms, languages, and operating behaviors of that culture. When an individual has a grasp on a host culture they are more positive towards understanding the nuances of the culture and forming a positive or negative outlook on that country (Wiseman, Hammer, & Nishida, 1989). This can be assumed in the same case with African culture. As a consumer finds a familiarity with African culture, their attitudes will be positively influenced towards the items of that culture which in this research constitute African cultural products.

Other research has focused on the familiarity towards cultural apparel in response to purchase intention. While this research did not focus particularly on a cultural item yet apparel in contrast it does propose that familiarity with the garment will foster acceptance and likelihood of purchase (Littrell & Miller, 2001). In this study it was found that a

higher degree of familiarity indicated a greater acceptance and purchase intention of some of the specific cultural apparel items presented as a stimulus.

Lee et al. (2009) also included familiarity with Northeast Asian culture into their study focused on tourists' attitudes toward cultural apparel. Noting that having a positive attitude and knowledge about a particular culture along with having had past experience with that culture could have an effect on the consumer's shopping behaviors. Eight items were created by the researcher to measure the familiarity of Northeast Asian culture and in turn the conclusion was made that recognition of Northeast Asian design was significant with purchase intention. Consumers who could recognize the authenticity of the product through the element of familiarity of the culture were more positive towards purchasing the item.

Wiseman et. al (1989) in their research focused on the elements which lead to intercultural communication and included both the knowledge of the host culture and the attitude towards that culture. The study brought together the element of knowledge of other cultures, world-mindedness, negative stereotypes, and attitudes toward the culture. As it was stated, the knowledge and positive attitude towards a culture can give rise to a positive intention towards that culture. These are important factors to keep in mind when considering the familiarity one has towards African culture.

### **Affective and Cognitive States**

Affect and cognition are coexisting internal states for consumers in observing and purchasing items. While these interact in the overall decision making for consumers, it is important to note that affect and cognition stand separate in their definitive meanings. An

affective state encompasses the moods, feelings, and drives which arise in the presence of a stimulus at the specific time of exposure to that item (Batra & Ray, 1984). In the sense of a cognitive state, a consumer's beliefs, values, opinions and the facts they possess all influence decision making in the presence of a stimuli (Ergolu et al., 2001).

Initial research focused on how advertisements were mediated mainly through cognitive avenues. Expounding on this, Batra and Ray (1984) made the observations that many consumers make decisions based on feelings which gives rise to the element of the affective state. They surmise that feelings towards an advertisement or stimulus give rise to information not about the external environment but instead on how the external environment is affecting the internal state of the consumer through affect (Batra & Ray, 1984).

In the context of using Mehrabian and Russell's (1974) S – O – R framework, a created stimulus from the external environment will invoke the internal states of affect and cognition in a consumer thus leading to the final response which in this research will encompass purchase intention. Much research has been done on how affect and cognition relate to behavioral intention, post purchase processes, and shopper responses among others. In particular Lutz (1977) conducted important experimental research on how affect and cognition related to behavioral intentions through the connections made specifically in the Extended Fishbein Model. While this particular model will not be used in the present study it is important to note that Lutz's (1977) research gave rise to the experimental conclusion that affective and cognitive responses do show relationships with the messages designed to provoke behavioral intention. Lutz's (1977) experimental

research was the foundation for much future research on the relationships between affective and cognitive states with intentions.

Further research using the environmental psychology approach determined that store atmospherics are mediated by emotional responses which in turn lead to responses of approach – avoidance behaviors (Donovan & Rossiter, 1982). In this research the three-dimensional Pleasure – Arousal – Dominance (PAD) from Mehrabian and Russell (1974) was used to investigate the organism element of emotional responses in the overall S – O – R framework. It was noted that while cognitive aspects are important when consumers are exhibiting behavioral intentions it is necessary to incorporate the feelings associated with the affective element of emotional responses to create a full picture for the consumer’s approach – avoidance behaviors (Donovan & Rossiter, 1982). Donovan and Rossiter (1982) concluded in their research, “that simple *affect*, or store – induced *pleasure*, is a very powerful determinant of approach – avoidance behaviors within the store, including spending behavior” (p. 54). This research will only include the approach behavior of purchase intention as the consumer’s final response to the presented stimuli. Along with this, the inclusion of the affect element is necessary to illuminate and mediate the internal feelings evoked in the presence of a fair trade product description stimulus.

The affective state is an invaluable component when considering the organism aspect of the S – O – R framework mediating a stimulus and the final response, but it is necessary to also understand and include the cognitive state. While affect deals the internal feelings motivating a response, cognition relates to the internal mental processes to determine a response. The consumer will bring into the cognitive process attitudes,

opinion, facts, memory and knowledge from previous experiences (Eroglu et al., 2001). Research has suggested that affect and cognition are the internal states mediating store atmospherics and shopping outcomes. The cognitive aspect is referred to as the consumer's attitude towards those store atmospherics in relation to other choices which the consumer could choose (Eroglu et al. 2001). It will be important in the current research to include the cognitive state as it will indicate the consumer's attitude towards choosing a fair trade product based on the stimulus of the level of fair trade product description.

In research conducted on the subject of a model online store measuring online store atmospherics and shopper's response, Eroglu, Machleit, & Davis (2003) concluded that affect and cognition do act as mediating variables to their online store stimuli and the shopper's intentions. They found that those individuals presented with the stimulus featuring higher task cues exhibited higher intentions than those presented with low task cues (Eroglu et al., 2003). Similarly, research using music and product presentation as the stimuli found that there is in fact an effect on consumers responses mediated by affective and cognitive states. This research notes the specific relevance that both emotions (affect) and attitude (cognition) have on consumers purchase intention as the final response (Kim, Kim, & Lennon 2009).

## CHAPTER 3

### THEORETICAL FRAMEWORK

#### **Conceptual Framework**

The purpose of this research is to examine the effect fair trade product description of African cultural products will have on customer's purchase intention mediated by the consumer's affective and cognitive states. Also analyzed in this study are the variables of familiarity with African culture and fair trade knowledge and concerns. These variables along with fair trade product description may have a seeming influence on the stimuli – organism relationship. After thoroughly investigating the related research for the fair trade concept as well as how it relates to product description and fair trade labeling, it was determined how to organize a proposed model to measure a consumer's response in the form of purchase intention. The model for this research was based on Mehrabian and Russell's (1974) Environmental Psychology Model.

The main overarching theory which contributed to the theoretical development of this research is the Stimulus – Organism – Response (S-O-R) paradigm presented by Mehrabian and Russell (1974) in *An Approach to Environmental Psychology*. This model (Figure 3.1) indicates that a specific stimulus controlled by either the environment or in the case of this study by the researcher will stimulate mediating emotional states which in turn give rise to a response. In most situations the stimulus becomes the controlled element while the respondents are mainly in control of their emotional state and ultimate response (Buckley, 1991). The S-O-R model presents a general outline for many different

types of research to include the relevant variables necessary to measure the effects of a stimulus on a desired response. For instance Figure 3.1 is an example of the S-O-R model used as the consumer's response to online shopping (Eroglu et al., 2001). Past research has taken this model and investigated the purchase of an item in a store, the effect of store atmospherics on shopper's responses, web-site atmospherics of music and product presentations on shopper's responses as well as many others (Buckley, 1999; Eroglu et al., 2003; Kim et al., 2009). The past research indicates that the S-O-R framework will be a valid approach to measuring the effect fair trade product description of African cultural products will have on purchase intention.

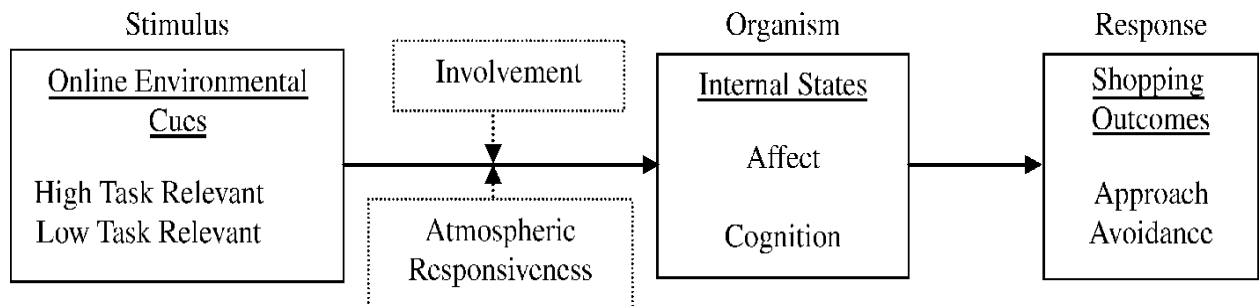


Figure 3.1: S-O-R model of consumer response to online shopping Source: Eroglu et al., 2001

Further expanding on the basic S-O-R model, Eroglu, Machleit, and Davis (2003) developed a model based around the Environmental Psychology Model to measure online store atmospherics and shopper responses. This model (Figure 3.2) gives a foundation for even more specific development of the proposed model for this study. Eroglu, Machleit, and Davis (2003) included both high and low site atmospheres as the basic stimulus for their research. The organism was measured using the affective state dimensions of pleasure-arousal-dominance as well as cognitive state described as attitude. A response



was measured based on the shopper's satisfaction and approach/avoidance behavior (Eroglu et al., 2003). Moderating variables of involvement and atmospheric responsiveness were also used as influencing elements between the stimuli – organism relationship. The present research will follow the basic formatting of the Eroglu, Machleit, and Davis (2003) model by including similar organism variables and appropriate moderating variables to measure the effect of fair trade product description of African cultural products on consumer's purchase intention.

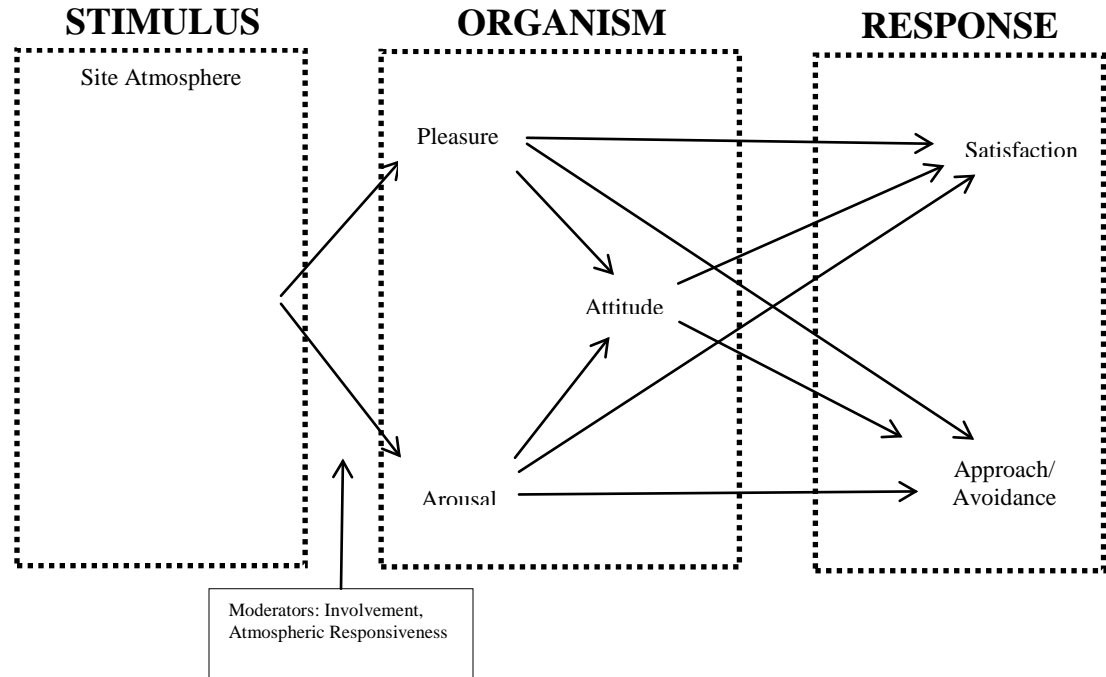


Figure 3.2: Eroglu, Machleit, and Davis 2003 Empirically Operationalized S-O-R Model

Building on both the Mehrabian and Russell (1974) Environmental Psychology model and the Eroglu, Machleit, and Davis (2001 & 2003) model, Kim, Kim, and Lennon (2009) investigated the effects of music and product presentation in an online setting on consumer responses. Their proposed model used the S-O-R paradigm to examine how the

high task relevant cue of product presentation and low task relevant cue of music would influence emotional and cognitive responses eventually leading to purchase intention. While Kim, Kim, and Lennon (2009) did not include any moderating variables in their study their proposed model is relevant to the current research in that they examined comparable organism and response variables which will be included in the current model. The emotional state or also known as the affective state was measured using the pleasure-arousal-dominance (P-A-D) dimensions taken from Mehrabian and Russell (1974). The cognitive state in Kim, Kim, and Lennon's (2009) research was examined under the attitude towards the site and the final response was evaluated based on consumer's purchase intention.

In discussion of these three models it becomes clear that an appropriate approach to the examination of the effect of fair trade product description of African cultural products on consumer's purchase intention is to institute the use of the S-O-R model. These past studies have adapted the original S-O-R model to manipulate a stimulus in order to measure a desired response. Eroglu, Machleit, and Davis (2003) also including moderating variables which may have an effect on the stimulus – organism relationship and Kim, Kim, and Lennon used affective and cognitive states as well as purchase intention as their main variables. These past studies remain a good foundation for the development of the current model (Figure 3.3) with the inclusion of the variables familiarity with African culture and fair trade knowledge and concerns as well as justification for the inclusion of the specific organism and response variables of affective state, cognitive state, and purchase intention.

## Proposed Model

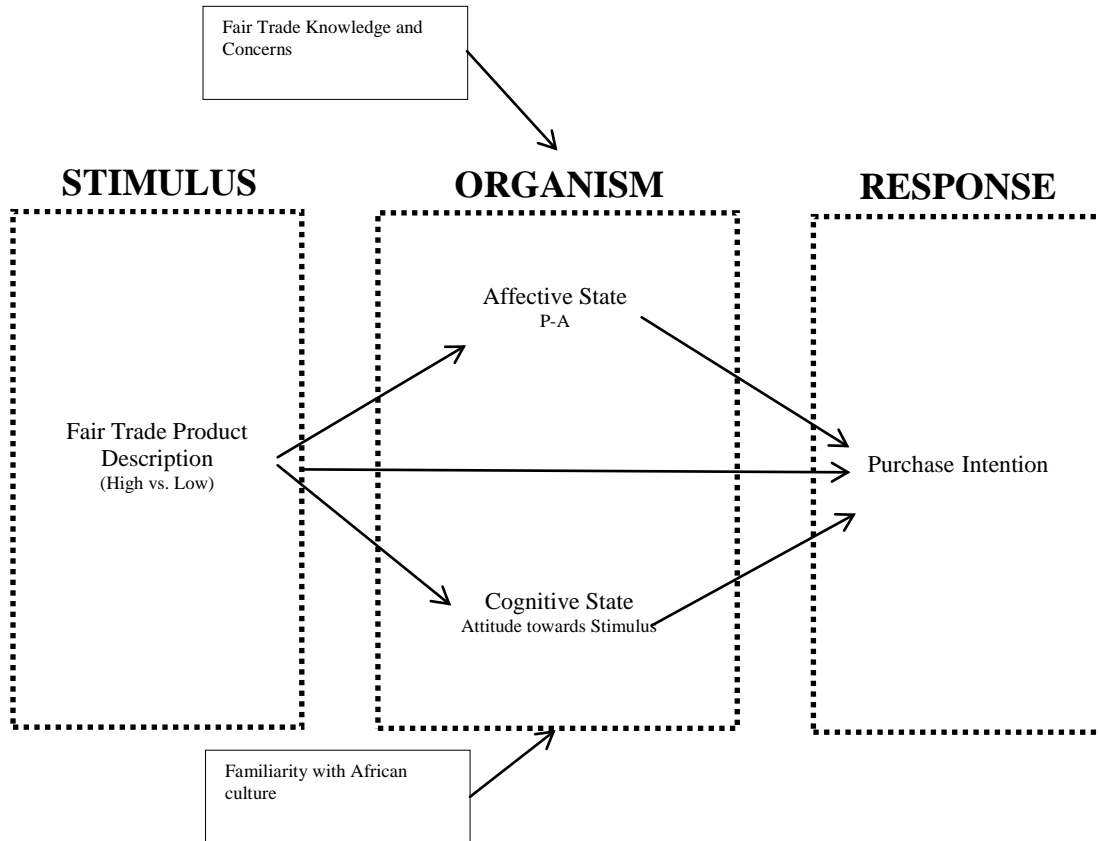


Figure 3: Proposed Model

## **Research Hypotheses**

The proposed model (Figure 3.3) along with the review of previous literature gives rise to the following research hypotheses:

H1: Fair trade product description, familiarity with African culture, and fair trade knowledge and concern will have a significant influence on consumers' affective state.

H1.1: The level of fair trade product description will have a significant influence on consumers' affective state.

H1.2: Familiarity with African culture will have a significant influence on consumers' affective state.

H1.3: Fair trade knowledge and concern will have a significant influence on consumers' affective state.

H2: Fair trade product description, familiarity with African culture, and fair trade knowledge and concern will have a significant influence on consumers' cognitive state.

H2.1: The level of fair trade product description will have a significant influence on consumers' cognitive state.

H2.2: Familiarity with African culture will have a significant influence on consumers' cognitive state.

H2.3: Fair trade knowledge and concern will have a significant influence on consumers' cognitive state.

H3: The level of fair trade product description will have a significant influence on consumers' purchase intention.

H4: Affective and cognitive state will have a significant influence on purchase intention.

## **Operationalized Definitions**

### 1. African cultural products:

For the purpose of this study African cultural products refer to items which meet the definitive requirements of a culture product with its production having originated in the African continent.

### 2. Familiarity with African culture

For the purpose of this study, familiarity with African culture will indicate the level of experience, exposure, and positive attitude a consumer holds towards African culture.

### 3. Fair trade knowledge and concerns

For the purpose of this study, fair trade knowledge and concerns will indicate the level of familiarity a consumer has with the issues surrounding fair trade practices as well as the height of importance they place on fair trade matters.

### 4. Purchase Intention:

For the purpose of this study purchase intention will refer to consumers' intention to buy African cultural products.

## CHAPTER 4

### METHODOLOGY

This chapter highlights the methods for carrying out this research. A detailed explanation of the specific stimuli development was examined first, followed by the instrument development appropriate for this study. A brief description was then given in relation to the data collection and proposed data analysis methods.

#### **Stimuli Development**

Upon approval by the University of Georgia's Institutional Review Board, this survey was conducted in an online format through the use of the web-based survey creation tool SurveyMonkey.com. There are many benefits to using an online survey as according to Dillman (2000) carrying out research in an online format reduces costs incurred from printing and postage, and other research has also noted that coding errors are less frequent as most online survey engines allow importing of the data collected from each respondent (Zhang, 1999). In following with the S-O-R framework respondents were presented with an image representative of the stimulus and subsequently asked a series of questions in relation to that stimulus. All responses were gathered through the online survey method.

Initially it was important to establish a standard stimulus which was presented to the respondents. Due to the researcher's own personal experience and after discussing with a faculty member very familiar with African cultural products, five separate and

distinct pictures were chosen from a fair trade retailing website which represent five different product categories. In searching through the websites of three fair trade retailers which carried a wide range of fair trade products from all regions of the world, images were chosen to represent the five African product categories of jewelry, fabric, craft accessory, basket, and musical instrument.

These five images comprised a pretest given to twenty-four students at the University of Georgia. While three websites were examined, all five images were taken from only one of these sources to ensure similar picture quality in an attempt to prevent bias during the pretest. The purpose of the pretest was to determine the one image most representative of an African cultural product. Subsequently this single image became the base for the stimuli presented to respondents of this questionnaire. In a majority of 42% the most popular choice was the African raffia basket.

As this research was focused on the effect of fair trade product description on consumers, the stimuli acted as the independent variable influencing the ultimate dependent variable of purchase intention. This connection was mediated by affective and cognitive states and the variables of familiarity with African culture and fair trade knowledge and concerns were also included for a more in depth analysis. In this case there were two stimuli created. Stimulus 1 represented low fair trade information and Stimulus 2 represented high fair trade information. The African cultural product - a raffia basket, general product information, and price were the same for both Stimulus 1 and 2. The difference arose in that the stimulus for low fair trade information contained only a fair trade label and the stimulus for high fair trade information contained the fair trade

label as well as the artisan group name and a concise description of how the group and fair trade practices benefit the artisan and local community.

Two identical online surveys were created. One survey featured Stimulus 1 (low fair trade information) and the other featured Stimulus 2 (high fair trade information). To prevent bias or unfair familiarity the product name and descriptions were fictitious. The product was only identified as African with no indication of a specific region or country in Africa. Information such as materials used, size, price and function of the product reflected true information but was general enough to not impose a bias to respondents. The fair trade label was also created by the researcher based around similarities to the elements found in other fair trade labels but not copied directly from any specific source.

### **Instrument Development**

This research was conducted to investigate how fair trade product information will affect consumers' purchase intention of African cultural products. There were five variables examined in this research which included affective state, cognitive state, familiarity with African culture, fair trade knowledge and concern, and purchase intention. Also included were items related to respondent's demographic information. Most of the items included in the instrument were adapted from previous research to fit this study (Wiseman et al., 1989; Lee, Kim, Seock, & Cho, 2009; De Pelsmacker & Janssens, 2007, Mehrabian & Russell, 1974; Kim & Littrell, 1999).

Affective state was measured with the P-A-D (pleasure, arousal, dominance) dimensions established by Mehrabian and Russell (1974). While this traditionally consists of three measures past research has noted that the pleasure and arousal



dimensions are adequate measures of emotional states. It has also been found that dominance has a very low reliability when considering store atmospherics and shopper's responses (Eroglu et al. 2003). Because of this the current research only focused on the pleasure and arousal dimensions in the scale for affective state. The two dimensions consisted of seven-point semantic differential items with descriptive adjectives such as happy/unhappy, jittery/dull, and hopeful/despairing. Clear directives were given by Mehrabian and Russell (1974) to measure the three P-A-D dimensions in *An Approach to Environmental Psychology*. These measures were also used in other research focused on the S-O-R paradigm investigating the affective state (Eroglu et al., 2003; Kim et al., 2009).

Cognitive state was measured by nine items. Seven of these items were adapted from previous research by De Pelsmacker and Janssens (2007), which investigated the attitude towards fair trade products. Measuring the cognitive state based on the respondent's attitude towards a stimulus is appropriate as past research defined the cognitive state as the attitude towards any presented stimuli (Eroglu et al., 2003; Kim et al., 2009). The items were measured on a seven-point Likert type scale (1=strongly disagree; 7=strongly agree). Two items were added by the researcher to add item specific statements for this particular study which include, "I believe the quality of craftsmanship of this African product will be higher than other African products," and "I believe I am making a difference for the producer by purchasing this African product."

Familiarity with African culture was measured based on a combination of two scales and included five items. Two items were adapted from Kim and Littrell (2001).

The other three items were adapted from Lee et al. (2009). The five items were measured on a seven-point Likert type scale (1=strongly disagree; 7=strongly agree)

Fair trade knowledge and concern was measured with ten items adapted from De Pelsmacker and Janssens (2007). The items were taken from a larger instrument to include those statements which focused primarily on knowledge and concern in relation to fair trade. Items included statements such as “I prefer to buy products produced under fair trade practices,” and “I read articles or watch TV programs about fair trade,” as well as “I often discuss fair trade issues with my friends,” measured with a seven-point Likert type scale (1=strongly disagree; 7=strongly agree).

Purchase intention was measured with three items. Two items were adapted from previous research by Kim and Littrell (1999) with one additional item included by the researcher. These three statements were measured on a seven-point Likert type scale (1=strongly disagree; 7=strongly agree). General demographic information was also included at the conclusion of the survey.

A pilot survey was used to ensure proper flow of the survey instrument. Along with this, the pilot survey was used to guarantee survey questions were interpreted correctly. A total of fourteen individuals completed the pilot survey with several helpful suggestions. Some punctuation and grammar issues were addressed as well as changes to a few particular survey items. In the Affective Reaction section the adjective pair of Melancholic/Contented was changed to Melancholy/Content as there were comments that the former was confusing and antiquated in its terminology. Item four in the Cognitive Reaction section was changed from, “The quality of craftsmanship of this African product will be higher than other African products” to “I believe the quality of

craftsmanship of this African product will be higher than other African products” as one respondent noted, “How would I know the quality?”. Also the demographic item of annual household income was added as some items in the survey instrument referenced the price of the cultural product.

### **Data Collection**

After appropriate approval by the University of Georgia Institutional Review Board the data for this study was collected. The population for this research included males and females 18 and up. The sample was recruited during the Fall of 2011 for subsequent data analysis. Participants in this research were recruited through the snowballing technique with the employment of social media outlets such as Facebook. Snowballing operates on the basis of word to mouth communication. The researcher contacted associates through Facebook and distributed a brief description of the research overview and purpose along with a link for the survey. Those contacted were asked to pass along the survey to others who may be interested in the research and willing to participate. This type of recruitment highlighted the snowballing technique and gave a wide range of respondents to this research.

### **Data Analysis**

Upon collection, the data was analyzed using SPSS software. As fair trade product description was a categorical variable, it was necessary to code this variable as a dummy variable by allocating the low fair trade product information as 0 and the high fair trade product description as 1. Reliability analysis of each scale was carried out to

ensure optimal use of variables in the respective scales. Correlation was conducted to determine significant relationships between the proposed variables along with any correlating relationship between the variables of familiarity with African culture and fair trade knowledge and concern and the stimulus – organism relationship. Factor analysis was carried out on the affective state variable as this variable is known to include three distinct dimensions of pleasure-arousal-dominance. Factor analysis was also conducted on the variable of cognitive state and fair trade knowledge and concerns. Hierarchical multiple regression analysis was examined for H1 and H2 to determine any applicable conclusions. Following this, bivariate regression was executed on H3 and multiple regression analysis was conducted on H4. Descriptive statistics and frequencies, showed the overall means and standard deviations of variables as well as specific information from the demographic components.

## CHAPTER 5

### RESULTS

Data for the present research was collected using the online survey tool of SurveyMonkey.com. Initially there were 194 responses collected, yet 47 incomplete surveys were deleted prior to statistical analysis leaving 147 responses for analysis. From the final number of 147 responses, there were 74 from the group administered a survey with low fair trade product description and 73 responses from the survey with high fair trade product description. It should be noted that the items for cognitive state were reversed coded, to ensure consistency within the scale, for further statistical analysis. Descriptive statistics along with demographics, scale reliabilities, factor analysis, correlations, and regression analysis were carried out on the research variables.

#### **Demographics**

The final section of the survey instrument was designed to inquire about the respondents demographic characteristics. The demographic items inquired of the respondents included gender, age, education, ethnicity, and annual household income. These items and their subsequent response frequency are shown in Table 5.1.

The demographic characteristic of gender displays a high response of female individuals at 74.1% with male responses at 25.9%. The age range of 18 – 24 included the most responses with 35.4%. This was followed by the age ranges of 25 – 34 (29.3%)

and 45 – 54 (18.4%) respectively. A percentage of 9.5% was the frequency of response for the range of 35 – 44 and 7.5% for 55 – 64.

Education level indicated from high school to a post graduate degree was inquired of the respondents. The majority of respondents 49.7% held a 4 year degree or a graduate degree (22.4%). Following this, responses indicated a 2 year degree or trade school at 12.2% and high school at 10.2%. Only 5.4% held a post graduate degree. Ethnicity was primarily white at 93.2% followed by multi-racial at 2%, African-American, Asian-Pacific Islander, and Native-American Indian at 1.4% and Hispanic at .7%.

The demographic item of income level showed a wide range with 17.7% belonging to the income interval of \$30,000 - \$49,999, 17% to the interval of \$50,000 - \$69,999, and 14.3% to the interval of \$70,000 to \$89,999. From this the income interval of \$10,000 - \$29,999 had a percentage of 13.6% and the interval of \$90,000 - \$109,000 had 11.6%. The smaller percentage of responses included the income level of \$130,000 or more with 9.5%, less than \$10,000 with 8.8%, and \$110,000 - \$129,999 with 5.4%.

Table 5.1  
Demographic Profile of Sample

		Frequency	Percentage (%)
Gender	Male	38	25.9
	Female	109	74.1
Age	18-24	52	35.4
	25-34	43	29.3
	35-44	14	9.5
	45-54	27	18.4
	55-64	11	7.5
	65+	0	0
Education Level	High School	15	10.2
	2 year degree/Trade school	18	12.2
	4 year degree	73	49.7
	Graduate degree	33	22.4
	Post graduate degree	8	5.4
Ethnic Group	White	137	93.2
	African-American	2	1.4
	Hispanic	1	0.7
	Asian/Pacific Islander	2	1.4
	Native-American Indian	2	1.4
	Multi-Racial	3	2
	Other	0	0
Income Level	less than \$10,000	13	8.8
	\$10,000 - \$29,999	20	13.6
	\$30,000 - \$49,999	26	17.7
	\$50,000 - \$69,999	25	17
	\$70,000 - \$89,999	21	14.3
	\$90,000 - \$109,000	17	11.6
	\$110,000 - \$129,999	8	5.4
	\$130,000 or more	14	9.5

### **Reliability Tests**

It was necessary to carry out reliability tests on all scales used for this survey instrument to ensure each was appropriately measuring the pertinent information for the present research. It has been noted that a Cronbach's alpha value is an indicator of

internal consistency of a scale and repeatability of that scale. A Cronbach's alpha value of .70 or higher is acceptable for internal consistency. In Table 5.2 descriptive statistics for each scale within the survey are examined along with the Cronbach's alpha of each. Table 5.2 indicates means, standard deviation, and Cronbach's alpha of each scale within the survey instrument.

The first scale measuring the affective state in relation to the appropriate stimuli with 11 items, had a Cronbach's alpha of .84, thus the scale was said to be reliable which is consistent with previous studies. The scale for cognitive state which had 8 items, initially had a Cronbach's alpha of .58, yet with item 8 of the scale, "I believe I am making a difference for the producer by purchasing this African product," deleted the Cronbach's alpha was .69. In this case it was important to eliminate item 8 from the cognitive state scale. The scale for the variable of familiarity with African culture having 5 items had a Cronbach's alpha of .81 and the scale for fair trade knowledge and concerns with 10 items had a Cronbach's alpha of .88, thus sufficient for acceptance of reliability. The final scale of purchase intention with three items had a Cronbach's alpha value of .82. All scales were noted to be acceptable through the data analysis of reliability testing.

*Table 5.2*  
*Descriptive statistics and reliability for all variables*

	N	Mean	St. Deviation	Cronbach's Alpha
Affective state	147	4.86	.93	.84
Cognitive state	147	3.14	.90	.69
Familiarity with African culture	147	4.60	1.28	.81
Fair trade knowledge and concerns	147	4.09	1.07	.88
Purchase intention	147	4.18	1.42	.82

Based on a 7-point Likert scale; (1=strongly disagree; 7=strongly agree)



## **Factor Analysis**

For factor analysis certain criteria are set to determine appropriate factor loading. Items with rotated factor loadings were examined for a value of .50 or greater. If the item had a sufficient value it was identified to belong to one unique factor. Any item which possibly loaded on more than one factor with a value of .40 or greater was eliminated from further analysis. Following this any item with a value of .40 or less was eliminated as it lacked appropriate commonality to load onto a particular factor.

It was noted from previous research that the affective state variable consists of three dimensions (pleasure-arousal-dominance), thus it was necessary to conduct a factor analysis. Along with this, cognitive state and fair trade knowledge and concern were thought to contain multiple variables thus factor analysis was employed to determine if there were in fact multiple factors to these particular scales. After conducting factor analysis on affective state, cognitive state, and fair trade knowledge and concern it was determined that each contained two distinct factors (Table 5.3), the percent of variance explained by each factor as well as the reliability of items within each factor are noted.

While affective state is known to contain three dimensions only two were used in this study - pleasure and arousal. Thus, when factor analysis was run on the affective state dimension it was carried out with a fixed 2-dimension analysis (pleasure and arousal) with varimax rotation. Item 2 of affective state was deleted because it loaded on more than one factor with a loading score greater than 0.40. The two dimensions established for affective state were in fact pleasure and arousal. Pleasure (Factor 1) consisted of items 1, 3, 4, 6, 8, and 10 and arousal (Factor 2) consisted of items 5, 7, 9, and 11. Factor1, pleasure, explained 39.08% of the variance with a Cronbach's alpha

value of .89 indicating significant reliability while Factor 2, arousal, explained 23.32% of variance with an appropriate Cronbach's alpha value of .72. These factors of pleasure and arousal account for 62.04% of the total variance explained.

Cognitive state was investigated for multiple factors. Principle component of factor analysis with varimax rotation was used to identify factors. To set the criteria for the factor analysis of cognitive state, factors with eigenvalues greater than 1.0 were retained. Factor analysis revealed two distinct factors that of interest (Factor 1) and price (Factor 2). Due to commonality lower than .40, item 4, "I believe the quality of craftsmanship of this African product will be higher than other African products," was deleted from the scale for cognitive state. Also item 7, "Buying this African product would require a greater effort than purchasing products familiar to me," was considered for elimination as it loaded on Factor 1 (interest), yet the particular item did not fit within the scope of that particular factor. When this factor was deleted it also increased the percent of variance explained by the factor of interest. The percent of variance explained by Factor 1 (interest) was 39.02% with a Cronbach's alpha value .72, and percent of variance explained by Factor 2 (price) is 32.00% with an appropriate Cronbach's alpha of .72. In this case Factor 1 consisted of items 1, 2, and 3 while Factor 2 consisted of items 5 and 6 (Table 5.3). Factor 1 interest and Factor 2 price, account for 71.02% of variance.

Fair trade knowledge and concern also underwent factor analysis and it was clear that the ten items split into two distinct factors, knowledge and concern. Factor 1, knowledge, includes item 1, 2, 6, 7, and 8 and Factor 2, concern includes items 3, 4, 5, 9, and 10. The percent of variance explained by Factor 1 (knowledge) was 33.75%, having a Cronbach's alpha value of .87, and Factor 2 (concern) was 31.81% with Cronbach's

alpha of .85. Fair trade knowledge and concern, consisting of two factors knowledge and concern, accounts for 65.56% of the variance.

Table 5.3  
 Factor Analysis of Affective State, Cognitive State, & Fair Trade Knowledge and Concerns

Factor	No.	Abbreviated Statement	Factor Loading	Variance Explained (%)	Cronbach's Alpha
<b>Affective State</b>				Total 62.04%	
Factor 1: <i>Pleasure</i>	1	Unhappy/Happy	.72	39.08%	.89
	3	Bored/Relaxed	.75		
	4	Annoyed/Pleased	.87		
	6	Unsatisfied/Satisfied	.84		
	8	Melancholy/Content	.80		
	10	Despairing/Hopeful	.83		
Factor 2: <i>Arousal</i>	5	Dull/Jittery	.67	23.32%	.72
	7	Sluggish/Frenzied	.77		
	9	Calm/Excited	.79		
	11	Relaxed/Stimulated	.76		
<b>Cognitive State</b>				Total 71.02%	
Factor 1: <i>Interest</i>	1	Not interested in buying this African product because I do not know anyone else who would (R)	.81	39.02%	.72
	2	Just not interested in this African product (R)	.81		
	3	Not interested in this African product because prefer familiar products (R)	.77		
Factor 2: <i>Price</i>	5	This African product should be less expensive (R)	.89	32.00%	.72
	6	Pity 'fair price' appears to be 'higher price' (R)	.85		
<b>Fair Trade Knowledge &amp; Concern</b>				Total 65.56%	
Factor 1: <i>Knowledge</i>	1	Know a lot about fair trade issues	.86	33.75%	.87
	2	Quite familiar with fair trade products	.86		
	6	Look for fair trade labels when purchasing products	.65		
	7	Read articles/Watch TV programs about fair trade	.79		
	8	Discuss fair trade issues with my friends	.72		
Factor 2: <i>Concern</i>	3	Prefer to buy products produced under fair trade practices	.79	31.81%	.85
	4	Would stop buying products from companies not practicing fair trade	.77		
	5	Would pay higher price for fair trade products	.75		
	9	Am concerned about fair trade issues	.72		
	10	Believe fair trade is important	.77		

(R) - indicates items which are reverse coded

## **Correlation Analyses**

Correlation analyses were conducted to determine any relationships between the research variables. Those variables included in the correlation analysis were fair trade product description level, pleasure, arousal, interest, price, purchase intention, familiarity with African culture, knowledge and concern (Table 5.3). A p-value of  $p < 0.05$ ,  $p < 0.01$ , or  $p < 0.001$  is said to indicate a significant relationship between variables and were the established criteria for relationships between variables in this present research.

The variable of fair trade product description level was not significantly related to any other variable within this study. Pleasure was noted to have a significant relationship to the variables of arousal ( $r = .243$ ,  $p < 0.01$ ), interest ( $r = .434$ ,  $p < 0.001$ ), price ( $r = .204$ ,  $p < 0.05$ ), purchase intention ( $r = .591$ ,  $p < 0.001$ ), and concern ( $r = .327$ ,  $p < 0.001$ ). This relationship indicates that as pleasure increased the following variables (arousal, interest, price, purchase intention, and concern) also increased in a significant direction. Arousal had a positive, significant relationship with the variables interest ( $r = .241$ ,  $p < 0.01$ ), purchase intention ( $r = .205$ ,  $p < 0.05$ ), and concern ( $r = .202$ ,  $p < 0.05$ ). As arousal increases in significance the relationship between the variables of interest, purchase intention, and concern increase as well in significance.

The variables of interest and price which are the factors included in the variable of cognitive state were reverse coded as the items measuring these variables were negative statements. From this, correlation analysis revealed a strong positively significant relationship between interest and the following variables price ( $r = .233$ ,  $p < 0.01$ ), purchase intention ( $r = .719$ ,  $p < 0.001$ ), familiarity with African culture ( $r = .349$ ,  $p < 0.001$ ), and concern ( $r = .374$ ,  $p < 0.001$ ). This correlation analysis revealed the most

significant correlated relationship between interest and purchase intention which goes to reason that as an individual's interest in the African cultural product increase so does the purchase intention. Price was positively related to purchase intention ( $r = .225, p < 0.01$ ) and concern ( $r = .212, p < 0.05$ ). These two items of cognitive state are very positively related to purchase intention as well as other variables in this study.

Purchase intention had a positively, significant relationship with the variables of familiarity with African culture ( $r = .253, p < 0.01$ ) and concern ( $r = .454, p < 0.001$ ). As familiarity with African culture and concern for fair trade issues increases purchase intention also increases. Familiarity with African culture had a positively, significant relationship with knowledge ( $r = .364, p < 0.001$ ) and concern ( $r = .393, p < 0.001$ ) both variables under the fair trade knowledge and concern dimension. Thus as familiarity with African culture increases the level of fair trade knowledge and concern also increases. Finally, knowledge is positively correlated with concern ( $r = .501, p < 0.001$ ) which indicated that the two factors of fair trade knowledge and concern are correlated.

Table 5.4

Pearson Correlation Analysis

	Mean	V1	V2		V3		V4		V5		V6		V7		V8		V9
V1 Fair trade level		1															
V2 Pleasure	5.24	.031	1														
V3 Arousal	4.24	-.040	.243	**	1												
V4 Interest	5.32	-.009	.434	***	.241	**	1										
V5 Price	4.76	.012	.204	*	.042		.233	**	1								
V6 Purchase intention	4.18	.022	.591	***	.205	*	.719	***	.225	**	1						
V7 Familiarity with African culture	4.60	-.097	.024		.052		.349	***	.024		.253	**	1				
V8 Knowledge	3.35	-.112	.053		.068		.070		-.001		.15		.364	***	1		
V9 Concern	4.84	-.061	.327	***	.202	*	.374	***	.212	*	.454	***	.393	***	.501	***	1

\*p≤0.05, \*\*p≤0.01, \*\*\*p≤0.001

## **Hierarchical Multiple Regression Analyses**

It was necessary to conduct hierarchical multiple regression analyses on H1 and H2. Hierarchical multiple regressions analysis was the statistical procedure chosen for these hypotheses as this study was interested in noting the impact sequential additions of independent variables might have on the dependent variable of interest. Through this the overall fit of the model between independent variables and dependent variables was able to be determined.

### *Hypothesis 1*

Initially hierarchical multiple regression between the necessary independent variables and affective state was conducted. Factor analyses on the variable of affective state indicated two distinct factors within this dependent variable which were identified as Factor 1 pleasure and Factor 2 arousal, consistent with previous research (Mehrabian & Russell, 1974). In the following hierarchical multiple regression analysis independent variables are investigated in relation to each factor of affective state.

Fair trade level was first entered into the hierarchical regression equation to investigate the influence of the level of fair trade product description on pleasure, Factor 1 of the dependent variable within affective state (Table 5.5). The regression model 1 was not significant, with  $F(1, 145) = .141, p = .708$  indicating only 0.1% of variance in pleasure being explained by the fair trade level. Familiarity with African culture was entered as the second item with fair trade level to determine its influence on the dependent variable pleasure (Table 5.5). The regression model 2 was not significant  $F(2, 145) = .124, p = .884$  with only 0.2% of variance in pleasure being explained by



familiarity with African culture and fair trade level. Fair trade knowledge and concern was entered as the third item with fair trade level and familiarity with African culture to investigate the influence of these three variables with the dependent variable of pleasure (Table 5.5). Regression model 3 was significant  $F(4, 145) = 5.392$  and  $p < 0.001$  with 13.2% of variance in pleasure being explained by fair trade knowledge and concern, familiarity with African culture, and fair trade level. It should be noted that in considering the relative influence of each independent variable, concern, Factor 2 of fair trade knowledge and concern, ( $\beta = 0.427$ ,  $p < .001$ ) is the only significant influencing item of pleasure as it is related to the independent variables.

Fair trade level was entered into the hierarchical regression equation to note the influence it had on arousal, Factor 2 of affective state. The regression model for this was not significant,  $F(1, 145) = .228$ ,  $p = .634$  indicating only 0.2% of variance in arousal being explained by fair trade level. Familiarity with African culture was then examined along with fair trade level for the influence of these variables to the dependent variable arousal. The regression model 2 between these predictor variables and arousal was not significant,  $F(2, 145) = .279$ ,  $p = .566$  and 0.4% of the variance in arousal being explained by familiarity with African culture and fair trade level. Following this fair trade knowledge and concern was examined as the third item with fair trade level and familiarity with African culture to investigate the influence these had on the dependent variable of arousal (Table 5.5). This regression model was not significant, with  $F(4, 145) = 1.636$  and  $p = .168$  and only 0.44% of variance in arousal being explained by the predictor of fair trade level, familiarity with African culture, and fair trade knowledge and concerns.

The analysis of these results indicates H1 is only partially supported. H1.1 (The level of fair trade product description will have a significant influence on consumers' affective state) was not supported. H1.2 (Familiarity with African culture will have a significant influence on consumers' affective state) was also not supported. H1.3 (Fair trade knowledge and concern will have a significant influence on consumers' affective state) was partially supported as Model 3 between the independent variables and pleasure was significant. The  $R^2$  value increased to 13.2% of variance being explained by these three variables incrementally associated with pleasure. This indicates that fair trade knowledge and concern does have a positive influence on one factor of affective state (pleasure). It should also be noted that it is the factor of concern ( $\beta = .427, p < .001$ ) which is the greatest contributor to the influence of the independent variables to that of pleasure in affective state. These results indicate that H1.3 is partially supported leading to H1 being partially supported.

Table 5.5

*Hierarchical Multiple Regression Analyses (Hypotheses 1)*

	Affective State					
	Pleasure			Arousal		
	Model 1 ( $\beta$ )	Model 2 ( $\beta$ )	Model 3 ( $\beta$ )	Model 1 ( $\beta$ )	Model 2 ( $\beta$ )	Model 3 ( $\beta$ )
Fair trade level	.031	.034	.034	-.04	-.035	-.033
Familiarity of African culture		.027	-.096		.048	-.028
Knowledge			-.122			-.042
Concern			.427 ***			.232
$R^2$	.001	.002	.132	.002	.004	.044
F	.141	.124	5.392 ***	.228	.279	1.636

\*\*\* $p < 0.001$

## *Hypothesis 2*

The next phase of statistical analysis was a hierarchical multiple regression between the independent variables and cognitive states. Factor analyses on the variable of cognitive state indicated two distinct factors within this dependent variable which were identified as Factor 1 interest and Factor 2 price. In the following hierarchical multiple regression analysis independent variables are investigated for the influence each has on the factors of cognitive state.

Fair trade level was first entered into the hierarchical regression equation to investigate the influence of the level of fair trade product description on the dependent variable of interest, Factor 1 of the dependent variable cognitive state (Table 5.6). The regression model 1 was not significant, with  $F(1, 145) = .12$ ,  $p = .914$  indicating 0.00% of variance in interest being explained by the fair trade level. Familiarity with African culture was entered as the second item with fair trade level to determine its influence on the dependent variable interest (Table 5.6). The regression model 2 was significant  $F(2, 145) = 10.02$  and  $p < 0.001$  with 12.2% of variance in interest being explained by familiarity with African culture and fair trade level. It should be noted that through examining each independent variable it was found that familiarity with African culture acted as the best indicator ( $\beta = .351$ ,  $p < .001$ ) of the influence on interest. Fair trade knowledge and concern was entered as the third item with fair trade level and familiarity with African culture to investigate the influence of these three variables with the dependent variable of interest, Factor 1 of cognitive state (Table 5.6). Regression model 3 was significant  $F(4, 145) = 10.17$  and  $p < 0.001$  with 22.3% of variance in pleasure being explained by fair trade knowledge and concern, familiarity with African culture, and fair

trade level. It should be noted that in considering the influence of each variable, familiarity of African culture ( $\beta = .283, p \leq .001$ ); knowledge ( $\beta = -.218, p < .05$ ); and concern ( $\beta = .373, p < .001$ ) are all significant indicators of the influence on the dependent variable interest.

Fair trade level was entered into the hierarchical regression equation to note the influence it had on price, Factor 2 of cognitive state (Table 5.6). The regression model for this was not significant,  $F(1, 145) = .02, p = .888$  indicating 0.00% of variance in price being explained by fair trade level. Familiarity with African culture was then examined along with fair trade level for the influence on the dependent variable price (Table 5.6). The regression model 2 between these independent variables and price was not significant,  $F(2, 145) = .055, p = .946$  and 0.1% of the variance in price being explained by familiarity with African culture and fair trade level. Following this fair trade knowledge and concern was examined as the third item with fair trade level and familiarity with African culture to investigate the influence these had on the dependent variable of price, Factor 2 of cognitive state (Table 5.6). This regression model was not significant, with  $F(4, 145) = 2.34$  and  $p = .058$  and 6.2% of variance in price being explained by the predictor of fair trade level, familiarity with African culture, and fair trade knowledge and concerns. By specified criteria of  $p < 0.05$  to establish significance, the influence of the independent variables fair trade level, familiarity with African culture, and fair trade knowledge and concern with Factor 2 price of cognitive state was deemed not significant. Yet, it should be explained that it is only slightly insignificant with  $p = .058$ . In examining the three separate independent variables, the item of concern, Factor 2 of fair trade knowledge and concern, ( $\beta = .296, p < 0.01$ ) is a significant item

between fair trade level, familiarity with African culture, and fair trade knowledge and concern as it influences price.

The analysis for H2 indicates that this hypothesis is partially supported. H2.1 (The level of fair trade product description will have a significant influence on consumers' cognitive state) was not supported. H2.2 (Familiarity with African culture will have a significant influence on consumers' cognitive state) was partially supported. It was found that familiarity with African culture does have a significant influence on the cognitive state factor of interest. Familiarity with African culture ( $\beta = .351, p < .001$ ) was the strongest indicator to this influencing connection. H2.3 (Fair trade knowledge and concern will have a significant influence on consumers' cognitive state) was partially supported as a significant relationship was found in Model 3 between these predictors and the cognitive state factor of interest. The  $R^2$  value in the regression analysis increases from 0.12% between fair trade level and interest to 10.02% and 10.17% with the incremental addition of the familiarity with African culture and fair trade knowledge and concern (Table 5.6). It should be noted that familiarity of African culture ( $\beta = .283, p \leq .001$ ); knowledge ( $\beta = -.218, p < .05$ ); and concern ( $\beta = .373, p < .001$ ) are all significant indicators of a relationship with interest.. H2.2 and H2.3 were partially supported, leading to the conclusion that H2 was partially supported.

Table 5.6  
*Hierarchical Multiple Regression Analyses (Hypotheses 2)*

	Cognitive State					
	Interest			Price		
	Model 1 (β)	Model 2 (β)	Model 3 (β)	Model 1 (β)	Model 2 (β)	Model 3 (β)
Fair trade level	-.009	.025	.017	.012	.014	.011
Familiarity of African culture		.351	.283 ***		.025	-.043
Knowledge			-.218			-.132
Concern			.373 ***			.296 **
R <sup>2</sup>	.000	.122	.223	.000	.001	.062
F	.012	10.02 *	10.17 *	.02	.055	2.34

\*p < 0.05; \*\*p < 0.01; \*\*\*p ≤ 0.001

### **Bivariate and Multiple Regression Analysis**

Bivariate regression analysis was employed to test the relationship between fair trade product description level and purchase intention (H3). Multiple regression analysis was employed to test the relationship between affective and cognitive states and purchase intention (H4). This aids in explaining how independent variables taken together simultaneously will explain a significant amount of variance in the dependent variable.

#### *Hypothesis 3*

Bivariate regression analysis was conducted between the independent variable of fair trade product description level and the dependent variable of purchase intention (Table 5.7). As stated previously, the level of fair trade product description was coded as a dummy variable with the low fair trade product description as 0 and the high fair trade product description as 1, due to the fact that fair trade level was a categorical variable.

The overall model indicated the influence of fair trade level on purchase intention was not significant with  $F(1, 145) = .068$ ,  $p = .794$  with 0.00% of variance in pleasure being explained by fair trade product description level. This indicates that H3 was not supported.

*Table 5.7*  
*Bivariate Regression Analysis*  
*(Hypothesis 3)*

	Purchase Intention ( $\beta$ )
Fair trade level	.061
$R^2$	.000
F	.068

#### *Hypothesis 4*

Multiple regression analysis was conducted between the independent variables of affective state which includes its two factors of pleasure and arousal and cognitive state which includes its two factors of interest and price with the dependent variable of purchase intention (Table 5.8). The regression model between affective and cognitive state with price as it has an influence on purchase intention was significant with  $F(4, 142) = 56.53$  and  $p < 0.001$ , and 61.4% of the variance in purchase intention explained by the independent variables of affective and cognitive states. It should be noted that in examining the influence of each factor pleasure ( $\beta = .344$ ,  $p < 0.001$ ) and interest ( $\beta = .569$ ,  $p < 0.001$ ) were the most significant factors to influence purchase intention in this model. It was concluded from this analysis that H4 was significantly supported.

*Table 5.8*  
*Multiple Regression Analysis*  
*(Hypothesis 4)*

Purchase Intention ( $\beta$ )		
Pleasure	.344	***
Arousal	-.016	
Interest	.569	***
Price	.023	
R2	.614	
F	56.53	
***p < 0.001		



## CHAPTER 6

### DISCUSSION

This chapter is presented in an effort to highlight the significant conclusions of the present research. A discussion is made for the four research hypotheses and their subsequent sub-hypotheses by either accepting or rejecting each. An investigation is made between the level of fair trade product description and purchase intention as it is mediated by the affective and cognitive states. The importance of the additional variables of familiarity with African culture and fair trade knowledge and concern is also highlighted.

#### **Conclusions & Implications**

Initially it was proposed that the level of fair trade product description would influence consumers' affective and cognitive states as well as directly impacting that consumer's purchase intention. Since, consumers of fair trade items are motivated to purchase based upon the fair trade status, it has been found that an important factor is the quality of the information presented in the product description (De Pelsmacker & Janssens, 2007). As affective and cognitive states were identified as each having two distinct factors, the level of fair trade product description was investigated in relation to the factors of affective state – pleasure and arousal and cognitive state – interest and price. Correlation analysis indicated that fair trade level did not have any significant

relationships with the other variables in this study. Regression analyses revealed that there was no significance between the level of fair trade product description and the affective state or cognitive state (H1.1 & H2.1). It was also determined through regression analysis that the level of fair trade product description had no significance influence on purchase intention (H3).

This is an interesting conclusion as previous research has shown that different levels of information in a stimulus typically lead to an increase in the consumer's organism and eventually their final response (Mehrabian & Russell, 1974). Basu and Hicks (2008) conducted a study on consumer's intention to purchase coffee in the presence of fair trade information. The research revealed that to an extent consumers are willing to purchase fair trade coffees based on a more detailed description including a fair trade label and some information regarding how the fair trade attribute is affecting the communities (Basu & Hicks, 2008). Another study focused on the sale of fair trade coffee concluded that the fair trade label was the third most important attribute to respondents with the most important factors being brand and flavor information (De Pelsmacker, Driesen, & Rayp, 2005).

There may be reasons for a lack of relationship in this study between level of fair trade product description and the dependent variables in the fact that the difference in the high versus low stimuli was not broad enough. In this case the stimuli were too similar in range to show a difference in the relationship with the organism and response variables. It also may be important to note that the fair trade product descriptions are not the most necessary determinants for a consumer seeking out fair trade products. As fair trade products are typically a specialty item with unique characteristics it should be noted that

consumers seeking out these products are already prepared to purchase them regardless of the product information presented. Even though there was no significant relationship or prediction from the independent variable of fair trade product description with the other variables in the study the presence of familiarity with African culture and fair trade knowledge and concern, further discussed in this chapter, do have an impact with the variable of fair trade level on the dependent variables in this study.

When an individual has a grasp on a host culture they are more positive towards understanding the nuances of the culture and forming a positive or negative outlook on that country (Wiseman, Hammer, & Nishida, 1989). Familiarity with African culture, an incremental variable in this study between the level of fair trade product description and the affective and cognitive states, was significantly correlated with interest, Factor 1 of cognitive state, and purchase intention. As this variable was added to the regression analyses in relation to the dependent variables it was found that familiarity with African culture along with fair trade product description significantly influences Factor 1 (interest) of cognitive state (H2.2). This is also consistent with the relationship revealed from the results of the correlation analysis. There is indication that the item of familiarity with African culture contributes the most explanation to the influence between it and the dependent variable of interest.

The conclusion here gives rise to the importance a consumer's familiarity with a culture and in this particular case with African culture has on their cognitive state and eventually their intention to purchase. Previous research by Littrell & Miller (2001) indicates that a higher degree of familiarity with cultural apparel fosters acceptance and likelihood of purchase (Littrell & Miller, 2001). A study by Lee et. al (2009) determined

that consumers who recognized the authenticity of a product through the element of familiarity of the culture were more positive towards purchasing the item.

In comparison with previous research which included the element of familiarity with a culture, the present research also found the greater level of familiarity with African culture does increase a consumer's interest towards the African product increasing their cognitive state. This indicates that in relation to familiar cultures and their fair trade products consumers are motivated through their rationale and cognitive thinking as opposed to emotional or affective states. In particular a consumer's rational interest is the item most affected by the combination of fair trade level and familiarity with African culture.

This has implications for marketers and retailers of African cultural products. While the fair trade information presence should remain, the more consumers are familiar with African cultures the greater their interest will be. Retailers should market their African cultural products to groups or individuals who have spent time through travel or residency in Africa as well as those who are familiar with African cultures through other avenues as this will most likely appeal to the cognitive interests of the consumer. In understanding greater the motivations of consumers, marketers and retailers will be more successful in selling their products and in turn increase consumers purchase intentions.

Consumers of cultural products place a very high importance on uniqueness, globalism, sustainability, and social consciousness. There are key elements of social responsibility present in those who value cultural products which include supporting foreign nations and emerging artisans as well as remaining socially consciousness (Ray,

1997). This previous research gives rise to the importance fair trade knowledge and concern will have on consumers' affective and cognitive states, then purchase intention.

Fair trade knowledge and concern was anticipated to have more than one factor and it was determined that there are two distinct factors of knowledge and concern within this variable. Factor 1, knowledge, in correlation analysis was found to be significantly correlated with familiarity of African. Factor 2, concern, was significantly correlated with all variables (pleasure, arousal, interest, price, purchase intention, familiarity with African culture, and knowledge) aside from that of fair trade level. This indicates the item of concern is an important variable in this study which is further understood from the results of the regression analyses.

Factor 1, knowledge, and Factor 2, concern, were input into regression analysis along with fair trade level and familiarity with African culture to establish any type of influence from this combination of independent variables with the dependent variables of affective state and cognitive state. It was found that the stepwise combination of these variables did have a significant influence on the dependent variable of pleasure (H1.3). The item of concern contributes the greatest explanation for the influence between the independent variables and the dependent variable of pleasure. Following this, H1.3 is significant, partially supporting H1. When making a stepwise comparison of the three independent variables (fair trade level, familiarity with African culture, and fair trade knowledge and concern) with the cognitive state, it was found that there was a significant influence with the dependent variable of interest, Factor 1 of the cognitive state (H2.3). The items of familiarity with African culture, knowledge and concern were found to be contributors to the relationship between the independent and dependent variable, partially

supporting H2. While there was not a significant relationship between this combination of independent variables and Factor 2, price, of the cognitive state, it should be noted that concern was a significant item in explaining an influencing contribution with price. These findings are consistent with the correlation analysis.

Implications can be made from these interesting conclusions. It is clear that the element of fair trade knowledge and concern was an important item in this study as it was the most highly correlated variable, under Factor2 of concern, with the other variables of this study. Concern was also a strong indicator with the items of pleasure, interest, and the element of concern with price. Past research has noted that consumers as a whole are exhibiting purchasing behavior which highlights an ethical and environmentally friendly attitude (Harrison, 2003). Another study indicates American consumers in large quantities are choosing products and services that foster social consciousness (Roberts, 1996). Fair trade knowledge and concern is related to pleasure. It is important to understand consumers who are familiar with fair trade issues and find themselves concerned with this subject, will also have a high level of pleasure when seeking out African cultural products. Fair trade knowledge and concern also showed that when combined with fair trade level and familiarity with African culture there is a strong relationship with interest. As it was stated previously, familiarity with African culture, is a contributor to the relationship with interest, thus with the addition of fair trade knowledge and concern there is an even stronger relationship.

These conclusions are an incredibly important point for those marketers and retailers of African culture products, as the items of familiarity with African culture and fair trade knowledge and concern may increase a consumer's interest from their cognitive

state. While the fair trade product description may not indicate any significance with affective and cognitive states, the additional incremental variables are very important indicators especially with the factor of interest in a consumer's cognitive state. Retailers and marketers of African cultural products should foster more education around the subject of fair trade and its current issues. This also has implications for fair trade organizations as fair trade knowledge and concern is an important element, fair trade organizations should continue seeking out the education of those individuals and groups who may not typically be predisposed to information about fair trade and its issues. As concern was the greatest contributor in the regression analyses, it would stand to reason that marketers, retailers, and fair trade organizations should present information to consumers in a format that would educate them on reasons to be concerned with fair trade issues and how they might continue to stay informed about fair trade and cultural products.

Finally regression analysis was examined for affective and cognitive states and their relationship with the final response variable of purchase intention. Previous research has indicated that the affective and cognitive states mediate the relationship between a stimulus and an organism, specifically in Mehrabian and Russell's (1974) initial formulation of the S-O-R model. Following this other research such as that by Eroglu et al. (2003) conducted on the subject of a model online store measuring online store atmospherics and shoppers response, concluded that affect and cognition do act as mediating variables to their online store stimuli and the shopper's intentions. The factors of each affective and cognitive state were considered in relation to the dependent variable of purchase intention. It was found that these did indicate a significant relationship to

purchase intention with the factors of pleasure and interest being the highest contributors to the explanation of this conclusion. The conclusion is consistent with previous research (Eroglu et al. 2001; Eroglu et al. 2003) and the original research which presented the S-O-R model by Mehrabian and Russell (1974).

The variables of familiarity with African culture and fair trade knowledge and concern are important factors in influencing the affective state pleasure and the cognitive state interest. These connections are highly important since it is in fact pleasure and interest which significantly influence purchase intention. These connections indicate that to increase consumer's purchase intention it is very important for these individuals to be familiar with African culture as well as concerned and knowledgeable about fair trade issues to increase that consumers pleasure and interest, the strong indicators to purchase intention. For retailers and those companies seeking to sell fair trade African cultural products it is important to increase consumers pleasure and interest to foster purchase intention. Along with this the elements of familiarity of African culture and fair trade knowledge and concern should be addressed towards consumers as these in turn will influence pleasure and interest.

In conclusion to these results there are interesting implications and connections made. While the level of fair trade product description had no significant influence on either affective and cognitive states or purchase intention, it is important to note that with the variables of familiarity of African culture and fair trade knowledge and concern important conclusions can be drawn. Specifically there is a relationship between fair trade knowledge and concern with the factor of pleasure in affective state. Also there is a significant influence from familiarity with African culture and fair trade knowledge and



concern with the factor of interest in cognitive state. Affective and cognitive state also showed a significantly positive influence on purchase intention as the Mehrabian and Russell (1974) S-O-R model indicates the influence between the organism and final response.

These conclusions indicate it is important to consider the impact familiarity with African culture and fair trade knowledge and concern will have on consumers ultimate purchase intention. As these two variables had such an impact on both affective and cognitive state – the two items with the greatest relationship to purchase intention – they must be considered when educating consumers of African cultural products bearing a fair trade description. Along with implications for marketers and retailers, educating consumers about fair trade and African culture to appeal to their pleasure and interest there is also a necessity to educate from the arena of academia. It is important to educate individuals through forums and informational sites which stress information about African culture and the necessary concerns related to fair trade. Retailers of cultural products, marketers, and those in the academic world must seek dynamic ways to foster the information that relates to African culture as well as the information which clearly states implications fair trade practices have on those artisans under such an umbrella. As an individual's understanding of African culture and knowledge and concern of fair trade practices increases it can be determined that purchase intention will increase through the mediation of affective and cognitive states.

## **Limitations and Future Research**

There are several limitations of this research. The stimuli presented for this research is subject to objectivity and the researchers personal development of the stimuli. While there was appropriate research behind the development of the stimuli, it was the presentation of only one image (raffia basket) with its particular product description. Indications as to the interest each respondent had towards the stimuli could have been affected by the narrow scope of the stimuli presented.

Other limitations included the 47 surveys which had to be eliminated due to lack of completion. Many individuals exited the survey once questions were asked in relation to fair trade knowledge and concern and familiarity with African culture. This could be due to a respondent not feeling very familiar with these subjects prompting them to leave the survey.

As respondents were recruited through the use of social media the response rate was limited to the willingness of participants to access the survey along with the willingness of initial associates contacted to employ the snowballing technique by passing the survey to their associates. There were no specifications made for this research as far as age range, gender, or income level. The primary respondents were comparable to the researcher in these characteristics with 74.1% being female and 64.7% being 34 years or younger. It has been noted by Paul H. Ray (1997) about cultural creatives, the main consumers of cultural products, that the median age range of a cultural creative is 42 years of age with 60% being women. Subsequently it could be that those contacted were neither concerned nor interested in the fair trade African cultural product presented.

While there has been research conducted on fair trade products and consumer's purchase intention there was indication that more research needed to be carried out on other product categories which was justification for this research of African cultural products with a fair trade product description. There is still more research which needs to be done on other fair trade product categories especially cultural products. This study was solely focused on African products yet other research should be carried out on cultural products from other areas of the world. As cultural products constitute the second most significant form of income in least developed countries this research could have implications for other nations which are known for the prevalent sale of cultural products (Littrell & Miller, 2001). Other stimuli aside from a basket should be investigated for specific implications with different cultural product categories.

Since there was no significant difference between the high versus low fair trade stimuli it would stand to reason that future research should include a group which features a stimuli with no fair trade product information. This could give implications as to differences in a consumer's response between a group with no fair trade information and a group with fair trade information. It would also be interesting to examine any particular demographic characteristics as they relate to the purchase intention of African cultural products with a fair trade product description.

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## APPENDICES

Appendix A

Consent Form

Consent Form:

I agree to take part in a research study titled “The Effects of Fair Trade Information in African Cultural Products on Consumers’ Affective and Cognitive Response and Purchase Intention,” which is being conducted by Catherine Sinclair Inabnett from the Textiles, Merchandising, and Interiors department at the University of Georgia under the direction of Dr. Yoo-Kyoung Seock. In order to participate in this study, I must be 18 years of age or older. My participation is voluntary; I can refuse to participate or stop taking part at any time without giving any reason, and without penalty or loss of benefits to which I am otherwise entitled. If I am a student of Dr. Yoo-Kyoung Seock’s class, my grades and class standing will not be affected by my decision about participation. I can ask to have information that can be identified as mine, removed from the research records, or destroyed. If I volunteer to take part in this survey, I will be asked to answer the following questions based on my reaction to a stimuli image centered on an African cultural product:

1. Affective and Cognitive Reactions
2. Familiarity with African culture
3. Fair trade knowledge and concerns
4. Purchase intention toward the African cultural product

This research will be undertaken as a survey which should take no more than 20 minutes of the time.

Participation in this survey will not directly benefit me; however, my participation in this survey can aid the understanding of how fair trade product descriptions impact consumer’s purchase intention of African cultural products. Through this there may arise benefits to African cultural artisans as a way for them to remain sustainable in a competitive market. No risk is foreseen in this research; however if at any time during this survey I feel any discomfort, I can exit the survey. Internet communications are insecure and there is a limit to the confidentiality that can be guaranteed due to the technology itself. However once the materials are received by the researcher, standard confidentiality procedures will be employed. The data collected about the participant will be confidential as IP addresses are being stripped upon data submission. The data will remain secure by being sent as an encrypted file. The researcher’s computer will also enable firewall that will block unauthorized access.

The researcher, Catherine S. Inabnett will answer any further questions about the research, and can be reached by telephone at: 843-442-1689 OR BY EMAIL AT: and [cinabne@uga.edu](mailto:cinabne@uga.edu). Participants may also contact Dr. Yoo-Kyoung Seock at: [yseock@uga.edu](mailto:yseock@uga.edu)

( ) I understand the procedures described above. My questions have been answered to my satisfaction, and I agree to participate in this study. It is recommended to print a copy of this form for my personal records.

( ) I do not agree to participate in this study, and will exit now.

*Additional questions or problems regarding your rights as a research participant should be addressed to The Chairperson, Institutional Review Board, University of Georgia, 629 Boyd Graduate Studies Research Center, Athens, Georgia 30602-7411; Telephone (706) 542-3199; E-Mail Address [IRB@uga.edu](mailto:IRB@uga.edu).*

Appendix B  
Pre-Test Images

Which of these best represents an African Cultural Product?

Basket



Craft Item



Fabric Art



Instrument



Jewelry



Appendix C  
Fair Trade Stimuli

# 1: {EXAMPLE} Stimulus 1: Low FT Information



## AFRICAN RAFFIA BASKET

*This traditional basket is hand made from native raffia fibers. It remains a beautiful decorative item with its burst of color and unique design.*

- Made in Africa
- Raffia
- 14D x 13.5H inches

**\$25**

# 1: {EXAMPLE} Stimulus 2: High FT Information



## AFRICAN RAFFIA BASKET

*This traditional basket is hand made from native raffia fibers. It remains a beautiful decorative item with its burst of color and unique design.*

- Made in Africa
- Raffia
- 14D x 13.5H inches

**\$25**

### **Unjani Basket Weavers –**

This organizations supports female artisans in impoverished African nations; in addition to paying fair wages, fair labor practices, and providing educational advancement for its artisans, this group supports social advocacy and economic empowerment initiatives. The sale of this items goes directly to support Unjani Basket Weavers and their mission of fair trade.



## Appendix D

### Survey

*Considering the image presented of this African cultural product and its description, please rate your feelings in reference to the image with the adjective pairs below.*

*Some of the pairs might seem unusual, but you'll most likely feel more one way than the other.*

*For each pair mark closest to the adjective which you believe to describe your feelings the best. The more appropriate the adjective seems, the closer you put your mark to it.*

Unhappy	Neutral	Happy
— — —	— — —	— — —
Annoyed	Neutral	Pleased
— — —	— — —	— — —
Unsatisfied	Neutral	Satisfied
— — —	— — —	— — —
Melancholic	Neutral	Contented
— — —	— — —	— — —
Despairing	Neutral	Hopeful
— — —	— — —	— — —
Bored	Neutral	Relaxed
— — —	— — —	— — —
Relaxed	Neutral	Stimulated
— — —	— — —	— — —
Calm	Neutral	Excited
— — —	— — —	— — —
Sluggish	Neutral	Frenzied
— — —	— — —	— — —
Dull	Neutral	Jittery
— — —	— — —	— — —
Sleepy	Neutral	Wide-Awake
— — —	— — —	— — —

*Considering the image presented of this African cultural product and its description, please rate your agreement with the following statements:*

*[1 – Strongly Disagree; 7 – Strongly Agree]*

I am not interested in buying this African product because I do not know anyone else who would

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

I am just not interested in this African product

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

I am not interested in this African product because I prefer products familiar to me

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

The quality of craftsmanship of this fair trade African product will be higher than other products

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

This African product should be less expensive

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

It is a pity 'fair price' appears to be a 'higher price'

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

Buying this African product would require a greater effort than purchasing products familiar to me

Strongly Disagree				Agree			Strongly Agree
1	2	3	4	5	6	7	

I believe, I am making a difference for the producer by purchasing this African product

Strongly Disagree				Agree			Strongly Agree
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1 2 3 4 5 6 7

*Please consider the following statements and rate your agreement:  
[1-Strongly Disagree; 7-Strongly Agree]*

It is likely that I would buy this African product for myself

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

It is likely that I would buy this African product for others as a gift

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

It is likely that I would buy this African product for myself or as a gift over another product

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

*Please consider the following statements and indicate your agreement:  
[1-Strongly Disagree; 7-Strongly Agree]*

I am knowledgeable about Africa

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

I am interested in pursuing travel to Africa

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

I am acquainted with people from African cultures

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

I can tell an African culture apart from other cultures of the world

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

I am interested in African food, history, language, and traditions

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

*Please consider the following statements and rate your agreement keeping in mind the following definition of fair trade.*

*[1-Strongly Disagree; 7-Strongly Agree]*

*Fair trade is an organized social movement and market-based approach that aims to help producers in developing countries make better trading conditions and promote sustainability.*

I know a lot about fair trade issues

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

I am quite familiar with fair trade products

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

I prefer to buy products produced under fair trade practices

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

I am willing to stop buying products from companies which do not practice fair trade

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

I am willing to pay a higher price for fair trade products

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

I tend to look for fair trade labels when purchasing products

Strongly Disagree                      Agree                      Strongly Agree  
 1      2      3      4      5      6      7

I read articles or watch TV programs about fair trade

Strongly Disagree                      Agree                      Strongly Agree

1 2 3 4 5 6 7

I often discuss fair trade issues with my friends

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

I am concerned about fair trade issues

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

I believe fair trade is important

Strongly Disagree                      Agree                      Strongly Agree  
1      2      3      4      5      6      7

*Please answer the following questions about yourself:*

Please indicate your gender:

Male                      Female

Please indicate to which age range you belong:

18 – 24  
25 – 34  
35 – 44  
45 – 54  
55 – 64  
65+

Please indicate your level of education:

High School  
2yr college degree/Trade School  
4yr college degree  
Graduate degree  
Post-graduate degree

Please identify to which ethnic group you belong:

White  
African-American  
Hispanic  
Multi-racial  
Asian/Pacific Islander  
Native American Indian

Other \_\_\_\_\_

Please indicate your annual household income:

Less than \$10,000

\$10,000 - \$29,999

\$30,000 - \$49,999

\$50,000 - \$69,999

\$70,000 - \$89,999

\$90,000 - \$109,999

\$110,000 - \$129,999

\$130,000 or more