

Exploring the Role of Emotions During the Fair Trade Shopping Experience.

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**A thesis submitted to Auckland University of Technology in
partial fulfilment of the requirements for the degree of Master
of Business (MBUS), Marketing**

2015

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Abstract

The concept of consuming ethically, defined as that which benefits people, animals and the environment, has been experiencing a revival over the last few decades. Likewise, the fair trade movement is experiencing growth but its market share remains low as compared to other ethical products and the market as a whole. Although consumers hold positive attitudes towards fair trade, research shows not many buy such products due to several barriers which inhibit greater purchasing including low levels of consumer awareness, scepticism, a lack of information and perceptions of pricing.

In order to facilitate greater consumption, research has explored the role of various factors on fair trade decision-making. Studies have investigated the influence of attitudes, social norms and perceived behavioural control, beliefs, values, knowledge and information on consumption. No study has so far, however, been carried out on the role of emotions and place of purchase on fair trade purchase behaviour. Research confirms that emotions are felt about the consumption of products, services and experiences. Studies have also established that the shopping experience induces emotions in shoppers which in turn influence their behaviour. This present study, therefore, explores the role of emotions felt during the fair trade shopping experience on shopper behaviour.

A structured questionnaire was employed to collect consumer data across six fair trade stores on the basis of empirically testing a set of propositions. Data thus collected reveals positive emotions to have been experienced more intensely than negative ones. Of the emotions, respected and peacefulness were shown to be the most intensely felt during the fair trade shopping experience. The results also showed fear influencing the time spent in store but in a positive direction, contentment affecting the amount spent in store positively but optimism negatively, and positive emotions influencing patronage intentions. Furthermore, the results revealed that participation influences shopper emotions such that those in the high group experienced greater levels of ‘contentment’, ‘empathy’, ‘gratitude’, ‘joy’ and ‘optimism’, and lower levels of ‘frustration’ compared

to those in the low group. These findings confirm that the emotions felt during the fair trade shopping experience influence shopper behaviour and that participation affects shopper emotions. Further investigation still needs to be conducted to better understand the role of emotions on fair trade consumption and decision-making.

This study makes a significant contribution to literature through several key findings related to the emotions felt during the fair trade shopping experience, the influence of emotions on behaviour and the effect of participation on shopper emotions. Since the influence of emotions on fair trade consumption was so far purely anecdotal, this study confirms the proposition that consumption of the fair trade shopping experience evokes emotions which influence shopper behaviour. The results of this thesis, therefore, contribute significantly to both fair trade and retail literature and raise important implications for theory and industry. The findings from this research highlight major implications for fair trade retailers particularly.

It would be valuable to add the emotion measure to future fair trade decision-making models to determine whether and how explanatory power can be improved. Further research should also investigate the role of emotions in the Theory of Planned Behaviour on fair trade consumption.

Table of Contents

List of Figures	viii
List of Tables.....	ix
Attestation of Authorship.....	x
Acknowledgements	xi
Ethics Approval.....	xii
Chapter 1: Introduction	1
1.1 Ethical Consumption	1
1.2 What is Fair Trade?	2
1.3 Fair Trade Product Sales	3
1.4 Research Objective	4
1.5 Research Significance	5
1.6 Research Structure.....	6
Chapter 2: Literature Review	7
2.1 Fair Trade	7
2.1.1 Introduction	7
2.1.2 The Fair Trade Consumer	8
2.1.3 Barriers to Fair Trade	11
2.1.4 Fair Trade Decision Making	14
2.2 Emotion	17
2.2.1 Introduction	17
2.2.2 What is Emotion?	18
2.2.3 Emotions and Decision-Making.....	19
2.2.4 Emotion Hierarchy	19
2.3 Consumption Emotions	20

2.3.1	Introduction	20
2.3.2	Consumption and Emotions	21
2.3.3	Emotion Typologies	22
2.4	The Shopping Experience.....	23
2.4.1	Introduction	23
2.4.2	Store Environment	24
2.4.3	Responses to the Shopping Experience	25
2.4.4	Shopping Experience and Emotions	29
2.5	Research Gaps	32
2.5.1	Proposition 1: Emotions and Shopper Behaviour	33
2.5.2	Proposition 1A: Time Spent in Store	33
2.5.3	Proposition 1B: Money Spent in Store	34
2.5.4	Proposition 1C: Patronage Intentions.....	34
2.5.5	Proposition 2: Participation and Emotions.....	35
Chapter 3:	Methodology	37
3.1	Introduction	37
3.2	Research Design	37
3.2.1	Survey Design	37
3.2.2	Development of Scales.....	39
3.2.3	Validity.....	43
3.2.4	Sample Size.....	43
3.2.5	Sample Type.....	44
3.2.6	Data Collection.....	45
3.3	Data Treatment	46
3.3.1	Data Entry	46

3.3.2	Reversing Negatively Worded Item.....	47
3.4	Preliminary Data Analysis.....	47
3.4.1	Outliers.....	47
3.4.2	Assumption of Normality.....	48
3.5	Main Data Analysis	50
3.5.1	Testing the Proposition – Regression Analysis.....	50
3.5.2	Testing the Proposition – ANOVA.....	51
Chapter 4:	Findings.....	52
4.1	Introduction	52
4.2	Descriptive Statistics	52
4.3	Reliability	56
4.3.1	Emotions Reliability	57
4.3.2	Participation Reliability	60
4.3.3	Patronage Intentions Reliability.....	60
4.3.4	Scale summation	61
4.4	Scale Means.....	61
4.4.1	Emotional Intensity Means	61
4.4.2	Participation Means.....	62
4.4.3	Patronage Intentions Means	63
4.5	Regression: Emotions and Shopper Behaviour	63
4.5.1	Emotions and Time Spent in Store	63
4.5.2	Emotions and Money Spent in Store.....	65
4.5.3	Emotions and Patronage Intentions.....	67
4.6	ANOVA: Participation and Shopper Emotions.....	69
Chapter 5:	Discussion	70

5.1	Introduction	70
5.2	The Fair Trade Shopping Experience and Emotional Response	70
5.3	Regressions on Shopper Behaviour.....	72
5.3.1	Time Spent in Store.....	72
5.3.2	Money Spent in Store.....	73
5.3.3	Patronage Intentions.....	75
5.4	The influence of Participation on Emotions	75
Chapter 6:	Conclusion	78
6.1	Introduction	78
6.2	Significance of Findings.....	78
6.3	Implications for Theory.....	80
6.4	Implications for Managers.....	81
6.5	Limitations.....	83
6.6	Recommendations for Future Research	84
References	86
Appendices	95

List of Figures

Figure 1 - Determinants and consequences of immediate and expected emotions
(Loewenstein & Lerner, 2003)..... 19

Figure 2 - Hierarchy of consumer emotions (Laros & Steenkamp, 2005)..... 20

Figure 3 - Propositions 1A, 1B and 1C 35

Figure 4 - Proposition 2 36

Figure 5 - Emotion means 62

List of Tables

Table 1 - Consumer emotion measures (Kim & Johnson, 2013, 2014; Richins, 1997)..	41
Table 2 - Fair trade participation measures (Becchetti & Rosati, 2007).....	42
Table 3 - Patronage intention measures (Overby & Lee, 2006)	42
Table 4 - Initial and transformed skew and kurtosis values.....	49
Table 5 - Store locations	53
Table 6 - Descriptive statistics	54
Table 7 - Shopper behavioural data	55
Table 8 - Emotions reliability	59
Table 9 - Participation in fair trade reliability.....	60
Table 10 - Patronage intentions reliability	60
Table 11 - Participation in fair trade means	63
Table 12 - Patronage intentions means	63
Table 13 - Multiple regression: shopper emotions and time spent in store.	64
Table 14 - Multiple regression: shopper emotions and amount spent in store.....	66
Table 15 - Multiple regression: shopper emotions and patronage intentions.	68
Table 16 - ANOVA: participation and shopper emotions.	69

Attestation of Authorship

I hereby declare that this submission is my work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

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28th September 2015

Acknowledgements

I extend my gratitude to everyone that has helped me on this journey. I wish to thank Dr Jae-Eun Kim and Dr Crystal Yap for their guidance and support through this thesis as my supervisors. Besides the technical assistance and moral support, I would like to thank them especially for leading me towards researching consumer emotions, an extremely fascinating and exciting area to study.

Additionally, I wish to thank the Trade Aid Auckland Shops Trust for providing approval to conduct data collection inside of stores, and the Trade Aid store managers and volunteers for welcoming me into their shops with warmth and openness. I would also like to thank members of the Marketing, Advertising, Retailing and Sales department, both staff and other students, who offered advice and support during my study.

More importantly, I would like to thank my family for encouraging me to begin studying, and then the continued encouragement, support and patience throughout the process. It certainly takes a village.

Ethics Approval

Ethics approval was granted on the 24th September 2014 by the Auckland University of Technology Ethics Committee (AUTEC) for three years ending 22nd September 2017 as shown in Appendix 1. The AUTEC ethics application number is **14/316**.

Chapter 1: Introduction

1.1 Ethical Consumption

The concept of consuming ethically has been around for centuries, however, the phenomenon has been experiencing a revival over the last few decades. The renewed interest in ethical consumption is supported by growth in demand for ethical products. For instance, while only one-third of the population reported to favour ethical products over conventional ones in 2000 (Cowe & Williams, 2000), close to 50 percent claimed to buy primarily for ethical reasons more recently (The Co-operative Group, 2012). The growth in demand for ethical goods has inevitably resulted in an increase in ethical product sales. Expenditure on ethical products just in the UK is estimated to have increased from £14bn in 1999 to £78bn in 2013 (Ethical Consumer, 2014; The Co-operative Group, 2012) and by 9% just in the year 2013 (Ethical Consumer, 2014).

To cater to the growing ethical consumer market, a rapidly widening variety of ethical product and service options are being offered in the market. Some categories of the options presently available in the market include 'food and drink', 'personal products', 'travel and transport', 'energy', 'community', and 'money' (The Co-operative Group, 2012). With the growing range of ethical issues considered by consumers and the corresponding need by providers to address such demands, ethical products are often designed with multiple ethical features. All the same, the central theme surrounding ethical consumption is that it involves making choices which have a positive impact on the self and others. In addition to choosing products that are more ethically positive, ethical consumption also includes avoiding goods and organisations perceived to be lacking in ethics or fairness.

To better understand ethical consumption, one may turn towards describing the ethical consumers who have been described in several ways. For example, they are those who are influenced by environmental and ethical considerations when deciding between products (Cowe & Williams, 2000), and by personal and moral beliefs when making

consumption choices (Crane & Matten, 2004). Ethical consumers choose one product over another for political, religious, spiritual, environmental and social reasons (Harrison, Newholm, & Shaw, 2005), and base purchase decisions on moral, ethical and social concerns (Szmigin & Carrigan, 2006). Ethical consumers are also those who are motivated towards choosing products which have socially and environmentally positive features (Nicholls & Lee, 2006). The different definitions mentioned here are neither at variance to one another, nor do they contradict each other. The diversity of options only confirms the notion that consumers consider a broad range of ethical issues while making consumption decisions. In summary, however, ethical consumption can be thought of as that which benefits people, animals or the environment, while ethical consumers can be defined as those who choose products based on political, environmental, social, moral or ethical reasons. This definition includes those consumers who purchase products associated with the fair trade concept.

1.2 What is Fair Trade?

Fair trade is defined by the World Fair Trade Organisation (2014b) 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 marginalised producers and workers – especially in the south”. In other words, fair trade is an alternative trading model to free trade. It is dedicated to the long-term sustainability of producers and workers in developing countries. Fair trade strives to alleviate poverty through supporting groups who are disadvantaged by the conventional free market system by providing them with income security and economic self-sufficiency (World Fair Trade Organisation, 2014a). This goal is achieved through purchasing directly from producers, ensuring they receive fair returns in exchange for their goods, providing them with technical assistance, committing to long-term purchasing agreements and sharing of market information (Bird & Hughes, 1997).

The set of principles (Trade Aid NZ, 2015; World Fair Trade Organisation, 2014a) which govern the relationship between fair trade organizations and trading partners to achieve the objectives of fair trade are:

- Create opportunities for economically disadvantaged producers,
- Operate with transparency and accountability,
- Operate through fair business practices,
- Payment of a fair price,
- Ensure no child labour and forced labour,
- Commit to non-discrimination, gender equity and women's economic empowerment, and freedom of association,
- Ensure safe working conditions,
- Provide for capacity building,
- Promote fair trade, and
- Respect the environment.

1.3 Fair Trade Product Sales

Globally, sales of fair trade certified products totalled €4.8 billion in 2012 (Fairtrade Australia and New Zealand, 2013). In the UK, fair trade sales increased from £63 million in 2002 (Fairtrade Foundation, 2002) to over £1.7 billion in 2013 (Fairtrade Foundation, 2014). Spend on fair trade products in Australasia has also been growing steadily. According to Fairtrade Australia and New Zealand, retail sales of Fairtrade certified goods in the region increased from AU \$11 million (2007) to AU \$238 million (2013). In New Zealand, figures reveal that in 2014 shoppers spent NZ \$89 million on Fairtrade certified products (Fairtrade Australia and New Zealand, 2015a) and NZ \$28 million on Trade Aid imported fair trade products (Trade Aid, 2014). Accordingly, total retail sales of fair trade products in New Zealand in 2014 can be estimated to be around NZ \$117 million. Of the range of fair trade products available in New Zealand, coffee and chocolate represent the largest revenue drivers with spend in 2014 having increased by 16% and 22%, respectively (Fairtrade Australia and New Zealand, 2015b).

Despite the phenomenal growth in sales, the market share of fair trade product remains low in comparison to other ethical goods and the retail market. Fair trade sales represent a little more than one-fortieth of total US organic goods sales (Benson & Hiller Connell, 2014), less than 3% of the UK ethical market (The Co-operative Group, 2012) and a minute percentage of the New Zealand NZ \$19 billion retail market (Statistics New Zealand, 2015). The primary challenge faced by fair trade is that not enough consumers are purchasing these products. To better understand these challenges researchers have investigated the influence of various factors on fair trade consumption. Some have studied the barriers inhibiting fair trade purchasing and others the fair trade decision-making process to identify factors which encourage fair trade purchase behaviour.

One factor proposed to influence ethical consumption decision-making is the situational context (Carrington, Neville, & Whitwell, 2010). Although some studies have explored the role of the certain situational factors on fair trade purchase behaviour and the cognitive response of shoppers to fair trade stores, none has inquired into the emotional response of shoppers to the fair trade shopping experience. This lack in investigating emotions comes as rather surprising as consumers have reported feeling emotions in relation to fair trade (Nicholls & Lee, 2006). Furthermore, it is recognised that consumption situations evoke emotions (Richins, 1997) and that the shopping experience induces emotions which influence shopper behaviour (Machleit & Eroglu, 2000). Moreover, the influence of the place-of-purchase and emotional responses on fair trade consumption has been requested to be explored (Ozcaglar-Toulouse, Shiu, & Shaw, 2006). Notwithstanding all these findings, to date, no study has explored the role of emotions during the fair trade shopping experience on shopper behaviour.

1.4 Research Objective

The case that research has failed to study the role of emotions on fair trade consumption is rather striking as a significant body of work has been dedicated to emotions in consumer behaviour (Bagozzi, Gopinath, & Nyer, 1999; Gardner, 1985). Therefore, this paper aims at offering a new perspective to understand fair trade consumer decision-making by exploring the role of emotions during the shopping experience. This thesis

has two objectives. The first is to test the relationship between the emotions experienced during fair trade shopping and shopper behaviour. In particular, it is proposed that positive emotions will be positively related to 1) the time spent in store, 2) the money spent in store and 3) patronage intentions. The second objective is to test whether any differences exist in the emotions experienced by shoppers which can be attributed to their participation in fair trade. Specifically, it is proposed that those with a high level of participation in fair trade will experience greater levels of positive emotions compared to those with a low level of participation. This study uses survey data collected from fair trade shops to examine these propositions.

1.5 Research Significance

The contribution of this thesis to both fair trade and retail literature is significant. The influence of emotions on fair trade consumption was purely anecdotal before this study. This study confirms that the fair trade shopping experience evokes certain emotions which influence shopper behaviour. This study is the only one to have empirically examined the role of emotions in fair trade purchasing and thus adds to the body of knowledge on fair trade consumption. The results found in this study provide positive evidence that emotions felt during the shopping experience play a role in fair trade decision-making.

This study also contributes to retail research by investigating and confirming the role of discrete emotions on shopper behaviour. Most existing shopping literature on emotions has analysed and reported on the influence of dimensional emotions such as ‘affect’. In contrast, this study measured, analysed and reported on the impact of discrete emotions on shopper behaviour. By doing so, greater information was captured on the emotional space of the fair trade shopping experience compared to if only positive and negative affect were measured. Lastly, this thesis adds to the body of knowledge on shopper characteristics which moderate the emotions felt by different shoppers by confirming that shopper participation influences their emotional experience.

1.6 Research Structure

This thesis has an overall structure of six chapters, this introduction being the first.

Chapter two reviews literature over five sections, the first four of which review literature in fair trade, emotions, consumption emotions and the shopping experience while the fifth section presents the research gap. Chapter three covers the methodology employed in this study spreading over four key sections: research design, data treatment, preliminary data analysis, and main data analysis. Chapter four presents the findings from this research in five sections: descriptive statistics, scale means, reliability results, the regression analysis results and the ANOVA results. Chapter five discusses the findings in three parts: the emotional response to the fair trade shopping experience, the role of emotions on shopper behaviour, and the influence of participation on emotions. The final chapter concludes with five sections: significance of findings, implications for theory and implications for managers, limitations, and recommendations for future research.

Chapter 2: Literature Review

The purpose of this chapter is to provide an overview of relevant literature in four key areas and then to present the research gap. The first section discusses literature on fair trade. The second and third, brief overviews on emotions and consumption emotions, respectively. The fourth section deals with the shopping experience. The fifth section presents the research gap.

2.1 Fair Trade

2.1.1 Introduction

The growth in demand for fair trade confirms it is a significant contributor to the ethical consumption movement. The fact that the fair trade concept addresses a diverse range of ethical issues may be key to its appeal to concerned consumers. For example, besides being marketed as being fair trade, Trade Aid coffee is also organic and packaged in compostable and recyclable packaging. As a result, many consumers are reporting a preference for fair trade over other products and features. For example, the fair trade label is preferred by consumers over social, eco and bio labels (De Pelsmacker, Janssens, Sterckx, & Mielants, 2005) and considered by 50% of consumers when purchasing coffee, even though brand and flavour are more important to them (De Pelsmacker, Driesen, & Rayp, 2005). For many other consumers, fair trade is the most important attribute when buying coffee (De Ferran & Grunert, 2007).

Likewise, many consumers are expressing positive attitudes towards fair trade. Research reports a significant number of consumers to believe in the goals of fair trade (Benson & Hiller Connell, 2014) and to think it is important overseas farmers are paid a fair price for their produce (Fairtrade Australia and New Zealand, 2013). Research, however, shows that very few consumers purchase fair trade products despite holding positive attitudes. For example, even though participants displayed positive attitudes towards fair trade, few showed any intention to buy these products (Nicholls & Lee, 2006) and very

few engaged in fair trade purchasing all of the time (Benson & Hiller Connell, 2014). This gap between positive attitudes and actual behaviour, known as the “30:3” syndrome (Cowe & Williams, 2000), suggests that while 30% of consumers claim to favour ethical products, just below 3% actually purchase such products.

To counter this anomaly, literature has attempted to address the issues related to fair trade consumption through several different directions. The rest of this section reviews the areas of fair trade research in three subsections. The first discusses who the fair trade consumer is. The second presents some barriers to fair trade purchasing and consumption. The third explores fair trade decision-making and highlights the absence of quantitative research on the role of emotions in fair trade consumption.

2.1.2 The Fair Trade Consumer

Research relating to the fair trade consumer has most often used purchase behaviour to segment the population into two groups; those who do not purchase fair trade and those who do. Whereas the non-consumer group never or rarely buy such products, fair trade consumers purchase fair trade at least a few times a year (Vantomme, Geuens, DeHouwer, & DePelsmacker, 2006), and buy regularly (Ozcaglar-Toulouse et al., 2006), intermittently or always whenever a fair trade alternative is available (Doran, 2009). In addition to confirming that the market consists of those that buy fair trade and those who do not, these findings also show that the purchase behaviour of fair trade consumers is not the same but instead can be better described by a spectrum of activity.

Demographically, literature describing the fair trade consumer presents mixed results. Concerning age, some have found no differences between fair trade consumers and non-consumers (Doran, 2009; Vantomme et al., 2006). Others report that consumers younger than 35 spend less on fair trade and purchase less frequently than older consumers (De Pelsmacker, Janssens, Sterckx, & Mielants, 2006), and that those aged 31- 44 give greater preference to fair trade over other age groups (De Pelsmacker, Driesen, et al., 2005). Some also report that fair trade buying behaviour increases with age (De

Pelsmacker et al., 2006) and that fair trade buyers are most likely to be in their 60s (Ma & Lee, 2012).

Another demographic variable that has presented inconsistent results is education. One study found fair trade consumers not to be more educated than non-consumers (Doran, 2009), whereas others report a larger portion of fair trade consumers to be more highly educated than non-consumers (De Pelsmacker, Driesen, et al., 2005; Jin Ma, Littrell, & Niehm, 2012). About the influence of religion on fair trade consumption, the results of one study show that participants were more likely to buy fair trade if they belonged to the Buddhist group as compared to the non-religious and other religious groups (Doran & Natale, 2011).

On the other hand, studies show conclusively that no differences exist between fair trade consumers and non-consumers regarding certain demographic variables. For instance, gender has been reported not to influence fair trade consumption (Doran, 2009). Both males and females are shown to represent equal portions of those who give preference to and purchase fair trade (Arnot, Boxall, & Cash, 2006; De Pelsmacker, Driesen, et al., 2005). Similarly, no differences are found between fair trade consumers and non-consumers regarding ethnicity (Doran, 2009; Jin Ma et al., 2012) or marital status (Doran, 2009; Ma & Lee, 2012). Taken together, the results from all of these investigations are inconclusive suggesting that fair trade consumers cannot be described by demographics alone.

Regarding psychographics, a frequently used variable to describe the fair trade consumer has been their values. Studies reveal that fair trade lovers are more idealistic and less conventional than flavour and brand lovers (De Pelsmacker, Driesen, et al., 2005). Research also shows that the values: ‘universalism’, ‘benevolence’, ‘self-direction’ and ‘stimulation’ are ranked as more important by fair trade consumers than non-consumers (Doran, 2009, 2010; Ma & Lee, 2012). More specifically, fair trade consumers are found to place greater importance on the values ‘equality’, ‘inner harmony’, ‘meaning in life’, ‘a world at peace’, ‘mature love’, ‘wisdom’, ‘a world of

beauty', 'social justice', 'broadminded', 'protecting the environment', 'helpful' and 'forgiving' than do non-consumers (Doran, 2010).

The significance of these values to fair trade consumers can be better understood when contrasting them to those values important to non-consumers. For example, brand lovers consider 'personal gratification' more important than fair trade lovers (De Pelsmacker, Driesen, et al., 2005) and those who give preference to other attributes over fair trade are motivated by the value 'satisfaction' (De Ferran & Grunert, 2007). Furthermore, non-consumers rank of high importance the values 'security', 'power', 'achievement', 'hedonism' 'conformity' (Doran, 2009), and 'loyal' and 'responsible' (Doran, 2010), whereas these same values are considered of low importance to fair trade consumers.

Another psychographic variable that further highlights the difference between fair trade consumers and non-consumers is the motives behind the values important to each. For example, fair trade consumers rank most important the value 'universalism' which is motivated by goals of 'understanding', 'appreciation', 'tolerance' and 'protection', for the welfare of all people and nature (Doran, 2009). The underlying motivation behind these goals is that if society does not accept all people unconditionally and treats people unfairly, it will be to everyone's loss (Schwartz, 1994). In contrast, security is rated as the most important value by non-fair trade consumers (Doran, 2009). Security is motivated by the desire to maximise certainty over issues that arise from the self, relationships and society (Schwartz, 1994). Together, these findings suggest that fair trade consumers place importance on consideration for others, whereas non-consumers are more internally focused.

Literature also shows, however, that the motives for buying fair trade goods do vary even between fair trade consumers. For example, in one study respondents spent more time and money at a fair trade stall when given exaggerated information on the popularity of fair trade products (D'Astous & Mathieu, 2008). This suggests that some are motivated to buy fair trade to adhere to social norms or by conformity motivations driven by a desire to belong (Karsaklian & Fee, 2012). Another study found participants in an observed condition to evaluate fair trade more highly than those that were

anonymous suggesting fair trade purchase intentions are also driven by the motivation to promote one's reputation with others (Kimura et al., 2012).

Other studies report the main reason consumers purchase fair trade is because it represents 'equality between humans' and 'respect for human rights' (De Ferran & Grunert, 2007), and ensures farmers in developing countries receive a fair price for their produce (De Pelsmacker et al., 2006). This shows that some consumers are motivated to help others for unselfish reasons because of self-actualization motives which drive people to pursue self-fulfilling and enriching opportunities (Karsaklian & Fee, 2012). On the other hand, research shows that fair trade consumers are motivated as much by the taste criterion as they are by the social and environmental criteria (Didier & Lucie, 2008). One study also reveals that 'taste' and 'quality' are important to consumers, and 'satisfaction' is the most frequent reason for buying fair trade coffee (Kimura et al., 2012). Thus, some consumers also purchase fair trade motivated by hedonism; driven by personal enjoyment and pleasure (Karsaklian & Fee, 2012). In addition to studying the differences between fair trade consumers and non-consumers, research has also attempted to understand the barriers preventing consumers from greater fair trade purchasing.

2.1.3 Barriers to Fair Trade

Besides investigating the fair trade consumer, literature has also explored the barriers inhibiting consumers from purchasing fair trade. Studies show that awareness levels remain low, and consumers are sceptical about fair trade. There is also an issue of consumers prioritising other ethical concerns over fair trade. Moreover, consumers report facing several additional barriers to purchasing fair trade. As research on fair trade is still sparse, the issues discussed here do not represent an exhaustive set of potential barriers. Instead, the discussion attempts to provide some perspective on how various barriers prevent potential buyers from buying fair trade. A larger body of research has explored barriers to ethical consumption (Bray, Johns, & Kilburn, 2011; Young, Hwang, McDonald, & Oates, 2010), which may also be relevant to fair trade.

One issue that fair trade faces is that of consumer awareness levels being low. The decision on whether or not to purchase fair trade is primarily a decision between more or less ethical outcomes. For consumers to decide on the more ethical choice, they must first be aware of the issues related to fair trade. Essentially, consumers must first be aware of and possess knowledge on the issues surrounding a moral matter before any judgements or intentions are formed, or behaviour is executed (Rest, 1986). Studies, however, show that very few consumers are familiar with fair trade (Wright & Heaton, 2006) and that a lack of awareness is the main reason consumers do not purchase fair trade (Hira & Ferrie, 2006). Therefore, a lack of consumer awareness is one challenge facing fair trade.

A related issue is that of cynicism. Research shows that at early stages of ethical awareness, most consumers are “cynical and disinterested” (Freestone & McGoldrick, 2008). Likewise, Nicholls and Lee (2006) found in their study that as awareness increased so did thoughts that fair trade did not help. Consumers are sceptical about several issues pertaining to fair trade. Consumers report being cynical about fair trade and whether their purchasing truly makes a difference (Wright & Heaton, 2006). Some believe that fair trade is just a marketing tactic used to overprice goods only to increase retailer profits (Adams & Raisborough, 2010). Others are unconvinced about farm workers actually benefiting from fair trade (D'Astous & Mathieu, 2008). As a result, consumer awareness does not guarantee support for fair trade as consumers may remain sceptical at the early stages of awareness.

Another barrier to greater fair trade consumption relates to information. Consumers require information to be able to make informed purchase decisions. They, however, feel they do not know where to find information on fair trade (Benson & Hiller Connell, 2014). This lack of information contributes to consumers feeling uninformed (De Pelsmacker, Janssens, et al., 2005) and, therefore, unconvinced about fair trade (De Pelsmacker et al., 2006) and its benefits (Darian, Tucci, Newman, & Naylor, 2015). Moreover, the lack of information also makes it difficult to avoid non-fair trade products (Shaw, Hogg, Wilson, Shiu, & Hassan, 2006).

On the other hand, too much information can have a negative effect. For example, in one study ‘information overload’ led to sceptical feelings towards fair trade (Nicholls & Lee, 2006). Specifically, as the intensity of knowledge on the serious consequences of non-fair trade working conditions increased so did the perception that fair trade information could be false. Similarly, consumers were found to become more sceptical and less concerned about fair trade as their perceptions on the quantity of fair trade information increased (De Pelsmacker & Janssens, 2007). Consumers are also confused because of all the conflicting information and exaggerated claims about fairness (Adams & Raisborough, 2010) and the difficulty comprehending the complex issues around fair trade (Benson & Hiller Connell, 2014). Thus, a greater amount of information may not necessarily help as it may only leave consumers with more complex information to analyse.

The prioritisation of ethical issues is another matter that negatively affects fair trade consumption. This concern refers to consumers prioritising one or two ethical issues to avoid becoming overwhelmed by the effort required to adhere to a wider set of ethical concerns (Carrington, Neville, & Whitwell, 2014). Consequent to this prioritisation, behaviour towards issues considered secondary becomes passive and inconsistent. Buying local is one such competing ethical issue. Buying locally produced goods is considered by some to be more important than buying fair trade products from foreign countries (Adams & Raisborough, 2010). The desire to purchase locally made products excludes fair trade products since they are most often made overseas (Benson & Hiller Connell, 2014). Thus, a commitment to an alternative ethical issue can prevent from fair trade purchasing.

Another issue preventing consumers from greater fair trade consumption is their limited financial resources. Studies have found that while consumers care about ethical issues, they are reluctant to pay too much more than conventional products (Adams & Raisborough, 2010). A perception also exists that fair trade products are always more expensive than other products (Nicholls & Lee, 2006) and that the price of fair trade products is too high (De Pelsmacker et al., 2006). These perceptions result in consumers being unable or unwilling to pay the price premium for fair trade products (Adams &

Raisborough, 2010; Benson & Hiller Connell, 2014). Likewise, although some studies have shown consumers to report a willingness to pay a premium for fair trade (De Pelsmacker, Janssens, et al., 2005; Didier & Lucie, 2008; Hertel, Scruggs, & Heidkamp, 2009), the premiums reported do not reflect the actual price of fair trade goods and are often less than actual market rates (Didier & Lucie, 2008). Another interesting finding from one study was that when fair trade products were found to be cheaper than their alternatives, consumers were left confused as this seemed to them to defeat the purpose of fair trade (Adams & Raisborough, 2010). Therefore, the price of fair trade products is another barrier that prevents consumers from buying such goods.

Consumers also want the distribution of fair trade products to be convenient. A significant portion of the population thinks that fair trade products are not easily available (Hira & Ferrie, 2006) and are difficult to find (Nicholls & Lee, 2006). In fact, accessibility is shown to be a substantial barrier to both buying fair trade and avoiding non-fair trade products (Darian et al., 2015; Shaw et al., 2006). Also, the narrow range of fair trade products available prevents consumers from completing all of their shopping at the same location which adds to the inconvenience (Benson & Hiller Connell, 2014). Other issues concerning the distribution of fair trade products relate to perceptions that specialised fair trade stores are too ‘alternative’ and unsophisticated (De Pelsmacker et al., 2006). Overall, these and other barriers have been found to prevent consumers from greater fair trade purchasing and consumption.

2.1.4 Fair Trade Decision Making

In addition to studying the barriers to fair trade purchasing, research has also investigated the decision-making process for the purpose of identifying factors which influence fair trade purchase decisions. Most studies have applied some form of the Theory of Planned Behaviour (TPB) to explain fair trade purchase decision-making. According to the TPB, an individual’s behaviour is a result of intentions informed by attitudes (A), subjective norms (SN) and perceived behavioural control (PBC) (Ajzen, 1985).

According to Ajzen (1985), attitudes towards a behaviour are a sum of an individual's beliefs and their evaluation of those beliefs. Research shows that fair trade attitudes are influenced by 'fair trade beliefs' (Jin Ma et al., 2012), 'knowledge', 'perceptions of fair trade information' (De Pelsmacker & Janssens, 2007), 'self-transcendence' and 'openness to change' values (Ma & Lee, 2012), and 'ethical obligation' (Shaw & Shiu, 2002). In turn, a positive attitude towards fair trade is found to be a significant predictor of intentions to purchase fair trade (Jin Ma et al., 2012; Ozcaglar-Toulouse et al., 2006; Shaw & Shiu, 2002) and to influence buying behaviour directly (De Pelsmacker & Janssens, 2007). Likewise, fair trade purchase intentions are influenced by beliefs that 'fair trade creates a better world', 'alleviates poverty', 'helps workers to be paid fairly' and 'ensures a safe working environment' (Jin Ma et al., 2012), and 'universalism', 'benevolence', 'self-direction' and 'stimulation' values (Ma & Lee, 2012).

Subjective norms refer to an individual's beliefs on how a behaviour will be evaluated by significant others and their motivation to comply with the conduct of important others (Ajzen, 1985). Studies investigating the role of social norms on fair trade consumption show many shoppers to report that significant others think they should purchase fair trade (Shaw & Shiu, 2002) and that their dependents have an influence on their purchasing decisions (Ozcaglar-Toulouse et al., 2006). These studies have also found subjective norms to be a significant predictor of fair trade purchase intentions (Shaw & Shiu, 2002), particularly for those who never or rarely purchase fair trade (Ozcaglar-Toulouse et al., 2006).

Several studies have investigated the impact of other aspects of social relations on fair trade consumption. One explored the influence of social validation on fair trade consumption and found that the probability of shoppers buying fair trade products was increased by simply informing them that their peers also purchased fair trade (D'Astous & Mathieu, 2008). Social validation refers to the process of determining what is socially acceptable through the actions of important others (Cialdini, 1994 as cited in d'Astous & Mathieu, 2008). The theory posits that the actions of significant others are perceived to be correct and as a result increase the likelihood of one engaging in similar behaviour. Another studied the influence of reputational concerns and discovered that while those

in an anonymous condition rated taste and price as most important when buying chocolate, those in an observed condition ranked the fair trade attribute as the most important criterion (Kimura et al., 2012). The authors proposed that it was the desire to enhance reputation which led consumers to evaluate fair trade more highly when being observed compared to those in the anonymous condition. Thus, the influence of others is an important contributor to facilitating greater fair trade purchasing.

The third factor shown to influence fair trade decision-making is Perceived Behavioural Control (PBC). PBC refers to the degree to which consumers feel in control over a situation and their behaviour within it (Ajzen, 1985). In relation to fair trade, PBC refers to the level of ease or difficulty in purchasing fair trade as perceived by consumers. Research shows that those who feel greater control and confidence about purchasing fair trade are more likely to purchase fair trade (Jin Ma et al., 2012). Similarly, PBC is found to be a significant predictor of intentions to purchase fair trade (Shaw & Shiu, 2002), especially for those who buy fair trade regularly (Ozcaglar-Toulouse et al., 2006).

Other factors added to the Theory of Planned Behaviour to improve its predictor power are ethical obligation (EO) and self-identity (SI). EO refers to an individual's perceptions that performing a type of ethical behaviour is obligatory upon them (Ajzen, 1985). The belief that purchasing fair trade is an ethical obligation is a significant predictor of fair trade purchase intentions (Shaw & Shiu, 2002), particularly for those never or rarely purchase fair trade (Ozcaglar-Toulouse et al., 2006). SI refers to the extent to which an ethical issue becomes central to the individuals' identity. SI is a significant predictor of intentions to purchase fair trade (Shaw & Shiu, 2002), especially for those who buy fair trade regularly (Ozcaglar-Toulouse et al., 2006). As the fair trade concept becomes a vital part of one's identity, so does the likelihood of them continuing to hold fair trade purchase intentions.

Another factor proposed to influence the relationship between ethical consumption intentions and behaviour is the situational context (Carrington et al., 2010). The situational context refers to the physical and social surrounding, temporal perspective, task definition, and antecedent state such as momentary emotions (Belk, 1975).

Regarding fair trade, the situational context refers to the place-of-purchase. To date, one study has investigated shoppers' cognitive responses to specialised fair trade shops and found perceptions to be mostly negative (De Pelsmacker et al., 2006). No study, however, has yet investigated the emotional response to the fair trade shopping experience. This is so despite emotions being discussed in several qualitative fair trade studies (Adams & Raisborough, 2010; Nicholls & Lee, 2006). For example, in one study consumers expressed feelings of guilt and empathy in response to fair trade information and issues such as child labour (Nicholls & Lee, 2006). In other studies, participants expressed feelings of dissonance, guilt and tension because of difficulty prioritising between fair trade and competing demands (Adams & Raisborough, 2010), and disappointment and shame for not purchasing fair trade (Gregory-Smith, Smith, & Winklhofer, 2013).

Together these studies show that emotions are experienced in relation to fair trade. Furthermore, the importance of emotive reactions and place-of-purchase on fair trade decision-making has been requested to be studied (Ozcaglar-Toulouse et al., 2006), which suggests that there may also be specific emotions related to the fair trade shopping experience. As such, there is a need to systematically investigate the role of emotions during the shopping experience on fair trade consumption.

2.2 Emotion

2.2.1 Introduction

Aristotle (384 - 322 B.C) is among the first of the western philosophers to discuss emotions as a discrete entity. Despite considering emotion the foolish slave to the wise reason, he believed emotions were essential to a good life (Solomon, 1993). In contrast, emotions were viewed with negativity through the Roman times (Sorabji, 2003), the middle ages (Hyman & Walsh, 1973) and by medieval philosophers (Solomon, 1993). It is only recently that the role of emotions has been acknowledged in motivating right and wrong behaviour (Hume, 1739/1888) and facilitating survival through guiding behaviour (Darwin, 2002). This section comprises three subsections on emotions: the

first on what emotion is, the second on how emotions influence decision making and the third on the hierarchy of emotions.

2.2.2 What is Emotion?

Emotions have been described in many ways as a universally agreed upon definition does not exist. Emotion has been described as that which affects judgement and is accompanied by pleasure or pain (Aristotle, 1941) and as a valence affective reaction to perceptions of a situation (Ortony, Clore, & Collins, 1988 as cited in Richins, 1997). One comprehensive description defines emotions as a reaction to a stimulus comprising cognitive evaluations, subjective perceptions, physiological changes and behaviour directed towards the original stimulus (Plutchik, 1982). Another describes emotion as a mental state of readiness accompanied by physiological responses, expressed physically which results in an action determined by the individual's subjective cognitive appraisal of the situation (Bagozzi et al., 1999). Although differences in the definitions exist, there appears to be agreement that emotions consist of two characteristics: an eliciting factor and a multicomponent response (Utz, 2011) comprising a subjective appraisal, changes in facial (Barrett, 2012) and physiological states and a behavioural tendency (Ekman, 1992).

To better understand what emotions are, it is important to know how they differ from other states. Unlike other conditions such as mood, emotions occur as a response to an evaluation of a situation and are transient. As a result, different situations evoke different emotions and as the situation changes so do the emotions that are induced (Bagozzi et al., 1999). For example, the loss of a significant other is an antecedent of sadness and threat of physical harm is an antecedent of fear (Ekman, 1992). Also, the emotions induced by situations are produced as a result of a "unique psychological appraisal" made by the individual analysing and interpreting the situation (Bagozzi et al., 1999). Therefore, it is possible that the same situation induces a different or no emotional reaction in different people. Emotions are shown to be experienced in response to many situations, however, before that discussion, it is important to understand the role they play in decision-making.

2.2.3 Emotions and Decision-Making

Figure one shows how decision-making is influenced by expected and immediate emotions (Loewenstein & Lerner, 2003). Expected emotions are predictions about the emotional experience anticipated as a result of expected consequences of a decision. In general, when making decisions people try to select the option that maximises the expected positive emotions. Immediate emotions are those that are relevant to the current decision (Han, Lerner, & Keltner, 2007) which in turn are influenced by anticipatory and incidental emotions. Anticipatory emotions arise from contemplating about expected consequences and emotions, whereas incidental emotions are induced by factors unrelated to the decision such as the consumption situation. Another aspect of emotions necessary to understand before any further discussion is how they are structured.

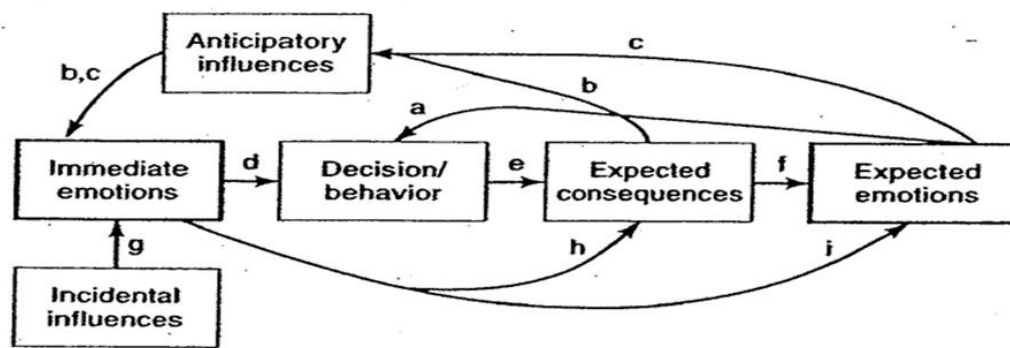


Figure 1 - Determinants and consequences of immediate and expected emotions (Loewenstein & Lerner, 2003)

2.2.4 Emotion Hierarchy

Emotions in literature have generally been measured at a dimensional or discrete level as per Figure two. Emotions are called ‘affect’ when analysed at the dimensional level and referred to as either ‘positive’ or ‘negative’ (Babin, Darden, & Babin, 1998). Since almost all emotions can be represented by their dimension (Laros & Steenkamp, 2005), an advantage of measuring emotions as dimensions in research is simplicity.

Conversely, significant information is lost when analysing emotions as ‘positive’ or ‘negative’ affect. There are “specific cognitive and motivational processes and action

tendencies” that distinguish one emotion from another and provide experiential information which cannot be captured at the affective level (Ekman, 1992). For instance, emotions vary in intensity and similarity such as how the intensities of ‘rage’ and ‘irritation’ are distinct, and how ‘joy’ and ‘happiness’ are more similar than ‘joy’ and ‘pride’ (Ekman, 1992). Two emotions from the same dimension can, therefore, have very different and separate motivations, intensities and behavioural tendencies.

In contrast to the dimension approach, measuring emotions at the discrete level allows these differences and similarities, which otherwise would be lost, to be detected.

Through capturing these differences, marketers can understand how the emotional experience of consumption situations influence consumer behaviour.

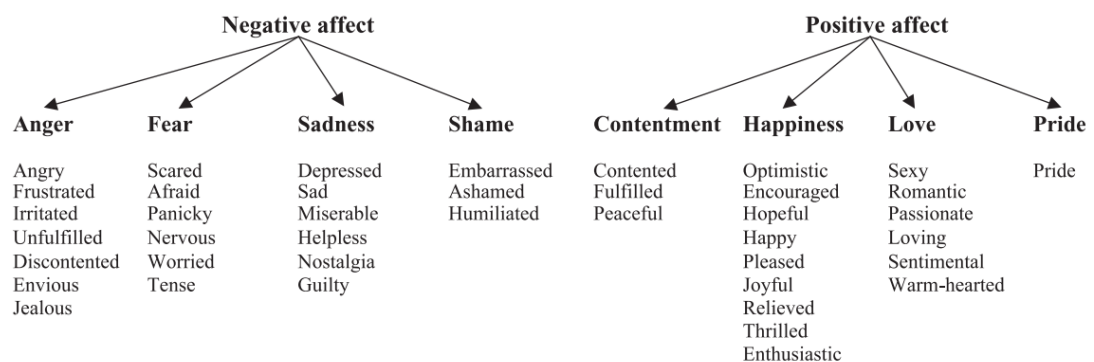


Figure 2 - Hierarchy of consumer emotions (Laros & Steenkamp, 2005)

2.3 Consumption Emotions

2.3.1 Introduction

The term consumption comprises a variety of activities involving the anticipatory consumption, purchase, post-purchase use and dispossession of products, services and experiences. Consumption-related emotions, therefore, are those that are felt directly as a result of consumption as well as those experienced in anticipation and post-use. The rest of this section reviews consumption emotion literature in two subsections. The first

discussing emotions and consumption and the second, presenting an overview of the emotion typologies used in consumption research.

2.3.2 Consumption and Emotions

The literature on emotions and consumption shows that emotions are felt across a variety of activities including playing video games (Holbrook, Chestnut, Oliva, & Greenleaf, 1984), watching advertising (Edell & Burke, 1987; Mano, 1991), listening to music (Holbrook & Gardner, 1993), attending a concert, physical activity and shopping (Havlena & Holbrook, 1986). Research also shows that the emotional experiences associated with different consumption situations vary. For example, studies have found ‘interest’ to be the most intensely experienced emotion relating to cable television (Westbrook, 1987) and ‘joy’ as the most frequently reported emotion concerning most recent car purchases (Westbrook & Oliver, 1991). One study investigating the emotional experiences associated with possessions considered important to respondents discovered that ‘pride’ was the most intensely experienced emotion regarding sentimental objects and ‘joy’ most concerning recreational objects and automobiles (Richins, 1997). Even the emotional experience across food is shown to vary as ‘anger’ was found to be most intensely experienced in response to genetically modified food and ‘contentment’ relating to organic food (Laros & Steenkamp, 2005).

Research proposes that different consumption situations evoke unlike emotions because of differences in the consumption activities involving those situations (Richins, 1997). Additionally, these differences exist because the emotional experience is dependent on the personal relevance of the situation to the consumer (Huang, 2001). Therefore, emotions are strongest when the consumption situation is considered important or special to the consumer (Richins, 1997).

Emotions are also shown to influence decision-making in various consumption situations. For example, purchase intentions are positively influenced by the emotions ‘pride’, ‘guilt’ and ‘empathy’ for social-cause related products (Kim & Johnson, 2013), and both ‘pride’ and ‘shame’ for sustainable groceries (Antonetti & Maklan, 2014).

Conversely, purchase intentions of social-cause related products are negatively influenced by the emotions ‘anger’ and ‘elevation’ (Kim & Johnson, 2013). Also, moral judgements on counterfeit goods are affected by emotions such that when consumers experience less ‘pride’ or more ‘shame’ about the purchase of counterfeits they are more likely to judge counterfeit product purchases as wrong (Kim & Johnson, 2014). Similarly, when consumers experience either ‘guilt’ or ‘pride’, they have stronger perceived consumer effectiveness beliefs regarding the purchase of sustainable groceries and are less likely to use neutralisation techniques (Antonetti & Maklan, 2014).

Furthermore, studies investigating the role of emotions on consumption have found them to influence various consumer behaviour. For example, complaining behaviour is affected by negative affect, whereas word-of-mouth (Westbrook, 1987) and satisfaction (Mano & Oliver, 1993; Westbrook, 1987) are affected by both positive and negative affect. More precisely, satisfaction is positively influenced by ‘pleasant surprise’ and ‘interest’, but negatively by ‘hostility’ (Westbrook & Oliver, 1991). Together, these studies show that consumption situations evoke certain emotions and that emotions can influence both decision-making and behaviour. Another point highlighted from the studies is that consumption literature has measured emotions through various typologies.

2.3.3 Emotion Typologies

The most commonly used typologies in consumption literature have been the Differential Emotions Set (DES) (Izard, 1977) and Human Emotions (Plutchik, 1982), which comprise eight and ten discrete emotions, respectively. A frequently used typology in retail literature has been the Pleasure, Arousal and Dominance (PAD) model developed by Mehrabian and Russell (1974). The PAD proposes that environments generate emotions which can be explained by three emotional states measured on bipolar scales: pleasure - displeasure, arousal – non-arousal, and dominance - submissive (Donovan & Rossiter, 1982). A typology that has been less frequently used in literature but offers a comprehensive set of 20 emotions relevant to most situations is the Consumption Emotion Set (CES) (Richins, 1997).

Several studies have compared the different typologies to determine which best accounts for differences in consumption experiences. One reported the PAD to capture more information on the emotional space of consumption experiences than Plutchik's typology (Havlena & Holbrook, 1986). In the shopping context, however, both the Plutchik and Izard measures were found to provide greater predictability than the PAD because of their ability to represent the diverse nature of the shopping experience (Machleit & Eroglu, 2000). Another comparison of all four typologies discovered that the CES provides greater coverage of the emotion multidimensional space than the DES and Plutchik measures, and superior predictability of emotional experiences compared to the DES, Plutchik, and PAD (Richins, 1997). The study also proposed that PAD was designed to measure the emotional response to an environment rather than a complete consumption experience (Richins, 1997), and thus, it suggested that the PAD is not appropriate for a situation such as a shopping experience.

2.4 The Shopping Experience

2.4.1 Introduction

According to Belk (1975), a situation occurs at a point in time and space and is determined by the physical and social surroundings, a temporal perspective, task definition, and antecedent states. A shopping situation can thus be defined by the store environment and people within it, the responses experienced to the environment, shopper characteristics and situational factors. The shopping situation, specifically the various features of the store environment, is known to evoke responses in shoppers and influence the shopping experience. In this thesis, the term 'shopping experience' is used to refer to the occurrences within and outcomes of a specific shopping situation. This section is made up of three subsections reviewing the literature on the store environment, responses to the environment and emotional responses to the shopping experience.

2.4.2 Store Environment

A considerable amount of literature is published on the store environment. The shopping environment is frequently described using three distinct dimensions: ambience, store design and social (Baker, Levy, & Grewal, 1992; Baker, Parasuraman, Grewal, & Voss, 2002). The term ‘shopping environment’ is also commonly used to refer to aspects of both the external and internal environment (Andreu, Bigné, Chumpitaz, & Swaen, 2006; Turley & Milliman, 2000). Therefore, discussions on the store environment in this study relate to both the inside and outside of a store.

The ambient dimension, relating to environmental cues that can be perceived by the human senses, is categorised into five elements: visual, aural, olfactory, tactile and taste (Kotler, 1973; Sullivan & Adcock, 2002). An ambient cue is any stimuli in an environment that may be sensed by shoppers (Baker et al., 1992) or go unnoticed (Bitner, 1992) while affecting shoppers. This includes cues such as the colour of the store, lighting, music played, scents used, the temperature of the store and taste.

The store design dimension includes both the interior and exterior of the store. The store exterior comprises aspects such as the window display, the entrance, the size and architecture of the building as well as the surrounding area including parking and neighbouring stores (Turley & Milliman, 2000). The store interior includes the store layout, signage, feature areas (Levy, Weitz, & Grewal, 2012), merchandise, point-of-sale and decorative objects (Turley & Milliman, 2000).

The social dimension consists of the human aspect of the shopping environment comprising both store employees and other shoppers. This includes the characteristics of shoppers and staff, and their appearance (Turley & Milliman, 2000), the number, type and behaviour of other shoppers (Baker et al., 1992), and the relationships between shoppers (Kim & Kim, 2012).

Some key points need to be raised here about this introduction of the store environment. First, although the environmental dimensions have been discussed here separately, shoppers are known to consume the environment holistically (Babin, Hardesty, & Suter,

2003). That is, rather than perceiving the environment in discrete dimensions; most shoppers perceive the total environment as a sum of the individual cues within the environment and interactions between them. It is also important to note that the examples of environmental cues given above are merely an introduction and do not represent a complete set of factors which should be considered. For a more comprehensive range of store environmental cues papers such as Turley and Milliman (2000) should be referenced.

Second, the previous point raises a related one concerning which environmental cues should be considered. In contrast to the view of Bitner (1992) who proposes that environmental factors include only those that the firm can control to enhance consumer behaviour, it is more appropriate to consider also those aspects which are beyond the retailer's control but have an influence on customers. For example, environment cues such as parking availability, congestion, and traffic (Turley & Milliman, 2000) are sometimes outside of a retailer's control yet are known to contribute to the experience of a shopping trip.

Overall, it is important to consider how the complete environment is perceived as a result of all the different cues and interactions between them. Also, when considering store design, there is a need to factor in not only those cues within a retailer's control but also those that may be beyond the control of the retailer. Needless to say, the objectives of the store environment should be thought through as the shopping environment influences how the experience is perceived and subsequently the responses generated in shoppers.

2.4.3 Responses to the Shopping Experience

A great deal of research has focused on the effect of the shopping experience on shoppers. Literature shows that the environment induces three types of responses in shoppers: behavioural, cognitive and emotional (Bitner, 1992; Holbrook & Hirschman, 1982; Kim & Kim, 2012). Although it has been proposed that the first response to an environment is affective (Ittelson, 1973 as cited in Machleit & Eroglu, 2000), a more

recent opinion is that the three dimensions operate interdependently and that each is impacted by and also influences the others (Bitner, 1992). In other words, the emotional responses evoked by an environment also influence a shopper's cognition and behaviour within the store, and these in turn affect shopper emotions.

In terms of behavioural responses to a store environment, besides other variables literature has investigated physical attraction into a store (Bellizzi, Crowley, & Hasty, 1983), entry decisions (Oh & Petrie, 2012; Sen, Block, & Chandran, 2002) and approach behaviours (Morrison, Gan, Dubelaar, & Oppewal, 2011). Another behaviour of great interest to retailers is the time shoppers spend in store. A shopper who spends a longer period in a store can browse a wider range of product and is more likely to find something they like. In contrast, those who spend less time in a store have reduced opportunity to explore the store. Naturally, retailers are motivated to design stores that encourage shoppers to browse for longer periods of time.

A significant number of studies have investigated how the shopping experience influences the time spent in store. One reported that the external atmospherics of both shopping centre and traditional retailing settings influenced the desire to remain longer within those areas (Andreu et al., 2006). Another discovered that a greater desire to stay within three leisure service settings was induced in shoppers when they were satisfied with the quality of the servicescape (Wakefield & Blodgett, 1996). Others have found that a pleasant environment leads to extra time spent in store (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994) and more time spent in service areas compared to unpleasant store environments (Spies, Hesse, & Loesch, 1997).

The effect of environmental cues on browsing behaviour is shown in several studies. Research has found internal atmospherics to influence the desire to remain longer in a traditional retailing area (Andreu et al., 2006). Studies show that slow tempo music resulted in more shoppers browsing without having planned to buy (Eroglu, Machleit, & Chebat, 2005) and that an interaction between high volume music and a vanilla aroma caused shoppers to stay longer in store (Morrison et al., 2011). On the other hand, some studies also show that shopping time is not influenced by the store environment

specifically colour (Bellizzi & Hite, 1992), music or aroma (Morrison et al., 2011) and the use of scent (Spangenberg, Crowley, & Henderson, 1996).

Another key behaviour that has attracted the attention of researchers is the purchase decision. Shopper spend is essential to retailers because it positively influences perceptions of the merchandise variety (Donovan et al., 1994), hedonic shopping value (Babin & Darden, 1995), shopping satisfaction (Babin & Darden, 1996) and approach behaviours including time spent in store (Morrison et al., 2011). Several studies have investigated the factors which influence the money spent in store. One found that more money on spontaneous purchases was spent in pleasant environments compared to unpleasant ones (Spies et al., 1997). Another found that a blue store interior resulted in higher purchase rates and an average amount spent compared to a red store interior (Bellizzi & Hite, 1992).

Research has also found that an interaction between store cues impacts shopper spending behaviour. For example, studies show that a match between the arousal qualities of the music and scent results in higher levels of impulse purchases (Mattila & Wirtz, 2001), and an interaction between a vanilla aroma and high volume music leads to a greater amount of money spent in store (Morrison et al., 2011). Others have found that the human density of the store influences purchasing. Studies show that more unplanned purchases and a greater total dollar amount is spent during high-density timings compared to low-density (Eroglu, Machleit, & Chebat, 2005) and that the perceived density has a positive effect on retail spend for those with a high need for affiliation (Van Rompay, Krooshoop, Verhoeven, & Pruyn, 2012).

In contrast, no relationships have been found between the external environment and a disposition to pay more in traditional retail settings (Andreu et al., 2006) nor between perceived density and spending (Van Rompay et al., 2012). Likewise, impulse purchases are shown not to be affected by either music or scent (Mattila & Wirtz, 2001). On the other hand, a concerning finding in one study was that a negative relationship existed between shopping centre internal atmospherics and a disposition to pay more (Andreu et al., 2006).

Studies exploring the cognitive responses to shopping experiences have found that the environment influences perceptions of the atmosphere (Michon, Chebat, & Turley, 2005), merchandise (Bellizzi et al., 1983), store personnel (Crowley, 1993), price (Babin et al., 2003) and store image (Spangenberg et al., 1996). Besides these, an area that has received significant attention is the influence of the environment on patronage intentions. Patronage intentions refer to a positive attitude towards a store comprising of a greater intention to browse, make a purchase, visit the store and shop there in the future.

Research shows that patronage intentions are positively influenced by perceptions of both the external and internal environment (Andreu et al., 2006). Studies show that intentions are more favourable when shoppers like the atmosphere (Grewal, Baker, Levy, & Voss, 2003), a pleasant scent is present (Douc   & Janssens, 2011; Spangenberg et al., 1996), the store interior is blue compared to red (Bellizzi & Hite, 1992) and the store has a window display and external landscaping (Mower, Kim, & Childs, 2012). Intentions are also found to be more positive when shoppers are happy with the service (Baker et al., 2002) and can expect not to have to wait for it (Grewal et al., 2003), and when they have a strong desire to remain within the shopping area (Andreu et al., 2006). Patronage intentions are also found to be influenced by the interaction of multiple store cues. Intentions are more positive when the store has bright lighting and a blue interior (Babin et al., 2003), the store is crowded and has a blue exterior (Y  ksel, 2009), music is playing and a congruent scent is used (Spangenberg et al., 1996), when the shopper has task-orientated motivations and the store is spacious, and when the shopper has recreational motives and the store is red (Van Rompay et al., 2012).

On the other hand, patronage intentions are shown to be negatively influenced by a bad shopping experience (Swinyard, 1993), higher levels of perceived retail crowding (Kim & Runyan, 2011), perceptions of time, effort and psychic costs (Baker et al., 2002), fast music (Eroglu, Machleit, & Chebat, 2005), an orange exterior (Y  ksel, 2009) and when a scent is used with incongruent music (Spangenberg, Grohmann, & Sprott, 2005). Besides investigating behavioural and cognitive responses, research has also investigated the emotional responses induced in shoppers by the shopping experience.

2.4.4 Shopping Experience and Emotions

Besides evoking behavioural and cognitive responses, the shopping experience also induces emotional responses in shoppers. In contrast to antecedent and anticipatory feelings, the emotions which occur within the shopping environment are generally considered as a result of the shopping experience. While antecedent and anticipatory feelings may influence the situation, immediate emotions are evoked mostly as a consequence of the situation. A large body of literature has explored the influence of the shopping experience on shopper emotions. The following discussion is structured according to the three dimensions of the shopping environment comprising the store ambience, design and social.

Regarding store atmospherics, research has found that the ambience of a store has a positive impact on arousal (Sherman, Mathur, & Smith, 1997) and that greater levels of pleasure are induced in task shoppers by low-arousal environments and in hedonic shoppers by high-arousal environments (Kaltcheva & Weitz, 2006). Furthermore, there is also an influence on emotions from an interaction between environmental cues. For example, shoppers experience greater 'affect' when there is a congruency between scent, lighting, temperature and music in fashion stores (Parsons, 2011).

One aspect of the store ambience that has been explored quite extensively is the store colour. Research shows that a pleasant store atmosphere recently renovated with bright colours improves a shopper's mood while an unpleasant atmosphere with signs of deterioration and dim colours deteriorates mood (Spies et al., 1997). More specifically, blue store interiors are found to arouse higher levels of 'pleasure' compared to red interiors (Bellizzi & Hite, 1992) and greater levels of 'excitement' than orange store exteriors (Babin et al., 2003). Furthermore, shoppers are found to experience greater 'positive affect' in a blue store when it has bright lighting compared to soft lighting (Babin et al., 2003).

On the other hand, in one study recreational shoppers were found to experience higher levels of pleasure in a red-coloured environment (Van Rompay et al., 2012). In another,

shoppers were found to experience greater 'excitement' in an orange store when it had soft lighting compared to bright lighting (Babin et al., 2003). Together, these studies suggest that in general cool coloured environments are preferred to warm coloured ones, however, situational factors and interaction effects can influence the response to the environment.

Another aspect of the store ambience researched is the influence of scent. Studies show that pleasure is positively influenced by the presence of a pleasant ambient scent (Doucé & Janssens, 2011) and at both low and high arousal intensities (Mattila & Wirtz, 2001). Furthermore, the presence of a scent is shown to have a strong influence on 'pleasure' for those with hedonic shopping motivations and high affect intensity (Doucé & Janssens, 2011). On the other hand, while scent influences shopper mood positively at medium retail density, it is found to have an adverse effect at both low and high retail density (Michon et al., 2005). Interaction effects are also shown between scent and music. For example, studies have found that greater levels of pleasure are aroused when loud music is played with a vanilla scent (Morrison et al., 2011), high arousal music is matched with a high arousal scent, and low arousal music is matched with a low arousal scent (Mattila & Wirtz, 2001), and a Christmas scent is used with Christmas music (Spangenberg et al., 2005).

Regarding the influence of store design on shopper emotions, research has found that the servicescape has a direct relationship with positive affect (Eroglu, Machleit, & Barr, 2005) and that the design aspect of a store has an influence on pleasure (Sherman et al., 1997). One study discovered that both internal and external store atmospherics have a positive effect on the emotions 'joy', 'interest' and 'contented' (Andreu et al., 2006). Another found that liking of the external landscaping and window displays was positively related to mood (Mower et al., 2012). Other studies show that shoppers experience 'happiness' when the store is thought to be appealing (Kent & Kirby, 2009), and 'contentment' when it is fun to shop, and they can find products easily (Wagner, 2007).

One aspect of store design that has been greatly researched is spatial crowding. Spatial crowding refers to items in the store and the spatial relationship between them. Overall, studies show spatial crowding to induce negative emotions in shoppers. For example, perceived spatial crowding induced feelings of 'stress' (Baker & Wakefield, 2012), 'anger', 'disgust', 'contempt' (Eroglu, Machleit, & Barr, 2005; Machleit, Eroglu, & Mantel, 2000), 'shyness', 'guilt', 'sadness' and 'fear' (Machleit et al., 2000). Besides inducing negative emotions, spatial crowding reduces positive feelings, specifically, 'excitement' (Baker & Wakefield, 2012), 'pleasure', 'arousal', 'joy' and 'interest' (Machleit et al., 2000), 'joy', 'interest' and 'surprise' (Eroglu, Machleit, & Barr, 2005) and 'pleasantness' in recreationally motivated shoppers (Kaltcheva & Weitz, 2006).

The third dimension of a store environment is the social aspect. One aspect of the social dimension is how other people impact on the shopping experience and thus shopper emotions. In some studies, the social aspect of a store has been shown to have a positive effect on pleasure (Sherman et al., 1997) especially in a low ambient environment (Baker et al., 1992). Similarly, one study in a fast fashion context discovered that human crowding increased positive emotions when it was associated with perceived competition (Byun & Mann, 2011). On the other hand, greater levels of pleasure are experienced in low-density compared to high-density environments (Van Rompay et al., 2012), and perceived human crowdedness is shown to reduce positive emotions and generate negative emotions (Byun & Mann, 2011). Specifically, perceived human crowding reduces pleasure and arousal (Machleit et al., 2000), and increases feelings of 'anger', 'disgust', 'contempt', 'shyness', 'guilt', 'sadness', 'fear' (Machleit et al., 2000), and 'anger' and 'surprise' (Eroglu, Machleit, & Barr, 2005).

Together this section has shown that the shopping environment induces behavioural, cognitive and emotional responses in shoppers. The studies discussed in this section also show how different aspects of the shopping experience induce certain emotions.

2.5 Research Gaps

Support for fair trade is on the rise, but consumers face many barriers to purchase and consumption. Research on fair trade has explored the influence of several factors on decision-making, however, has not yet investigated the emotions involved in fair trade consumption. First, the specific emotions experienced during the fair trade shopping experience have not been measured despite consumers expressing emotions in several fair trade qualitative studies. Second, the role of emotions during the fair trade shopping experience on shopper behaviour has not yet been investigated even though emotions have been confirmed to influence behaviour in shopping situations. Third, while fair trade literature has analysed how participation behaviour influences consumers' cognitive and physiological behaviour, research to date has not yet examined whether differences in shopper participation influences the emotions they experience.

As this is an exploratory study, it will first measure which specific emotions are felt during the fair trade shopping experience. Research suggests that the emotions experienced across different consumption situations vary (Richins, 1997). While not many studies report on the discrete emotional experiences of shopping, those that have confirm that emotional experiences vary across different shopping contexts. For example, one study showed that 'expectancy' was the most intensely experienced emotion across malls, department, grocery and discount stores (Machleit & Eroglu, 2000). Another reported that 'interest' was the most felt emotion within shopping centres and traditional retailing areas (Andreu et al., 2006). These findings confirm that the emotions experienced in different shopping situations vary. Therefore, it is likely that the fair trade shopping experience evokes specific emotions which may be unique to the context. Second, this study will investigate whether any of the emotions felt during the fair trade shopping experience influence shopper behaviour. Third, this thesis will investigate whether any differences exist in the emotions shoppers feel during the shopping experience which can be attributed to their participation in fair trade.

2.5.1 Proposition 1: Emotions and Shopper Behaviour

Environmental psychology literature proposes that the environment either encourages approach or avoidance behaviours (Mehrabian & Russell, 1974). Research also suggests, however, that the environment itself does not directly influence behaviour. According to some, an individual's behaviour is influenced by emotional states evoked by the environment (Mehrabian & Russell, 1974) and mediated by their emotional response to the environment (Bitner, 1992). That is, the environment evokes specific emotional responses in shoppers which in turn influence their behaviour. Thus, Proposition one seeks to investigate which emotions have an influence on shopper behaviour specifically the amount of time and money spent in store, and on patronage intentions towards the store as shown in Figure three.

2.5.2 Proposition 1A: Time Spent in Store

Many studies show emotions felt during a shopping experience to influence the time shoppers spend in store. For example, pleasure experienced in store positively influences both extra time than planned (Donovan et al., 1994) and time spent in store (Morrison et al., 2011). Likewise, arousal has a positive impact on the time spent in store (Sherman et al., 1997). One study found that a positive mood change resulted in customers spending a longer duration of time in both pleasant and unpleasant store environments (Spies et al., 1997). Another discovered that the desire to remain within the shopping area was positively influenced by the discrete emotions 'joy', 'interest' and 'contentment' (Andreu et al., 2006). These studies show that positive emotions encourage shoppers to spend more time in store. The time shoppers spend in store is an important variable to retailers as it positively influences unplanned spending (Donovan et al., 1994) and re-patronage intentions (Andreu et al., 2006). Therefore, it is important to understand whether and which emotions felt during the fair trade shopping experience have an influence on the time spent in store. This leads to **Proposition 1A: positive emotions experienced in store will be positively related to the time spent in store.**

2.5.3 Proposition 1B: Money Spent in Store

Research has confirmed that the emotions felt during a shopping experience have an influence on shopper purchase behaviour. For example, studies show that as pleasure increases so do willingness to buy (Baker et al., 1992), unplanned spending (Donovan et al., 1994), the amount of resources spent (Babin & Darden, 1995) and money spent (Morrison et al., 2011; Sherman et al., 1997). Others have discovered that an improvement in positive mood results in an increase in how much money shoppers spend, the number of items purchased, and how much more money than planned is spent (Babin & Darden, 1996), and an increase in spontaneous purchases and money spent on items simply liked (Spies et al., 1997). Additionally, arousal has been found to have a positive impact on a willingness to buy (Baker et al., 1992), the number of items purchased (Sherman et al., 1997), and resource expenditure (Babin & Darden, 1995). Overall, these studies show that emotions experienced during the shopping experience influence retail spend. The amount of money spent in store is an important measure to retailers as it directly relates to retail profitability. This leads to **Proposition 1B: positive emotions experienced in store will be positively related to the amount of money spent in store.**

2.5.4 Proposition 1C: Patronage Intentions

Another variable of interest to retail researchers is patronage intentions comprising the intention to make a purchase, visit a store and shop at the store in the future. Besides the influence of the environment, patronage intentions are shown to be positively influenced by emotions in several studies. For example, patronage intentions are directly influenced by pleasure experienced in the store (Kaltcheva & Weitz, 2006; Mower et al., 2012), positive affect in a hedonic service setting (Hightower, Brady, & Baker, 2002), positive mood change in a furniture store (Spies et al., 1997), and more specifically the emotions ‘joy’, ‘interest’ and ‘content’ in both shopping centre and traditional retailing areas (Andreu et al., 2006), ‘excitement’ in a mall (Baker & Wakefield, 2012), and ‘excitement’ while shopping for women’s fashion (Babin et al., 2003). On the other hand, patronage intentions are adversely influenced by negative emotions, for example,

feelings of stress in a mall (Baker & Wakefield, 2012). Patronage intentions is an important variable to retailers as it directly relates to the long-term sustainability of the store. Accordingly, **Proposition 1C: positive emotions experienced in store will be positively related to patronage intentions.**

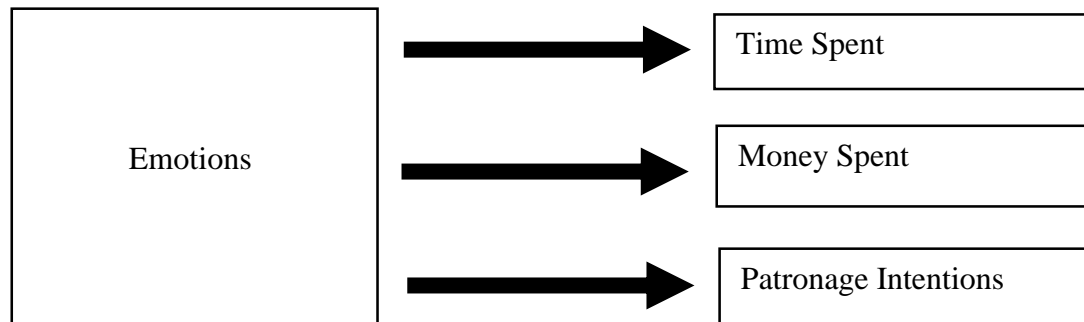


Figure 3 - Propositions 1A, 1B and 1C

2.5.5 Proposition 2: Participation and Emotions

Shopping literature shows that the emotions shoppers experience can differ dependent on situational factors and individual characteristics. For example, research shows that higher levels of pleasure are experienced by those with task-orientated motivations compared to recreational motivations (Kaltcheva & Weitz, 2006) and those with low-affiliation needs compared to high affiliation needs (Van Rompay et al., 2012). One study discovered that those who successfully make a purchase experience greater levels of ‘pride’ and ‘gratitude’ compared to those who are unsuccessful, and that those who are unsuccessful experience greater levels of ‘regret’ and ‘anger’ compared to those who are successful (Machleit & Mantel, 2001). Another study on the influence of a shopping companion on emotions shows that those who shopped with another person, be it family or a friend, experienced greater levels of positive affect compared to those who shopped alone (Borges, Chebat, & Babin, 2010).

Research on consumption-related emotions has called for studies to investigate whether differences in consumer emotional states can be attributed to product involvement or expertise (Richins, 1997). Fair trade research has established that participant’s purchase behaviour provides a reliable measure through which differences amongst fair trade and

non-fair trade consumers can be identified. For example, studies have found that the reasons (Darian et al., 2015) and values (Doran, 2009) behind purchasing fair trade differ based on whether consumers purchase fair trade more or less frequently. Although very few studies have investigated the influence of shopper purchase behaviour on their emotions, one study does show that there is a relationship between the two. Specifically, enduring involvement, described as the strength of a relationship between a product and consumer, had a positive and direct relationship with positive affect (Hightower et al., 2002).

Proposition two, therefore, seeks to confirm whether differences exist in the emotions felt by respondents during the fair trade shopping experience which can be attributed to their participation in fair trade purchasing. This leads to **Proposition 2: those with a high level of participation in fair trade purchasing will experience significantly greater levels of positive emotions during the fair trade shopping experience compared to those with a low level of participation.**

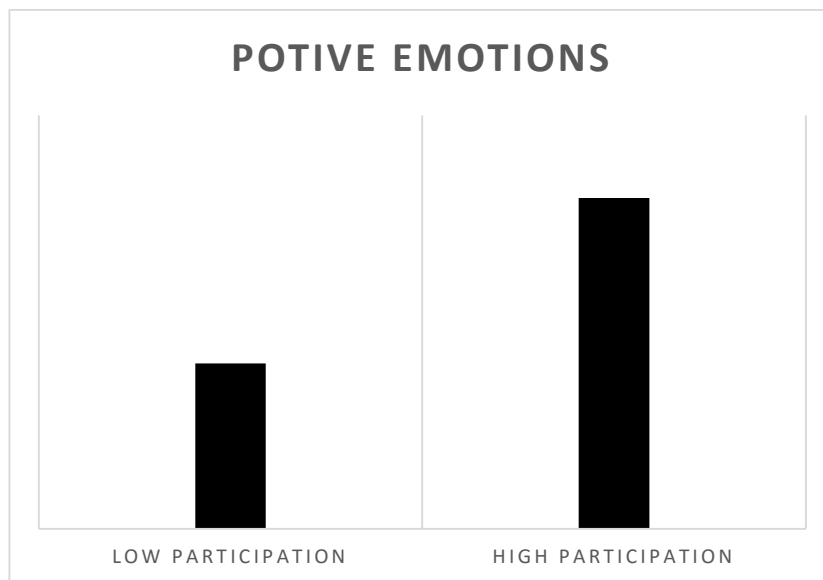


Figure 4 - Proposition 2

Chapter 3: Methodology

3.1 Introduction

The purpose of this chapter is to describe the methods used in this research relating to survey design, data collection, and analysis. This chapter is separated into five sections including this one. The second section covers research design consisting of how the survey was designed, scales developed and data collected. The third describes how the raw data was treated before analysis. The fourth section discusses the preliminary data analysis and the fifth the main data analysis.

3.2 Research Design

This research is exploratory in nature given three main considerations. First, the role of emotions on fair trade purchase behaviour has not yet been empirically investigated despite a call from research to explore this area. Second, although the role of emotions on shopper behaviour has been widely investigated, research has typically used emotion dimensions such as ‘positive’ and ‘negative’ or ‘pleasure’ and ‘arousal’. Limited studies report on the role of discrete emotions on shopper behaviour despite research showing that discrete emotions can capture greater depth of emotional space compared to dimensions. Third, the retail studies that have reported on discrete emotions have used the Izard or Plutchik measures, and no study to date has used the Consumption Emotions Set (CES) to measure emotions experienced during shopping. This thesis aims to fill the gaps mentioned above.

3.2.1 Survey Design

A self-complete questionnaire was considered appropriate for this study due to three main reasons. First, self-complete surveys are more efficient compared to interviews (Bryman & Bell, 2011). They are quicker to administer, less expensive and allow multiple surveys to be completed simultaneously. Second, respondents can retain greater control over responses thus making it more convenient for them (Hair, Bush, & Ortinau,

2008). Respondents can work through the survey at their pace without the pressure of an interviewer awaiting a response. Third, the self-complete survey method of collecting data minimises social desirability bias in responses (Bush & Hair, 1985). The sensitive nature of psychological and behavioural questions may cause some respondents to feel uncomfortable responding to an interviewer. Interview situations are known to result in participants distorting their responses. The awkwardness of having to reveal personal information to an interviewer may cause respondents to provide what they think are more socially acceptable answers, a tendency known as social desirability bias.

Allowing respondents to complete their surveys autonomously permits them to choose which items to answer and which to skip without any unnecessary discomfort, and also encourages them to respond more honestly to questions.

The survey consisted of five sections, the first of which related to the emotions felt during the fair trade shopping experience. This section was made up of two parts, in the first, an open-ended question requested respondents to describe the experience and their feelings during that shopping visit. The main reason for using this question in the survey was because emotions are transient. Therefore, this question was asked as a probe to help respondents retrieve from memory their experience in the store and the feelings they may have had during the shopping visit. In the second part, respondents were asked to indicate on four-point Likert scales the intensity to which they experienced particular emotions during the shopping visit at that specific store.

The second section was made up of two parts related to respondent's awareness and participation in fair trade. The first, relating to awareness consisted of two questions: the first, asked respondent's whether they were aware of the fair trade concept and the second, whether they were aware that the store was a fair trade retailer. The purpose of these questions was to confirm shoppers' awareness of fair trade and the setting. In order to study the role of emotions during the fair trade shopping experience, it was necessary for participants to be aware of fair trade and that the store was part of that concept. Respondents answered these questions with a dichotomous response: Yes, or No. The second part related to respondents' participation in fair trade measured by a three-item five-point Likert scale. This part concluded with an open-ended question

asking respondents how many times they had been to a fair trade store in the last six months.

The third section was related to the dependent variable ‘patronage intentions’ measured on five-point Likert scales through two items. The fourth section asked respondents some behavioural questions regarding their shopping trip on the day at that specific store. Respondents were asked to indicate the purpose of their visit to the store by selecting either “specific purpose” or “browse”. They were asked how long they spent in the store, whether or not a purchase was made, and if so, how much was spent in total and what products were purchased. Respondents were also asked whether they were shopping alone or with someone. The fifth section asked demographic questions relating to gender, age, qualification, annual income and ethnicity.

3.2.2 Development of Scales

Survey items were adapted from existing literature for use in this research. Likert scales were used to measure three variables: emotions, participation and patronage intentions. The first set of scale items required respondents to indicate the intensity to which they experienced a set of particular emotions during the shopping visit at that specific store. Emotion items included those from the CES (Richins, 1997) and moral emotions from Haidt (2003).

The main reason this thesis measured emotions using the CES typology was because of its ability to represent a wider range of consumption-related emotions compared to other typologies commonly used in shopping research. These other typologies typically either consist of a smaller set of emotions or measure emotions at a dimensional level. It was thought that using either of those approaches would limit this thesis’ understanding of the emotions involved in the fair trade shopping experience, especially considering this study is an exploratory one.

The CES comprises of sixteen subscales: ‘anger’, ‘discontent’, ‘worry’, ‘sadness’, ‘fear’, ‘shame’, ‘envy’, ‘loneliness’, ‘romantic love’, ‘love’, ‘peacefulness’, ‘contentment’, ‘optimism’, ‘joy’, ‘excitement’ and ‘surprise’. The moral emotions added to this battery of emotions include ‘pride’, ‘empathy’ and ‘gratitude’ (Kim & Johnson, 2014), and ‘elevation’ and ‘guilt’ (Kim & Johnson, 2013). Each of these sub-scales consists of either two or three emotion descriptor items. Respondents were thus required to respond to 55 emotion items in total which posed one potential issue; respondent fatigue.

Respondent fatigue can occur when participants become bored or tired of answering questions. Two procedures were used to mitigate the impact of respondent fatigue. First, the Likert scale was kept short. A four-point Likert scale was employed (“Not at all”, “A little”, “Moderately” and “Strongly”) as was used by Richins (1997). Second, the items were randomised to encourage respondents to examine each item individually. As can be noted from Table one, which presents the sub-scales, the number of items in the scale, the individual items and the reported reliability associated with each sub-scale, all subscales except for envy have originally achieved satisfactory reliability.

Table 1 - Consumer emotion measures (Kim & Johnson, 2013, 2014; Richins, 1997)

Sub-Scale	Number of Items	Items	Cronbach's Alpha Reported
Anger	3	Frustrated, Angry & Irritated	.91
Discontented	2	Unfulfilled & Discontented	.73
Worry	3	Nervous, Worried & Tense	.77
Sadness	2	Depressed, Sad & Miserable	.83
Fear	3	Scared, Afraid & Panicky	.82
Shame	3	Embarrassed, Ashamed & Humiliated	.82
Envy	2	Envious & Jealous	.39
Loneliness	2	Lonely & Homesick	.55
Romantic	3	Sexy, Romantic & Passionate	.82
Love	3	Loving, Sentimental & Warm-hearted	.86
Peacefulness	2	Calm & Peaceful	.55
Contentment	2	Contented & Fulfilled	.60
Optimism	3	Optimistic, Encouraged & Hopeful	.82
Joy	3	Happy, Pleased & Joyful	.91
Excitement	3	Excited, Thrilled & Enthusiastic	.88
Surprise	3	Surprise, Amazed & Astonished	.81
Pride	3	Proud, Confident & Excited	.80
Empathy	3	Emotional, Moving & Empathetic	.65
Gratitude	3	Grateful, Thankful & Appreciative	.88
Elevation	3	Exalted, Dignified & Respected	.82
Guilt	3	Repentant, Guilty & Blameworthy	.82

The second variable measured related to respondent's participation in fair trade. As per Table two, participation in fair trade was measured using three items: 1) how long the respondent had been shopping for fair trade products, 2) how frequently they purchased fair trade products, and 3) how they would estimate their annual spend on fair trade products. These items were adapted from Becchetti and Rosati (2007). To encourage inspection of each, the dimensions anchoring each item were made unlike. For question

one, a high response (five) represented “Very long”, while a low response (one) represented “Very short”. Question two’s dimensions were reversed so that one represented “Very often” and five represented “Rarely”. For question three, one represented “Very little” and five represented “A lot”.

Table 2 - Fair trade participation measures (Becchetti & Rosati, 2007)

Original Questions		Modified Participation Scale Items	
1.	How long have you been buying FT products in world shops?	1.	For how long have you been shopping for fair trade products? (PAR1)
2.	What is the frequency of your FT purchases?	2.	How frequently do you purchase fair trade products? (PAR2)
3.	How much do you spend on average for any purchase?	3.	How would you estimate your annual spend on fair trade products (PAR3)

The third variable measured was the dependent variable patronage intentions as shown in Table three. The items used were adopted from Overby and Lee (2006) and altered to reflect patronage intentions to shop at Trade Aid as a fair trade retailer. Responses were measured on a five-point Likert scale in which one represented “Not at all” and five represented “Very much”.

Table 3 - Patronage intention measures (Overby & Lee, 2006)

Original Patronage Intentions		Cronbach's Alpha	Modified Patronage Intentions	
Scale Items			Scale Items	
1.	I intend to purchase from this Internet retailer in the future.	.90	1.	I intend to shop at Trade Aid in the future. (PI1)
2.	In the future, this Internet retailer is one of the first places I intend to look when I need the type of merchandise or services it provides.		2.	In the future, Trade Aid will be one of the first places I will look when I need to find fair trade products. (PI2)

The other two dependent variables measured were the time spent and money spent in store. Both were measured by open-response questions, the first asking respondents how long they had spent in the store on the day and the second, if a purchase had been made what the total money spent was.

3.2.3 Validity

Several techniques can be employed to establish the validity of scales. At a minimum, the face validity of measures should be established (Bryman & Bell, 2011). Face validity also referred to as content validity relates to whether the items in a scale reflect what the scale is attempting to measure. In other words, how well the items represent the construct being measured (Hair et al., 2008). The measures used in this research consist of both established scales and a scale created for this study. The emotion and patronage intention scales are adopted from existing literature, and thus, their validity had already been established. The participation scale, although adopted from an existing study, originally consisted of categorical responses which were discarded and instead, changed to Likert scales. As a result, face validity was conducted on the participation scale and confirmed through an assessment by the two supervisors.

3.2.4 Sample Size

This sub-section describes the factors considered in determining the sample size. In general, it is recommended that ‘the larger the sample size, the better’ for three main reasons (Field, 2013). First, larger sample sizes allow greater probability that the results reflect the general population. Second, larger sample sizes allow statistical analysis to ignore the assumption of normality and instead defer to the Central Limit Theorem. Third, larger sample sizes increase the accuracy of both the size and statistical power of effects of a relationship (Field, 2013; Hinton, McMurray, & Brownlow, 2014).

In addition to the above, another factor considered when determining the sample size was the requirements of the statistical tests intended to be employed in the study. The propositions relating to the effect of emotions on shopper behaviour were to be tested using multiple regression analysis. Requirements on sample size in regression analysis

are based on the number of predictors used in the study. This research used 23 independent variables. Suggestions from two texts were considered in calculating the sample size. The first suggested a minimum of 10 cases per predictor (Field, 2013). The second recommended the sample size should be greater than the number of predictors multiplied by eight plus 50 (Tabachnick & Fidell, 2013). Based on both of these, a sample size of 234 was required for the multiple regression analysis. Some buffer was factored in for unusable questionnaires, and subsequently, a sample size of 250 was sought.

3.2.5 Sample Type

To ensure that the research represented reality, a shopper sample was chosen over a student one. The sample population comprised shoppers who entered into a Trade Aid shop while data was being collected at the store. A convenience sampling method was used to determine whom to intercept. The reason for choosing a convenience sampling method related mostly to resource limitations, of which there were two aspects. The first involved the researcher's attention. It was expected that respondents would request clarification on parts of the questionnaire and that an inability to provide immediate clarification could result in item omission. Item omission refers to a non-response to an item. To encourage respondents to answer all the questions, it was decided that while working through the questionnaire respondents should have the researcher's full attention.

The second aspect related to spatial constraints. It was thought that multiple individuals or groups of shoppers could cause unnecessary crowding in the store. Crowding has been found to have a negative effect on shopper emotions. As such, while an individual or a group of shopping companions were completing the survey, the researcher chose not to intercept a second individual or group of shoppers. Thus, the decision on whom to approach was based on whether participants were already completing surveys as well as the size of the store and the potential for crowdedness. A screening criterion was also used to comply with research ethics which involved not intercepting any shoppers who looked to be below the age of 16.

3.2.6 Data Collection

Prior to commencing data collection, the questionnaire was tested on a sample of 10 participants comprising colleagues and staff from the Trade Aid stores. The pre-test was conducted to confirm items made sense, were able to be answered and to ensure no errors existed. Through pre-testing, a duplication of the item 'excited' in the emotions scale and spelling errors were discovered and rectified. Pre-testing also allowed the face validation of the questionnaire to be confirmed.

To acquire data that represented the fair trade shopping experience, collection in an appropriate environment was crucial. Considering this, Trade Aid was selected as a suitable retailer for data collection. Trade Aid was chosen specifically because of its unique positioning of being an exclusively fair trade product retailer. Trade Aid is a New Zealand not-for-profit fair trade organisation (Trade Aid NZ, 2015). The organisation is made up of several entities who work together to import, wholesale and retail fair trade goods in the New Zealand market. Trade Aid is also involved with development work in partnership with the Ministry of Foreign Affairs and Trade through the New Zealand Aid Programme. In addition, Trade Aid engages in education and advocacy work to raise awareness of trade issues. For these reasons, Trade Aid was considered as appropriate for data collection. Permission was sought to conduct the survey in stores from a member of the Auckland Trade Aid shops' trust. Approval was provided by the trust member, the chair of the Auckland Trust and the managers of the relevant stores.

Data was collected in six different stores; two in Central Business Districts, two in shopping centres and two in suburbs. The CBD stores were on High Street, Auckland City and Broadway, Newmarket. Shopping centre stores comprised Sylvia Park and Pukekohe. The suburban stores were on Hurstmere Road, Takapuna and Vitasovich Avenue, Henderson. The stores were rotated through randomly until the required sample size was achieved. Data was gathered over the months of December, January and February 2015. To maximise the range of respondent representation, data was collected throughout the entire day at the different locations.

Data was collected through a self-complete paper and pen survey inside of stores. Shoppers were intercepted either at the checkout after having made a purchase or as they appeared to be leaving the store. When intercepted, shoppers were briefed on the general nature of the study and invited to participate. In exchange for participating, respondents were offered a small gift in the form of a Trade Aid chocolate bar valued at NZ \$2.20 as a token of appreciation. Conversion rates and participant numbers varied across the stores and dates ranging from 50% to 90% and five and 20 participants, respectively.

3.3 Data Treatment

3.3.1 Data Entry

Data was entered directly into SPSS 20.1. Each completed survey was assigned an identification number recorded on both the questionnaire and entered in SPSS. This was done for identification purposes in case a response needed to be referenced later. Scale responses were entered as per the replies provided. Omitted items were treated as missing data and left blank. Items with two responses on the same scale were also treated as missing data to avoid the intensity of the responses being over or under represented. Continuous data was entered in according to the response given except where a range was provided, for example, “5 to 10”, in which case the mean of the range was entered.

Upon completing data entry, the data was screened to ensure all values entered corresponded to the responses provided in the questionnaires. Those values found to have been different from the original as a result of incorrect data entry were amended. A missing values analysis was also conducted to search for variables with omitted responses. None of the variables had more than 4% missing values. The item with the largest missing values was ‘sad’ (3.9%). As the minimum sample size required for this research was 230, data was analysed using the *Exclude case pairwise* option so that cases were only excluded if they were missing data for the required analysis and not from all analysis. This ensured the minimum sample size requirement for the statistical tests was adhered to.

3.3.2 Reversing Negatively Worded Item

The participation scale comprised three items measured on a five-point Likert scale. Compared to items one and three in which one represented a negative response and five a positive response, the dimensions anchoring item two had been reversed so that one represented a positive response (Very long) and five a negative response (Rarely). This was done to reduce response bias (Field, 2013) considering the length of the questionnaire. Reverse scaled items influence reliability tests by returning a negative Cronbach's Alpha value. Therefore, the scores for item two were reverse coded using the *compute* functionality in SPSS prior to analysis.

3.4 Preliminary Data Analysis

3.4.1 Outliers

An outlier is a score substantially different from the rest. An outlier can influence the mean of a scale and the error associated with that estimate which can then bias test statistics (Field, 2013). One reason for an extreme score is that the outlier may not belong to the sample population (Tabachnick & Fidell, 2013), in which case, a decision can be made on whether to delete the entire case or to change the score to a less extreme one so as to retain it.

Three checks were carried out to detect the effects of univariate outliers on data. First, the *Mean* and *5% Trimmed Mean* values of each item were examined. Substantially different values would indicate that the outliers exerted significant influence and were distorting the mean. An examination of these values revealed that no outlier in the emotion, participation or patronage intention items exerted a difference greater than plus or minus -.07 in the means. Slightly larger differences were, however, shown in the times visited, total time and amount spent means, 0.33, 0.40 and \$4.76, respectively. Second, boxplots for each item were inspected. These showed outliers in 33 of the emotion items, one of the participation items, and both the patronage intention items. Significant outliers also appeared to exist in the times visited, total time and amount

spent variables. Third, item z-scores were checked for scores greater than 3.29. Items with z-scores larger than this were winsorized to the next least extreme score.

3.4.2 Assumption of Normality

The assumption that scores will be normally distributed bell-shaped is a pre-requisite for many statistical tests. The Central Limit theorem, however, proposes that normality can be assumed with large enough sample sizes. A sample size of 30 is accepted as large enough and 100 provides better approximation (Field, 2013). Normality was examined by checking the skew and kurtosis values. Any deviation from zero is an indication of non-normality and skew and kurtosis values greater than plus and minus one are considered problematic (Field, 2013). Positive skew refers to a grouping of scores to the left and negative skew a grouping of scores to the right. Positive kurtosis refers to a pointy distribution and negative kurtosis a flat distribution.

A number of variables showed non-normality, some with skew values of 11 and kurtosis values as great as 124. Although a large sample size greater than 160 is generally considered to be sufficient to assume normality even with heavy-tailed distributions with high skew or kurtosis (Field, 2013), some of this thesis' data was exceptional in that the skew had no tails. In such a case, the recommendation is to attempt different transformations to see whether the bias in the data can be improved (Tabachnick & Fidell, 2013). Subsequently, transformations were conducted on the skewed variables, and the square root transformation was found to best improve the skew and kurtosis values as per Table four.

Table 4 - Initial and transformed skew and kurtosis values

Variable	Initial		Post Transformation	
	Skew	Kurtosis	Skew	Kurtosis
Frustrated	2.913	8.249	2.432	4.451
Irritated	4.484	18.249	4.484	18.249
Unfulfilled	4.748	23.276	3.895	13.274
Discontented	3.771	14.356	3.238	9.457
Envious	3.366	10.478	3.003	7.952
Jealous	5.165	27.459	4.694	22.087
Panicky	11.157	123.468	6.284	37.794
Scared	11.202	124.468	6.956	46.759
Afraid	5.757	31.391	5.757	31.391
Blameworthy	2.178	4.037	1.787	1.202
Lonely	5.153	27.334	4.274	16.397
Homesick	3.496	11.687	3.295	9.972
Ashamed	2.833	6.073	2.833	6.073
Embarrassed	3.755	12.193	3.755	12.193
Humiliated	7.793	59.208	7.793	59.208
Depressed	6.110	40.175	5.056	23.747
Miserable	9.073	80.960	9.073	80.960
Sad	3.373	10.823	3.171	9.412
Worried	3.541	12.584	3.016	7.937
Tense	5.794	31.820	5.794	31.820
Nervous	6.372	43.533	5.280	26.090
Envy	3.263	10.245	3.157	9.441
Fear	6.493	43.660	4.766	20.876
Amount Spent	2.328	5.320	1.053	1.050

3.5 Main Data Analysis

In the data analysis stage, two types of analysis techniques were employed. First, regression analysis was conducted to test the relationship between emotions and shopper behaviour specifically time spent in store, money spent and patronage intentions. Second, a One-Way Analysis of Variance (ANOVA) test was used to determine whether any differences existed in the emotions experienced by shoppers which could be due to their participation in fair trade purchasing.

3.5.1 Testing the Proposition – Regression Analysis

Multiple regression analysis was employed to assess the effect of the emotions on the dependent variables. The relationship between shopper emotions (IV) and three dependent variables: (1) time spent in store, (2) purchase amount and (3) patronage intentions was assessed. Each proposition was tested in three models. The first model included only the positive emotions. The second model, only the negative emotions. The third, all of the emotions together.

First, scatterplots were produced to test the assumption of linearity between the dependent and independent variables. Second, the correlation tables were inspected for correlations between variables using heuristics suggested by Cohen (1990). The correlations values were also checked for correlations greater than .9 as these are considered substantial and indicate multicollinearity (Field, 2013). The Durbin-Watson statistic values were checked to ensure they were not greater than three or less than one which would indicate that the assumption of independent errors was violated. VIF and tolerance values were checked for collinearity by confirming the values were below 10 and above 0.2, respectively (Field, 2013).

The R-square values in the model summary tables refer to the variability in the dependent variable accounted for by the independent variables. The adjusted R square value relates to the overall fit of the model and whether it can be generalised to the population. The difference between the R-square and the adjusted R-square represents

the amount of variance in the outcome if the model had been taken from the population. The F-ratio is the ratio of improvement between the fit of the model and the inaccuracy left in the model. The F-value should be greater than one if an improvement was made. Most importantly, if the F-value is significant, this confirms that the model is significantly better at predicting the outcome compared to just using the mean. The cut-off for statistical significance used for the regression analysis was .05 (Field, 2013). The standardised beta values in the regression coefficient columns represent the number of standard deviations that the outcome would change as a result of one standard deviation change in the predictors. If the t-value associated with each beta value is significant, then the independent variable is confirmed as making a significant contribution to the model.

3.5.2 Testing the Proposition – ANOVA

A One-way Analysis of Variance (ANOVA) test was conducted to check for whether any differences existed in the emotions felt during the shopping experience which could be due to shopper participation in fair trade. An ANOVA analysis compares the means of an independent variable across two or more dependent variables. ANOVA uses the F-statistic to determine whether the means of two separate categories are significantly different.

The ANOVA table summarises the main analysis. The Mean Square values represent the systematic or explained variation in the data. Whether there was a difference between group means is represented by the F value. An F-statistic equal to or less than one suggests that the difference between the means of the two groups on the independent variable was not significant (Gaur & Gaur, 2006). The larger the value, the greater the difference between the means. The p-value in the Sig. column then confirms whether the F value is significant. The cut-off value for statistical significance for ANOVA tests is .05 (Field, 2013).

Chapter 4: Findings

4.1 Introduction

The previous chapter described the research methods employed in this study. This chapter reports on findings from the data analysis and is divided into six sections including this introduction. The second section consists of a statistical description of data obtained and is made up of three parts. The first part describes where data was collected, the second, respondent demographics and the third, shopper behavioural data. The third and fourth sections are both divided into three sub-sections concerning the emotion, participation and patronage intention scales. The third section reports on the results of the reliability analysis. The fourth section presents the mean values for measures used in the analysis. In the fifth section, regression results are reported in three sub-sections addressing the relationship between emotions and 1) time spent in store, 2) money spent in store and 3) patronage intentions. The sixth section reports the results from the ANOVA analysis on the influence of participation on shopper emotions.

4.2 Descriptive Statistics

As discussed in chapter three, 250 responses were sought for this research. Overall, 265 respondents completed the survey from six locations and three different retail settings. Eleven surveys were found to be unusable due to substantial parts being incomplete and were discarded. Consequently, a total of 254 surveys were recorded; 93 from mall stores, 70 from CBD stores, and 91 from suburban stores as shown in Table five. The store settings can somewhat explain the difference in the number of surveys collected across the sites. It is obvious that the response rate from the mall and suburban stores was greater than from the CBD locations. From observation most shoppers at the CBD stores appeared to be professionals visiting during work hours so perhaps were time constrained. In contrast, shoppers at the mall and suburban stores can be assumed to be shopping more leisurely which is reflected in the greater response.

Table 5 - Store locations

Retail Setting	Store	Number
CBD	High Street	38
	Newmarket	32
Shopping centre	Sylvia Park	73
	Pukekohe	20
Suburban	Takapuna	26
	Henderson	65
Total		254

Demographic data collected included gender, age, annual income, education and ethnicity as shown in Table six. The data was heavily skewed regarding gender with 83% being female. This was, however, not considered a problem as research has confirmed gender has no effect on fair trade consumption (Arnot et al., 2006; De Pelsmacker, Driesen, et al., 2005; Doran, 2009). The mean age of the sample group was 37, with those aged 20 to 34 accounting for the largest group of shoppers at 42%. The 35 to 49 and 50 to 65 age groups represented another 25% and 19%, respectively. The under 20 age group represented 11% of the sample. Those aged over 65 represented the smallest group.

Regarding income, 80% of the sample earned less than \$75,000 and the under \$25,000 category accounted for the largest group (35%). Respondents were well educated with 72% holding at least a Bachelor degree and belonged to a diverse range of ethnic backgrounds. New Zealand Europeans represented the largest group (62%), followed by the other group (21%), which consisted of Europeans, Africans, South East Asians, South Asians, and a South American. Together, this data suggests that the sample comprised a younger highly educated demographic with a low to medium income.

Table 6 - Descriptive statistics

Variable	Response	N = 254
Age	Mean	37
	Median	34
Gender	Male	17%
	Female	83%
Income	< \$25,000	35%
	\$25,001 - \$50,000	25%
	\$50,001 - \$75,000	20%
	\$75,001 - \$100,000	10%
	\$100,001 - \$125,000	5%
	>\$125,001	5%
Education	None	2%
	High School	25%
	Undergraduate	36%
	Postgraduate	36%
Ethnicity	New Zealand European	62%
	New Zealand Maori	5%
	Pacific Islander	4%
	Chinese	3%
	Indian	5%
	Other	21%

Participant awareness was also confirmed through the data showing extremely high levels of awareness with 97% aware of what fair trade products were and 98% that the store sold fair trade products. Other statistics captured included behavioural data such as the purpose of the visit to the store, the time spent in the store, whether a purchase was made, if a purchase was made the total money spent, whether the respondent was shopping alone or with a companion, and the number of times the respondent had previously visited a fair trade store in the last six months.

As shown in Table seven, 43% had visited the store on the day for a specific purpose and 57% to browse. The mean time spent in the store ranged from one minute to 45 minutes and averaged 13 minutes. Just over half of respondents made a purchase at the end of their shopping trip. The money spent in store ranged from \$2 to \$230 and averaged \$36. A majority of respondents visited the store with at least one other person (55%). Respondents had visited a fair trade store in the last six months an average of four times and approximately 20% had visited at least three times.

Table 7 - Shopper behavioural data

Item	Response	N = 254
Are you aware of what fair trade products are?	Yes	97%
Are you aware that the store you are visiting sells fair trade products?	Yes	98%
Purpose of Visit	Specific Purpose	43%
	Browse	57%
Shopped	Alone	45%
	With Someone else	55%
Made Purchase	Yes	54%
	No	46%
Time spent in store (minutes)	Mean	13
	Median	10
	Range	1 – 45
Purchase Amount (NZ\$)	Mean	\$36.85
	Median	\$20.49
	Range	\$2 - \$230
How many times have you previously been to a fair trade store in the last six months?	Mean	4
	Median	3
	Range	0 - 24

4.3 Reliability

The reliability of scales, referring to the consistency in responses to items from the same measure, was tested in SPSS. Reliability can be checked in two ways (Bryman & Bell, 2011; Hair et al., 2008). The first is to test the stability of measures through the test-retest technique by confirming whether responses to a measure remain stable over time. The second is to check the internal consistency of the scale, specifically, whether responses to items from a shared construct are more or less similar. The latter approach was employed in this study to confirm reliability. Items from each sub-scale were tested separately from other sub-scale items i.e. the three emotion items for surprise were tested together but independently from other sub-scale items.

Results were examined in three steps. First, the Cronbach's Alpha value in the Reliability Statistics table was checked to confirm whether it was acceptable. The minimum standard used to deem the Cronbach's Alpha as adequate can vary depending on what is being tested (Field, 2013). For example, values between .8 and .7 are expected in cognitive tests, whereas values less than .7 are acceptable in psychological tests (Kline, 1999) and as low as .5 adequate in early stages of research (Nunnally, 1978). In general, however, a value greater than .6 is considered satisfactory (Hair et al., 2008). Given these considerations, a Cronbach's Alpha value above 0.6 was used as confirmation of satisfactory reliability. Second, the Inter-Item Correlation Matrix was checked to confirm the correlation between each scale item. As a general rule, for items to correlate well *Pearson's correlation coefficient* r should be greater than .3 but less than .8 (Cohen, 1990). A score above 0.8 represents a substantial correlation between two items suggesting they may be measuring the same construct. Third, the Item-Total Statistic table was examined in two steps. First, the 'Corrected Item-Total Correlations' values were checked to confirm they were not less than .3 of the total Cronbach's Alpha value. Third, the 'Cronbach's Alpha if Item Deleted' column was checked for values greater than the original Cronbach's Alpha. Items with values in this column greater than the original Cronbach's Alpha represent items which if deleted would increase the reliability of the scale (Field, 2013).

4.3.1 Emotions Reliability

As shown in Table eight, the reliability tests on the emotion scales returned mixed results. The scales ‘excitement’ ($\alpha = .789$), ‘gratitude’ ($\alpha = .744$), ‘joy’ ($\alpha = .723$), ‘optimism’ ($\alpha = .732$), ‘surprise’ ($\alpha = .752$), ‘empathy’ ($\alpha = .700$) and ‘fear’ ($\alpha = .853$) all achieved high reliability. The ‘Inter-Item Correlations’ for five of these seven emotions showed good correlations between scale items and the ‘Corrected Item-Total’ values revealed that the items correlated with their scales. Also, all of the ‘Cronbach’s Alpha if Item Deleted’ values were less than the original Cronbach’s Alpha values which confirmed that the reliability of the scales could not be improved any further.

In contrast, the empathy scale while returning high reliability showed weak inter-item correlation between items. Additionally, empathetic from the scale showed ‘Corrected Item-Total’ (.44) and ‘Cronbach’s Alpha if Item Deleted’ (.71) values which suggested that deletion of this item would improve the scale’s Cronbach’s Alpha. As the scale had, however, reached acceptable reliability and the potential improvement from deletion represented only a minor change, the item was retained to maintain consistency with the original scale.

The emotion scales ‘contentment’ ($\alpha = .604$), ‘peacefulness’ ($\alpha = .655$) and ‘envy’ ($\alpha = .618$) returned moderate but acceptable Cronbach’s Alpha values. The ‘Inter-Item’, ‘Corrected Item–Total’ and ‘Cronbach’s Alpha if Item Deleted’ values for these scales confirmed the items within the scales correlated well with each other and overall with their scales, and that deletion of any items would not improve the reliability of these scales any further.

On the other hand, the emotion scale ‘love’ presented less straight forward results. Although the scale had achieved acceptable reliability ($\alpha = .659$), the ‘Cronbach’s Alpha if Item Deleted’ value ($\alpha = .675$) revealed that deletion of the item ‘sentimental’ would improve the scale’s reliability. Since the scale had, however, achieved acceptable reliability and the potential improvement from deletion was only minor, sentimental was retained to maintain consistency with the original scale.

Conversely, the 'pride' scale originally returned an unacceptable reliability ($\alpha = .592$) value and a 'Cronbach's Alpha if Item Deleted' value for the item confidence ($\alpha = .640$) which suggested that deletion of this item would improve this scale's Cronbach's Alpha. As this improvement represented a change that would increase the scale's reliability to an acceptable level, the item confident was deleted from the pride scale.

The remainder of the two-item and three-item scales showed either correlations less than .55 or reliability values less than 0.6. The two-item scales 'anger' ($\alpha = .56$), 'discontented' ($\alpha = .29$), 'loneliness' ($\alpha = .30$) and 'romantic love' ($\alpha = .55$) all showed weak correlations between items. The three-item scales 'guilt' ($\alpha = .45$), 'shame' ($\alpha = .51$), 'sadness' ($\alpha = .40$), 'worry' ($\alpha = .25$) and 'elevation' ($\alpha = .53$) all returned unacceptable levels of reliability. Additionally, the 'Cronbach's Alpha if Item Deleted' values for all these scales showed that either deletion of items would not improve reliability, or the improvements would not be sufficient to make the scales acceptable.

One possible reason these scales returned unacceptable reliability values in this study may be due to the items being randomly intermixed in the survey rather than being presented together. Some authors suggest that this can lower reliability coefficients (Bagozzi et al., 1999; Richins, 1997). The decision was subsequently made to discard the scales but to keep for further analysis the item with the highest mean from each scale so as to retain representation of the emotion.

Thus, the items 'frustrated' from anger, 'discontented' from discontented, 'lonely' from loneliness, 'ashamed' from shame, 'guilty' from guilt, 'sad' from sadness, 'worried' from worry, 'passionate' from romantic love, and 'respected' from elevation were retained. All further analysis was, consequently, conducted on these single items instead of their scales.

Table 8 - Emotions reliability

Sub-Scale	Items	Lowest Inter-Item Correlation Value	Corrected Item-Total Correlation	Cronbach's Alpha
Excitement	Excited	.539	.627	.789
	Thrilled		.618	
Gratitude	Grateful	.416	.631	.744
	Thankful		.554	
	Appreciative		.537	
Joy	Happy	.363	.547	.723
	Joyful		.624	
Optimism	Optimism	.417	.558	.732
	Hopeful		.605	
	Encouraged		.506	
Surprise	Amazed	.485	.565	.752
	Surprised		.582	
	Astonished		.595	
Empathy	Moved	.345	.595	.700
	Emotional		.525	
	Empathetic		.440	
Fear	Scared	.607	.776	.853
	Panicky		.723	
	Afraid		.685	
Contentment	Contented	.435	.435	.604
	Fulfilled		.435	
Love	Loving	.195	.516	.659
	Warm-hearted		.525	
	Sentimental		.383	
Pride	Proud	.236	.469	.64
	Excited		.456	
Peacefulness	Calm	.487	.487	.655
	Peaceful		.487	
Envy	Jealous	.479	.479	.618
	Envious		.479	

4.3.2 Participation Reliability

The participation scale returned a high level of reliability ($\alpha = .77$) as shown in Table nine. The ‘Inter-Item’ and ‘Corrected Item–Total’ and ‘Cronbach’s Alpha if Item Deleted’ values confirmed that reliability could not be improved any further. Subsequently, the items were summated into a scale, and all further analysis was conducted on the scale.

Table 9 - Participation in fair trade reliability

Items	Lowest Inter-Item Correlation Value	Corrected Item- Total Correlation	Cronbach’s Alpha
PAR1	.368	.571	.702
PAR2		.415	
PAR3		.592	

4.3.3 Patronage Intentions Reliability

The patronage intention scale showed a very high level of reliability ($\alpha = .85$) as shown in Table 10. The ‘Inter-Item’ and ‘Corrected Item–Total’ values revealed a high level of correlation between the two items. Thus, the items were summated, and all further analysis was conducted on the scale.

Table 10 - Patronage intentions reliability

Items	Lowest Inter-Item Correlation Value	Corrected Item- Total Correlation	Cronbach’s Alpha
PI1	.750	.750	.855
PI2			

4.3.4 Scale summation

Once the reliability and validity tests were completed, items which met these requirements were summated to form scales. Scores from each scale item were added together and averaged using the *Compute* function in SPSS. The emotion scales which did not meet reliability were not summated but instead the item with the highest mean from each scale was retained to represent the scale. As a result, the 56 emotion items were reduced to 21 scales. As were the three participation items to create one participation scale. The same technique was used to combine the two patronage intention items to create a future patronage scale. All further data analysis was then conducted on these summated scales.

4.4 Scale Means

4.4.1 Emotional Intensity Means

The emotions felt in store during the fair trade shopping experience were captured using four-point Likert scales in which one represented “not at all” and four “strongly”. Those sub-scales which met the earlier reliability analysis were summated and averaged to create mean scale values. On the other hand, scales which failed to meet reliability were discarded and instead from each, the item with the highest mean was retained. All further analysis was conducted on the emotions shown in Figure five.

The emotion mean values reveal the emotions ‘respected’ (3.44) and ‘peacefulness’ (3.16) were the only emotions to be experienced at the ‘moderate’ level. Next, ‘gratitude’ (2.95), ‘joy’ (2.87), ‘contentment’ (2.82), ‘optimism’ (2.73), ‘love’ (2.50), ‘empathy’ (2.37), ‘excitement’ (2.43), ‘pride’ (2.43), ‘surprise’ (2.25), and ‘passionate’ (2.15) were experienced at the ‘a little’ level. The emotions ‘guilt’ (1.28), ‘frustrated’ (1.15), ‘sad’ (1.14), ‘envy’ (1.10), ‘discontented’ (1.11), ‘worried’ (1.11), ‘lonely’ (1.06), ‘sad’ (1.06), ‘shame’ (1.05) and ‘fear’ (1.01) were experienced at the ‘not at all’ level.

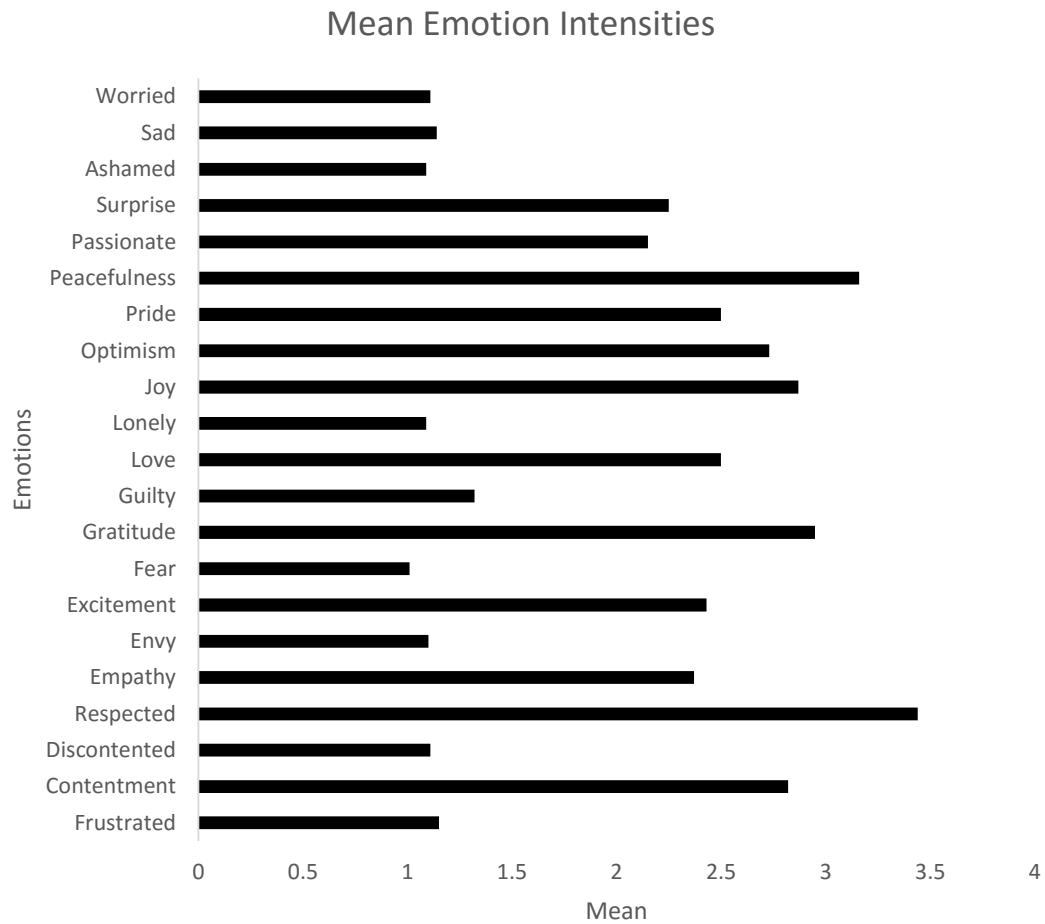


Figure 5 - Emotion means

4.4.2 Participation Means

Respondent participation in fair trade was measured using a three-item five-point Likert scale. The items asked participants 1) how long they had been shopping for fair trade products, 2) the frequency of their fair trade product purchases, and 3) an estimation of their annual spend on fair trade products. The dimensions anchoring item two were reversed so that one represented “Very often” and five “Rarely”. The values for this item were corrected during data entry. As shown in Table 11, the overall mean value (3) indicates moderate levels of participation. The results show that respondents had been shopping for fair trade products for a reasonable period (3.49), but did not purchase fair trade products very frequently (2.92) nor spend a lot on fair trade products annually (2.53).

Table 11 - Participation in fair trade means

	Mean Value	Standard Deviation
Participation	3.00	.923
PAR1	3.49	1.283
PAR2	2.92	1.217
PAR3	2.53	1.042

4.4.3 Patronage Intentions Means

As shown in Table 12 , values for ‘I intend to shop at Trade Aid in the future’ (4.43) and ‘In the future, Trade Aid will be one of the first places I will look when I need to find fair trade products’ (4.28), and the combined scale (4.36) show high levels of patronage intentions.

Table 12 - Patronage intentions means

	Mean Values	Standard Deviation
Patronage Intentions	4.36	.777
PI1	4.43	.797
PI2	4.28	.863

4.5 Regression: Emotions and Shopper Behaviour

4.5.1 Emotions and Time Spent in Store

Multivariate regression analysis on the influence of emotions on the time spent in store was conducted in three models as shown in Table 13. Model one, an analysis of just the positive emotions returned a non-significant model with no significant predictors of the time spent in store ($f = .892$, $p = >.05$, $r^2 = .045$). Model two, a regression of just the negative emotions while also returning a non-significant model ($f = 1.284$, $p > .05$, $r^2 = .048$), revealed fear to be a moderately significant predictor of time spent in store ($p = .032$, $t = 2.154$, $b = .149$). Model three, an analysis of all the emotions also returned a non-significant model ($f = 1.073$, $p = >.05$, $r^2 = .094$) and fear as a moderately

significant predictor ($p = .029$, $t = 2.195$, $b = .155$). Interestingly, the positive value of b in both model two and three indicates that as the level of fear increased so did the time spent in store.

Table 13 - Multiple regression: shopper emotions and time spent in store.

Variables		Regression Coefficients		
Main Effect	Model 1	Model 2	Model 3	
Contentment	.077		.067	
Empathy	.125		.157	
Excitement	.093		.071	
Gratitude	.073		.102	
Love	-.089		-.097	
Joy	.000		.002	
Optimism	-.105		-.100	
Pride	-.143		-.116	
Peacefulness	-.021		-.019	
Surprise	.154		-.134	
Respected	-.013		-.008	
Passionate	.014		-.010	
Envy		.015	.003	
Fear		.149*	.155*	
Frustrated		-.051	-.032	
Discontented		-.064	-.074	
Guilty		.048	.012	
Lonely		-.103	-.106	
Ashamed		.060	.027	
Sad		-.144	-.151	
Worried		.072	.082	
R^2	.045	.048	.094	
Adjusted R^2	-.005	.011	.006	
F -ratio	.892	1.284	1.073	
<i>Dependent Variable: Time spent in store</i>				
* $p < 0.05$; ** $p < .001$; *** $p < 0.001$				

4.5.2 Emotions and Money Spent in Store

Multivariate regressions to test for the influence of emotions on the money spent in store were run in three models as per Table 14. Model one, an analysis of just the positive emotions returned a moderately significant model which explained 17 percent of the variance of money spent in store ($f = 1.952$, $p = .035$, $r^2 = .166$). Two variables were shown to be significant predictors of the amount of money spent. Contentment was a significant predictor explaining 38 percent of the variance in the amount spent when the effects of the other variables were held constant ($p = .007$, $t = 2.758$, $b = .376$). This result shows that as the level of contentment increased by one standard deviation (.74), the amount of money spent increased by \$0.98 (.376 X 2.62). On the other hand, optimism had a significant but negative effect on the money spent in store ($p = .001$, $t = -3.481$, $b = -.518$). The results show that as the level of optimism increased by one standard unit (.73), the money spent reduced by \$1.35 (.518 X 2.62).

Model two, a regression of just the negative emotions revealed a non-significant model with no significant predictors ($f = .817$, $p > .05$, $r^2 = .059$). In model three, the results of the combined effect of all the emotions revealed that while the model was non-significant ($f = 1.477$, $p = >.05$, $r^2 = .226$), contentment and optimism remained significant predictors of the money spent in store. Contentment retained its significant positive predictor effect ($p = .007$, $t = 2.759$, $b = .389$) and optimism remained a significant negative predictor ($p = .000$, $t = -3.656$, $b = -.599$). The results show that as contentment increased so did the money spent, conversely, as optimism increased the money spent in store decreased.

Table 14 - Multiple regression: shopper emotions and money spent in store.

Variables	Regression Coefficients		
Main Effects	Model 1	Model 2	Model 3
Contentment	.376**		.389*
Empathy	-.144		-.169
Excitement	.128		.141
Gratitude	.233		.189
Love	-.170		-.175
Joy	-.095		-.063
Optimism	-.518***		-.559***
Pride	.135		.198
Peacefulness	-.096		-.073
Surprise	-.113		-.093
Respected	.144		.118
Passionate	.072		.046
Envy		-.183	-.170
Fear		-.063	-.079
Frustrated		.019	.034
Discontented		.143	.141
Guilty		.053	.036
Lonely		-.061	-.070
Ashamed		-.002	.043
Sad		.000	.006
Worried		.055	.081
R^2	.166	.059	.226
Adjusted R^2	.081	-.013	.073
F -ratio	1.952*	.817	1.477

Dependent Variable: Money spent in store

* $p < 0.05$; ** $p < .001$; *** $p < 0.001$

4.5.3 Emotions and Patronage Intentions

Multiple regressions to test for the influence of emotions on patronage intentions were run in three models as shown in Table 15. Model one, an analysis of just the positive emotions on patronage intentions returned a significant model explaining 11 percent of variance ($F = 2.541, p < .01, r^2 = .118$). However, none of the emotions were shown to be significant predictors of patronage intentions. A second analysis with just the negative emotions returned a non-significant model with no significant predictors of patronage intentions ($F = .681, p > .05, r^2 = .026$). The third model analysing the combined effect of all the emotions also returned an insignificant model with no significant predictors ($f = 1.585, p > .05, r^2 = .134$).

Table 15 - Multiple regression: shopper emotions and patronage intentions.

Variables	Regression Coefficients		
Main Effects	Model 1	Model 2	Model 3
Contentment	-.070		-.061
Empathy	.005		.005
Excitement	.219		.219
Gratitude	.088		.079
Love	-.196		-1.76
Joy	.178		.149
Optimism	.180		.185
Pride	-.088		-.094
Peacefulness	.117		.101
Surprise	-.053		-.041
Respected	.010		.017
Passionate	-.107		-.082
Envy		.019	-.013
Fear		-.083	-.054
Frustrated		.024	.013
Discontented		-.068	-.039
Guilty		-.010	-.031
Lonely		-.055	.038
Ashamed		.061	.031
Sad		.059	.041
Worried		-.096	-.090
R^2	.118	.026	.134
Adjusted R^2	.071	-.012	.049
F -ratio	2.541**	.681	1.585
<i>Dependent Variable: Patronage Intentions</i>			
* p < 0.05; ** p < .001; *** p <0.001			

4.6 ANOVA: Participation and Shopper Emotions

The participation scale was split by median (3.00) to create two groups representing those with a low level (Group 1) and high level (Group 2) of participation. Next, an ANOVA analysis was run to confirm whether any differences existed in the emotions experienced in store between the two groups. Participation was found to have a significant effect on the emotions ‘contentment’, ‘empathy’, ‘gratitude’, ‘joy’, ‘optimism’ and ‘frustrated’ as shown in Table 16. Those in the high participation group experienced greater levels of the positive emotions and lower levels of frustration compared to those in the low participation group.

Table 16 - ANOVA: participation and shopper emotions.

Dependent Variable	df	Mean Square	F	Sig.
Contentment	1	2.835	5.310	.022*
	251			
Empathy	1	4.577	7.112	.008*
	252	.644		
Gratitude	1	3.539	6.372	.012*
	251	.555		
Joy	1	2.095	4.883	.028*
	250	.429		
Optimism	1	5.517	10.879	.001**
	251	.507		
Frustrated	1	.086	4.359	.038*
	249	.020		
<i>Dependent Variable: Shopper Emotions</i>				
* p < 0.05; ** p < .001; *** p < 0.001				

Chapter 5: Discussion

5.1 Introduction

Although some studies have reported consumers expressing emotions about fair trade, no study to date has quantitatively measured these emotions. This study sought to explore the emotions involved in the fair trade shopping experience and their role in shopper behaviour. This chapter discusses the findings from the data analysis spreading over three sections: the emotional response to the fair trade shopping experience, the role of emotions on shopper behaviour and the influence of participation on emotions.

5.2 The Fair Trade Shopping Experience and Emotional Response

This study began by first measuring the emotions felt during the fair trade shopping experience using the Consumption Emotion Set (Richins, 1997). The results show respondents to generally have experienced positive emotions more intensely than negative emotions. In ranked order, ‘respected’, ‘peacefulness’, ‘gratitude’, ‘joy’ and ‘contentment’ were the most intensely experienced emotions. Discovering that respected was the most intensely felt emotion during the fair trade shopping experience was not surprising as the service of fair trade shop employees is rated highly by shoppers (De Pelsmacker et al., 2006). Verbatim comments captured from the open-ended question support this finding with very positive feedback related to the social aspect of the store. For example, respondent 47 noted “*staff lovely + friendly + helpful*”, participant 75 wrote “*Very friendly staff & so responsive with a great smile :)*” and respondent A3 commented, “*I really enjoyed my experience as they were friendly and helpful*”. A key point to highlight from these findings is that the social dimension of the store environment was a vital part of the fair trade shopping experience.

The second most intensely felt emotion in this study was peacefulness. An examination of the verbatim responses suggests that the source of this emotion may have been the

store ambience, specifically, the scent of the stores and music played inside. For example, respondent 78 wrote “*Calming – smell, music*” and participant 84 noted “*Calm, soothing. World music is nice*”. Respondent 124’s comment sums up the experience “*Nice smell! Music is nice and chilled too = a contrast to the shopping mall experience*”. These findings suggest that the ambience factor was also an important aspect of the fair trade shopping experience.

The next emotion to be most intensely felt during the fair trade shopping experience was the emotion ‘gratitude’. The verbatim comments suggest that this emotion may have been a result of the stories behind the store concept and products. Participant 70 commented “*Happy to think of all the people that may be receiving blessings :)*”, respondent 170 wrote “*Positive ‘mission’ behind the sale of the items*” and participant 180 commented “*The people who make all these things are gifted and talented. We have so much to be thankful for*”.

A further encouraging finding is that none of the negative emotions were experienced at a level greater than ‘not at all’. In fact, even within the ‘not at all’ range, negative emotions were experienced very weakly. These results are positive as they demonstrate that the fair trade shopping experience is an emotionally positive one; which is an important objective of store design. The most interesting discovery about the negative emotions is that ‘guilty’ was the most intensely felt negative emotion during the fair trade shopping experience. Guilt is an emotion evoked when one feels they have violated the rights of and caused harm to others (Haidt, 2003). It motivates people to make up for their transgressions (Haidt, 2003), and can both encourage positive behaviour and discourage negative behaviour. For example, guilt is found to positively influence purchase intentions of social-cause related products (Kim & Johnson, 2013) and sustainable groceries (Antonetti & Maklan, 2014). Guilt is also an emotion aroused in consumers for not purchasing fair trade (Gregory-Smith et al., 2013; Nicholls & Lee, 2006). While these findings suggest that guilt may be an emotion that could facilitate greater fair trade consumption, this thesis did not find it to significantly influence shopper behaviour or patronage intentions. This could be because the emotion guilt was weakly felt during the fair trade shopping experience.

5.3 Regressions on Shopper Behaviour

Proposition one sought to investigate the role of emotions felt during the fair trade shopping experience on shopper behaviour. Specifically, multiple regression analyses were run in various models to explore the influence of shopper emotions on a) the time spent in store, b) the money spent in store and c) patronage intentions.

5.3.1 Time Spent in Store

Proposition 1A in the current study anticipated that positive emotions would be positively related to the time spent in store. Contrary to expectations, the results from the multiple regression analysis did not find a significant relationship between positive emotions and the time shoppers spent in store. Although this finding differs from some published studies (Donovan et al., 1994; Morrison et al., 2011), it is consistent with some others that have found no relationship between pleasure and time spent in store (Donovan & Rossiter, 1982; Sherman et al., 1997).

One unexpected finding from the results is that fear, a negative emotion, was a significant predictor of the time spent in store. Surprisingly, fear was shown to be positively related to shopping time such that as the level of fear increased so did the time spent in store. This finding is compelling as no study to date has shown a negative emotion to influence positively the time shoppers spend in store. Fear is, however, an emotion that has been discussed in literature. Concerning human emotions, fear is an emotion known to be elicited when bad things happen to the self or others related to the self (Haidt, 2003). Conversely, fear is an emotion which clustered closer to sadness than with emotions normally associated with the threat of physical harm (Richins, 1997) and was experienced more intensely in discount stores compared to other stores (Machleit & Eroglu, 2000), in consumption and shopping studies respectively.

Together, these findings suggest the idea that fear experienced in a shopping context is quite different from the fear evoked from the threat of physical harm and may be related to making sub-optimal purchases. Research has shown that shoppers perceive fair trade

stores as being unsophisticated and fair trade products as being expensive and of poor quality (De Pelsmacker et al., 2006). While consumers may want to do the right thing, they generally are not willing to sacrifice quality. It is, therefore, possible that fear of making an unsatisfactory purchase led shoppers to spend more time deliberating on the purchase decision process and this caused them to spend more time in store. A note of caution is due here since fear was reported as the least experienced negative emotion, and while a low intensity does not mean an absence, this finding needs to be further investigated.

5.3.2 Money Spent in Store

Proposition 1B in this study sought to establish the role of emotions on the amount of money spent in store. The results from the multiple regression analysis of just the positive emotions revealed a significant model with two significant predictors of the money spent in store: ‘contentment’ and ‘optimism’. Contentment was shown to be a positive predictor of how much money shoppers spent in store, but optimism a negative one. That contentment positively influenced the amount spent in store is a finding consistent with studies which have reported positive emotion to influence spend in store (Morrison et al., 2011; Sherman et al., 1997). It is also an encouraging finding as contentment was an emotion strongly felt during the fair trade shopping experience.

Research has not yet reported on the influence of contentment as a discrete emotion on shopper behaviour. Studies do, however, show that store atmospherics have a positive effect on ‘contented’ (Andreu et al., 2006) and that shoppers experience ‘contentment’ when it is fun to shop, and they can find products easily (Wagner, 2007). It is also an emotion shown to be related to inexpensive shopping representing “good value for money” (Wagner, 2007). Therefore, it is possible that when shoppers experienced contentment from perceptions that the fair trade shopping experience was pleasant and that the pricing of products was within an acceptable range compared to prior expectations, these feelings, subsequently, influenced how much money they spent in store favourably.

This study also found that a positive emotion, optimism, had an adverse influence on the money spent in store. Moreover, the negative effect of optimism was found to be greater than the positive effect of contentment on shopper spend. Whereas a unit increase in contentment resulted in a NZ \$0.98 increase, a unit increase in optimism caused a NZ \$1.35 decrease in the amount of money spent. This is a worrying finding because while some have found no relationship between positive emotions and a disposition to pay more (Andreu et al., 2006) or the amount of money spent in total (Spies et al., 1997), no study to date has reported a positive emotion to have a negative influence on spend.

On the other hand, one study has found that increases in arousal led to less money spent than planned in unpleasant store environments (Donovan et al., 1994). However, that finding does not quite explain the influence of optimism on the money spent in this study. First, the emotion mean values show that all of the positive emotions were experienced more intensely than the negative ones. In fact, all of the negative emotions were reported as being very weakly experienced. It can, thus, be inferred that the fair trade shopping experience is a pleasant and positive experience, and not an unpleasant one.

Second, hopeful, a sub-item of optimism, is shown in one study to be part of the pleasure scale (Donovan & Rossiter, 1982) and in another, considered a warm emotion and not an upbeat one (Edell & Burke, 1987). In fact, consumption emotion literature has thus far not reported on any arousing quality of optimism. Therefore, it can be concluded from the above that optimism is not an arousing emotion. For these two reasons, the findings by Donovan et al. (1994) do not explain the influence of optimism on money spent in this study. Nevertheless, the finding is significant and thus requires further investigation.

5.3.3 Patronage Intentions

Proposition 1C in this study sought to determine whether a relationship existed between positive emotions and patronage intentions. The results from a multivariate regression of all of the positive emotions and patronage intentions returned a significant model. This finding is consistent with many previous studies which have reported positive emotion to directly and positively influence patronage intentions (Kaltcheva & Weitz, 2006; Mower et al., 2012). Interestingly, however, none of the discrete emotions in themselves were found to be significant predictors of patronage intentions. This result is in contrast to studies that have shown patronage intentions to be positively influenced by the discrete emotions ‘joy’, ‘interest’, ‘content’ (Andreu et al., 2006) and ‘excitement’ (Babin et al., 2003; Baker & Wakefield, 2012).

Conversely, research has also found that while emotions influence patronage intentions, this influence is much stronger through ‘satisfaction’ compared to the direct effect of emotions (Andreu et al., 2006). Studies show that shopper satisfaction is influenced by pleasure (Morrison et al., 2011), mood (Babin & Darden, 1996; Spies et al., 1997) and ‘joy’, ‘disgust’ ‘contempt’ (Eroglu, Machleit, & Barr, 2005), ‘interest’ and ‘contentment’ (Andreu et al., 2006). In turn, research has found that patronage intentions are more favourable when shoppers are satisfied with the retailscape (Grewal et al., 2003; Wakefield & Blodgett, 1996) and service (Baker et al., 2002; Hightower et al., 2002). It is possible, therefore, that discrete emotions felt during the fair trade shopping experience do not directly influence patronage intentions but instead do so through a mediating variable such as satisfaction.

5.4 The influence of Participation on Emotions

The second proposition in this study sought to explore whether differences existed in the emotions shoppers felt during the shopping experience which could be due to their participation in fair trade consumption. The results from the ANOVA analysis found that those in the high participation group experienced higher levels of ‘contentment’, ‘optimism’, ‘empathy’, ‘gratitude’ and ‘joy’ compared to those in the low participation

group. This result is in line with studies which report involvement to significantly affect positive emotion (Hightower et al., 2002), differences to exist between fair trade consumers and non-consumers (Doran, 2009, 2010) and shopper characteristics to influence the emotions they feel during a shopping experience (Kaltcheva & Weitz, 2006; Van Rompay et al., 2012).

The finding that those in that high-participation group experienced greater levels of contentment is a welcome one as contentment was also shown to influence positively the amount of money spent in store. Together, these results demonstrate that shoppers spent more money when they experienced contentment during the fair trade shopping experience, and greater levels of contentment were evoked in shoppers who frequently participated in fair trade consumption.

Another reassuring finding from this analysis was that shopper participation influenced the emotion ‘frustration’ such that those in the high group experienced lower levels of frustration during the shopping experience compared to those in the low group. As negative emotions can produce avoidance behaviours (Eroglu, Machleit, & Barr, 2005), retailers not only attempt to make the shopping experience a positive one but endeavour to also minimise negative emotions from being felt. Therefore, this is a welcome finding as it suggests fair trade retailers can reduce shopper frustration through facilitating greater participation.

Conversely, those in the low-participation group experienced lower levels of the positive emotions and higher levels of frustration compared to those in the high group. As the exact reason the two groups experienced different levels of these emotions is unknown, the first challenge is to determine this. Several possible factors could have contributed to these differences specifically the higher levels of frustration. One could be to do with how different shoppers perceive the store environment. Research has shown that the emotional response to a store environment can vary in shoppers depending on their motivations (Kaltcheva & Weitz, 2006) and affiliation needs (van Rompay et al., 2012), and situational factors, for example, whether or not they successfully make a purchase (Machleit & Mantel, 2001) and whether they are shopping alone or with a companion (Borges et al., 2010).

Another possible factor could be to do with shopper familiarity with the stores. It is conceivable that those in the low-participation group were not as familiar with the stores as the high group. Assuming this, browsing through the stores may have required more time resources from low-participation shoppers. This study also found in Chapter 5.3.1 that browsing time was influenced by the emotion fear. The discussion suggested that fear in the shopping context is an emotion that may be related to concerns about making sub-optimal purchase decisions. It is likely then that the lack of familiarity, also causes low-participant shoppers to be more concerned about making an unsatisfactory purchase, and therefore requires from them more cognitive resources to think through the decision-making process. Both of these factors combined could have caused low-participant shoppers to experience the higher levels of frustration. This suggestion provides some explanation for the higher levels of frustration in those from the low-participation group.

In the above case, the frustration experienced by low-participation shoppers can be managed through higher levels of service. The service of fair trade employees is already rated highly (De Pelsmacker et al., 2006) supported by the finding in this study that 'respected' was the most intensely felt emotion during the fair trade shopping experience. Fair trade staff can, however, be trained to better identify and respond to the needs of less frequent visitors to the shops. As fair trade is still at a stage of low market share, it is likely that the pool of loyal shoppers is small, and store personnel are able to identify new visitors to the shops. Supposing this is the case, new visitors to a store can be provided with a higher level of service through a more customised interaction to ensure their shopping needs are met and that frustration levels are minimised.

Chapter 6: Conclusion

6.1 Introduction

Reviewing extant studies, it was observed that consumers had reported experiencing emotions in relation to fair trade, yet no study to date had empirically explored the influence of emotions on fair trade consumption. Through a further review, it was found that emotions are influenced by situational factors and evoked in many types of consumption situations, including the shopping experience, and influence consumer behaviour. Thus, this study set out with two aims: first, to investigate the role of emotions felt during the fair trade shopping experience on shopper behaviour, second, to examine whether any differences existed in the emotional experience felt by shoppers which could be attributed to their participation in fair trade purchasing. This chapter comprises five sections. After this introduction, the second section discusses the significance of the findings. The third and fourth sections address implications for theory and managers, respectively. The fifth section presents some limitations observed in the study and the sixth concludes with recommendations for future research.

6.2 Significance of Findings

The findings in this study make important contributions to literature through three major aspects of emotions as related to the fair trade shopping experience. First, the study found shoppers to have felt positive emotions more intensely than the negative ones during the fair trade shopping experience. Specifically, the emotions ‘respected’, ‘peacefulness’, ‘joy’, ‘contentment’ and ‘optimism’ were the most intensely felt emotions while ‘lonely’, ‘sad’, ‘shame’ and ‘fear’ were the least experienced. These findings suggest that the fair trade shopping experience is considered a positive one since pleasant environments are known to evoke positive emotions (Spies et al., 1997). This suggestion is in contrast to an earlier study which found perceptions of fair trade stores to be negative (De Pelsmacker et al., 2006). Exactly which aspects of the

shopping experience evoked the particular emotions is still uncertain, as perceptions of the store environment were not measured, requiring further research.

Second, a series of multivariate regressions were run to examine the relationship between emotions and shopper behaviour. Proposition 1A sought to establish the role of emotions on the time spent in store. An interesting discovery through this analysis was that the time spent in store was influenced by fear and that the relationship between the two was positive. As fear increased, so did the time shoppers spent in store. This is a significant finding as contrary to prior studies, which have shown positive emotions to influence shopping time, this thesis found fear to relate positively to the time spent in store. The possibility that fear, a negative emotion, may influence shopper behaviour positively is compelling and needs to be researched further.

Proposition 1B anticipated that positive emotions would positively relate to the money spent in store. This study found contentment to influence positively the amount spent in store. While earlier studies have confirmed the influence of positive affect on retail spending, this finding is significant as it confirms the effect of a discrete emotion on the amount of money spent in store. The same analysis also revealed a surprising result. The results showed that optimism, a positive emotion, was negatively related to the money spent in store such that higher levels of optimism led to decreased spending. Optimism was an emotion also intensely felt during the fair trade shopping experience in this study. As such, this finding presents important implications for fair trade retailers and needs to be investigated further.

Proposition 1C expected a relationship between positive emotions and patronage intentions. On the one hand, a model of all the positive emotions was significant, a result consistent with studies which have found positive affect to influence patronage intentions (Kaltcheva & Weitz, 2006; Mower et al., 2012). On the other, in contrast to studies which have found positive emotions to be related to patronage intentions, none of the discrete emotions were shown to be significant predictors of patronage intentions in this study.

Third, this research investigated whether differences existed between the emotions shoppers felt during the shopping experience which could be attributed to their participation in fair trade. The results of the ANOVA showed that differences existed such that those in the high participation group experienced greater levels of 'contentment', 'empathy', 'gratitude', 'joy' and 'optimism', as well as lower levels of 'frustration' compared to those in the low-participation group. This finding is consistent with studies that have discovered differences between fair trade consumers and non-consumers based on their participation (Doran, 2009, 2010) and that enduring involvement has an influence on positive affect (Hightower et al., 2002).

6.3 Implications for Theory

The results of this study raise important implications for theory. Fair trade research highlights the case that despite positive growth, market share of such products remains low. Studies show that fair trade faces many barriers which prevent greater consumption such as low levels of awareness and high levels of scepticism about fair trade claims. Since lack of information available on fair trade makes it difficult for consumers to have an in-depth understanding of the complex issues related to fair trade, a large number of them believe fair trade is just a marketing tactic used by retailers to overprice products. Moreover, consumers are either unable to buy due to the limited distribution and availability of fair trade goods, or they are unwilling to buy such products due to the perception of the price of such products being too high. Besides, when prioritising between alternative ethical issues, fair trade can be excluded by those who prefer to buy locally-made due to feelings of loyalty and patriotism, and environmental concerns.

Accordingly, research called for investigation into the role of place-of-purchase on fair trade consumption (Ozcaglar-Toulouse et al., 2006). After all, the situational context is proposed to play a role in ethical consumer decision-making (Carrington et al., 2010). Literature on fair trade also highlights the lack of empirical data on emotions and fair trade (Ozcaglar-Toulouse et al., 2006), yet no study to date has investigated emotions in relation to fair trade consumption. This study responded to those calls by investigating the role of emotions on shopper behaviour within the fair trade shopping experience. For

research, the results of this study provide evidence of the significant influence of emotions on fair trade consumption. The emotions experienced during fair trade shopping were shown to play a part in purchase behaviour. To encourage greater fair trade consumption, it is imperative to understand the emotions of consumers towards such products. Therefore, it would be important to add this measure to future fair trade decision-making models to determine whether explanatory power can be increased.

6.4 Implications for Managers

The findings from this research highlight some important implications for fair trade retailers, in general, and Trade Aid in particular, as the data was collected in Trade Aid stores. This study discovered that ‘respected’ and ‘peacefulness’ were the most intensely experienced emotions during the fair trade shopping experience. Research has well established the role of the store environment on shopper emotions. Verbatim comments from the open-ended question showed that the social and ambience factors played some part in influencing these emotions. An important implication for managers of this is to ensure that environmental cues are being utilised to optimise the in-store shopping experience. For instance, since the emotion ‘respected’ appears to have been influenced by the service from store employees, and studies show that shopper attitudes are more positive when they are happy with the service (Baker et al., 2002) and can expect not to wait for it (Grewal et al., 2003), it is vital for managers to maintain a high level of service in stores.

Similarly, the findings from this study revealed that peacefulness was the second most intensely felt emotion during the fair trade shopping experience and that this emotion was influenced by the scent and music being played in store. It is, therefore, crucial that managers ensure that the right stimuli are being used in store. Several studies show that there is an interaction effect between the different environmental cues (Mattila & Wirtz, 2001; Parsons, 2011; Spangenberg et al., 2005) and an incongruence between them can negatively influence the shopping experience. Moreover, in addition to ensuring there is a match between the different stimuli, it is also important to make sure that all of the

expected ambient factors are being used as the absence of an environmental cue can also detract from the shopping experience.

On the other hand, neither respect nor peacefulness were shown to influence shopper behaviour in this study. Instead, the emotion contentment was found to positively influence the amount spent in store. Contentment was also an emotion more strongly experienced by those in the high participation group. These findings demonstrate that a greater participation in fair trade purchasing increases feelings of contentment which then results in a greater amount of money spent. The discussion in section 5.4 also suggested that perceptions of the shopping experience being pleasant and the pricing of products being acceptable may have contributed towards the feelings of contentment which then influenced the amount of money spent in store. Two important implications of these findings are that retail managers need to understand first, how to increase the feelings of contentment in-store and second, how to increase shopper participation.

Another finding was that differences existed in the level of emotions experienced by shoppers based on their involvement in fair trade purchasing. Besides the lower levels of positive emotions felt by those in the low group, those who participated less frequently in fair trade purchasing experienced higher levels of frustration compared to those who did so more frequently. An important implication of this finding is that because frustration may cause avoidance behaviours not researched in this study, the shopping experience needs to be managed so that frustration levels are minimised in low-participation shoppers while ensuring they do not increase in high-participation shoppers. One recommendation is to train staff to be able to identify and better respond to the needs of less frequent shoppers. Besides this, there is also need to understand what caused the increased levels of frustration in less frequent shoppers.

6.5 Limitations

Although this study has discovered some exciting findings, some limitations have been noticed concerning data collection. First, participants were recruited through a convenience sampling method. This was considered problematic as an accurate representation of shoppers may not have been captured due to not having approached all shoppers while collecting data. There are a number of reasons why some shoppers were not approached during data collection in this study. For example, while the researcher had a participant completing a survey, other shoppers were not approached. Also, those shoppers who appeared to be in a hurry or thought may be inconvenienced such as the elderly and shoppers with children were purposely not approached. Some of those excluded may have wanted to participate. It would, therefore, have been more ideal to have given all shoppers a chance to participate.

More importantly, when shoppers were approached is another limitation. Different studies have captured emotions at different stages of the shopping trip. In this study, respondents were intercepted either as they were about to leave or at the point-of-sale after having made a purchase. The main limitation in this context is that emotions are transient and quick to change. Keeping this in mind, it is possible that the emotions reported by respondents were those they were feeling as they were completing the survey rather than those they actually felt during the shopping experience. Ideally, filling out of the survey would occur sometime between shoppers having spent enough time in the store to experience an emotional response to the environment and before they decide to leave or make a purchase; both situations which can trigger emotion change.

Another limitation has to do with the approach itself. Shoppers were invited with an offer of a gift, a Trade Aid chocolate bar, in exchange for participating. It is possible that the offer of a gift may have influenced some of their emotions and as such their responses. Some may have felt positive emotions as a reaction to the offer while others may have felt negative emotions as they may have perceived the offer as a bribe. Also, some of those intercepted may have considered the research as an intrusion and

interruption to their shopping activity, and subsequently experienced a deterioration in emotions.

In an attempt to mitigate some of these issues, respondents were asked to complete the survey in-store and immediately upon accepting the invitation to participate. In order to assist them in retrieving from memory the emotional experience of the shopping trip, the survey began with the open-ended question asking them to describe the experience and the feelings they had during their shopping visit at that store. Additionally, respondents were not told what the gift was nor given it until after they had completed the survey.

6.6 Recommendations for Future Research

The purpose of this thesis was to explore the role of emotions during the fair trade shopping experience on shopper behaviour. This objective was based on a request to study the importance of place of purchase and emotional reactions in fair trade consumer decision-making (Ozcaglar-Toulouse et al., 2006) and a proposition that the situational context influences ethical consumption decision making (Carrington et al., 2010). The results of this study provide preliminary evidence that there is a relationship between the emotions felt during the fair trade shopping experience and fair trade purchase behaviour. What is now needed is a study to validate the relationship with a larger and wider cross-national sample population.

First, it would be useful to apply the Situation-Organism-Response model (Sherman et al., 1997) or servicescape model (Bitner, 1992) to the fair trade shopping experience so that the influence of environmental cues and the retailscape on emotional responses can be captured. Employing the standard approach in retail environment research, that study could use a dimensional approach such as the PAD typology (Mehrabian & Russell, 1974) to analyse the influence of the environment on emotions and the emotions on shopper behaviour as that method has been established to provide significant results in several studies (Morrison et al., 2011; Mower et al., 2012).

Second, though the alternative is not as common, studies have confirmed the role of discrete emotions on shopper experience and behaviour (Baker & Wakefield, 2012;

Eroglu, Machleit, & Barr, 2005). Therefore, research should also explore the use of discrete emotion scales to confirm which method and typology best explains shopper behaviour. This area of investigation could also investigate whether better prediction ability is obtained using discrete emotion scales or a dimensional approach.

Third, prior to exploring the use of discrete emotion scales to predict shopper behaviour, future fair trade research should first explore which emotion typology from moral emotions (Haidt, 2003), Richins (1997), Izard (1977) and Plutchik (1982) provides the best coverage of the emotional space of the fair trade shopping experience. Studies have shown that the ability of the different scales to explain the emotional space of a consumption situation such as shopping varies depending on the particular contextual setting of the situation. Thus, confirming which scale best represents the fair trade shopping experience is important to establish before future research.

Finally, fair trade research should investigate the role of emotions in the Theory of Planned Behaviour (TBP) (Ajzen, 1985). Many studies using the attitude-intention-behaviour model have found it to successfully explain fair trade decision-making. A factor proposed to mediate the relationship between intentions and behaviour in ethical consumption situations is the situational context (Carrington et al., 2010). The role of the place of purchase and emotions in fair trade decision-making has also been called to be explored (Ozcaglar-Toulouse et al., 2006). Thus, the influence of emotions on the TBP needs to be investigated to confirm whether it improves the model's ability to explain decision-making. To conclude, this study comes to the conclusion that more research needs to be carried out investigating the role of emotions in fair trade purchase and consumption behaviour.

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Appendices

List of Appendices

Appendix 1: Ethics Approval Letter

Appendix 2: Survey Questionnaire

Appendix 3: Responses to Open-ended Question

Appendix 1: Ethics Approval Letter



A U T E C
S E C R E T A R I A T

24 September 2014

Jae-Eun Kim
Faculty of Business and Law

Dear Jae-Eun

Re Ethics Application: **14/316 Investigating emotions in fair trade shopping experience.**

Thank you for providing evidence as requested, which satisfies the points raised by the Chair and I from the Auckland University of Technology Ethics Committee (AUTEC). Your ethics application has been approved for three years until 22 September 2017.

As part of the ethics approval process, you are required to submit the following to AUTEC:

- A brief annual progress report using form EA2, which is available online through <http://www.aut.ac.nz/researchethics>. When necessary this form may also be used to request an extension of the approval at least one month prior to its expiry on 22 September 2017;
- A brief report on the status of the project using form EA3, which is available online through <http://www.aut.ac.nz/researchethics>. This report is to be submitted either when the approval expires on 22 September 2017 or on completion of the project.

It is a condition of approval that AUTEC is notified of any adverse events or if the research does not commence. AUTEC approval needs to be sought for any alteration to the research, including any alteration of or addition to any documents that are provided to participants. You are responsible for ensuring that research undertaken under this approval occurs within the parameters outlined in the approved application.

AUTEC grants ethical approval only. If you require management approval from an institution or organisation for your research, then you will need to obtain this.

To enable us to provide you with efficient service, please use the application number and study title in all correspondence with us. If you have any enquiries about this application, or anything else, please do contact us at ethics@aut.ac.nz.

All the very best with your research,

Kate O'Connor
Executive Secretary
Auckland University of Technology Ethics Committee
Cc: Muneeb Chand muneeb.chand@gmail.com

Appendix 2: Survey Questionnaire



Consumers' Buying Behaviour Research

By completing this questionnaire, you are indicating your consent to participate in this research.

Thank you for participating in this survey. The purpose of this study is to examine your preferences during fair trade shopping experiences. Please consider your visit in the fair trade shop and rate your responses according to the scales. Note that your responses are anonymous and that there are no right or wrong answers. You do not need to answer any question you do not wish to. Thanks.

Store Experience

Thinking back to the store you just visited. Please describe the experience and feelings you had during your shopping visit at this particular store.

Emotions felt during shopping trip

The following list refers to the emotions you experienced in the store. Please indicate for all emotions, the level of emotion you experienced during your shopping visit at the store by circling the correct response:

<i>Emotion</i>	<i>Not at all</i>	<i>A little</i>	<i>Moderately</i>	<i>Strongly</i>
Amazed	1	2	3	4
Respected	1	2	3	4
Guilty	1	2	3	4
Grateful	1	2	3	4
Moved	1	2	3	4
Excited	1	2	3	4
Surprised	1	2	3	4
Excited	1	2	3	4
Happy	1	2	3	4
Optimistic	1	2	3	4
Contented	1	2	3	4
Calm	1	2	3	4
Loving	1	2	3	4
Jealous	1	2	3	4
Lonely	1	2	3	4
Embarrassed	1	2	3	4
Scared	1	2	3	4
Depressed	1	2	3	4
Unfulfilled	1	2	3	4
Thrilled	1	2	3	4
Confident	1	2	3	4
Thankful	1	2	3	4

Blameworthy	1	2	3	4
Frustrated	1	2	3	4
Discontented	1	2	3	4
Tense	1	2	3	4
Miserable	1	2	3	4
Panicky	1	2	3	4
Humiliated	1	2	3	4
Homesick	1	2	3	4
Passionate	1	2	3	4
Warm hearted	1	2	3	4
Peaceful	1	2	3	4
Fulfilled	1	2	3	4
Hopeful	1	2	3	4
Joyful	1	2	3	4
Enthusiastic	1	2	3	4
Astonished	1	2	3	4
Proud	1	2	3	4
Empathetic	1	2	3	4
Appreciative	1	2	3	4
Repentant	1	2	3	4
Exalted	1	2	3	4
Worried	1	2	3	4
Sentimental	1	2	3	4
Irritated	1	2	3	4
Sad	1	2	3	4
Encouraged	1	2	3	4
Dignified	1	2	3	4
Ashamed	1	2	3	4
Afraid	1	2	3	4
Romantic	1	2	3	4
Pleased	1	2	3	4

Awareness

The following questions are in relation to your familiarity of fair trade products.

1. Are you aware of what fair trade products are? Yes | No
2. Are you aware that the store you are visiting sells fair trade products? Yes | No

Participation

The following questions are in reference to your participation with fair trade products.

Please circle the correct response.

1. For how long have you been shopping for fair trade products?
Very short 1 2 3 4 5 very long
2. How frequently do you purchase fair trade products?
Very often 1 2 3 4 5 rarely
3. How would you estimate your annual spend on fair trade products?
Very little 1 2 3 4 5 A lot

About you

These last questions will help us describe the people who participated in the study.

1. How many times have you previously been to a fair trade store in the last 6 months?

2. Please indicate the purpose of your visit to the store today:

Specific Purpose	Browse
------------------	--------

3. How long did you spend in the store today?

4. Did you make a purchase today?

Yes	No
-----	----

5. If yes, please answer 5A and 5B. If no, please move onto question 6.

- a. What was the total amount spent?

- b. What product category(s) did you purchase?

6. Were you shopping alone or with someone?

Alone	Someone
-------	---------

7. Please indicate your gender by circling the correct response:

Male	Female	Other
------	--------	-------

8. Please indicate your age:

Under 20	21–30	31–40	41–50	51–60	61–70	Over 71
----------	-------	-------	-------	-------	-------	---------

9. Please indicate your approximate annual income:

Under \$25,000	\$25,001-\$50,000	\$50,001-\$75,000
\$75,001-\$100,000	\$100,001-\$125,000	over \$125,001

10. Please indicate your highest qualification:

None	High School	Undergraduate	Postgraduate
------	-------------	---------------	--------------

11. To which ethnic group do you belong? Please select one that applies most.

New Zealand European	Māori
Samoan	Cook Island Maori
Indian	Tongan
Niuean	Chinese
Other such as Dutch, Japanese, Tokelauan. Please state: _____	

Appendix 3: Responses to Open-Ended Question

ID	Comment
57	I had a pleasant experience with the staff and was happy to have found a gift for a friend
58	It smelt nice.. Calming
59	Interesting products. Unique. Nice spacious layout. Music nice too. Otherwise too quiet with 2 shop assistants & me.
60	Peace, Friendliness, Social meeting
61	Experience = simply, diverse, ethnic. Feelings = goodness
62	Happy + curious
63	Well organised, friendly staff. Colourful. Unfortunately, did not find what I was looking for.
66	Initially felt disappointed because range of products seem very limited but the more I looked, the more I realised was available. Also, felt the greeting from staff was genuine.
67	Very cool shop
68	Lovely and calming. Welcoming shop assistants. Smells nice.
70	Grounding, lovely, warm, nourishing. Respectful. Happy to think of all the people that may be receiving blessings :)
220	Takapuna Trade Aid - happy the store is there. Worried about a parking ticket
221	it was neat to see all the little merchandise.
222	It's very peaceful. I like the atmosphere.
223	Shopping at Trade aid shops is a happy experience. We love the products and we are also happy as it helps people who work behind every product, it gives us a sense of community. Thank you
224	Admiration for those that created all of the products
225	Love coming here.
226	Creative, familiarity - from my travels because of the products
228	always good. Feels like home

230	This is an amazing store. Lots of nice stuffs hand crafted. I like to visit often and buy things from this store. Staff in this store are very nice
231	Calm & welcoming
232	Great ambience! Warm + friendly service - always quality music playing.
233	I feel very comfortable lively and colourful
234	I was amazed at the variety of products on display such creativity and artistry. I was grateful too that our less privileged brothers are being helped and supported.
235	Wanting to buy a few things but no money :(
236	I like how big the store is compared to others. Feel more comfortable to browse. Friendly people
237	Pleasant, welcoming. Peaceful
238	Makes me realise of the world outside of our country and how lucky we are.
241	Reminder of my travels to Africa and my experiences with the third world
242	Calming! Smells nice friendly service, quality, not focused on consumerism
243	Calm and relaxed. Very vibrant
244	Excitement :) Everything is so nice!!! Happy wowed
245	Warm and welcoming. Good customer service :)
246	welcome
247	It was sweet, and I liked all the products, didn't get a feel for how much of a difference the support makes
249	Interest, enjoyed looking at the products & buying one
250	Cute. Happy b/c good trade
251	The experience I had was very enjoyable. It was nice to see all of the things in store
252	quite cultural. Really good looking Food healthy produce, really relaxing/calm. meaningful, environmental
253	great looking food produce. Very vibrant looking products and very calm and relaxing environment. Really cultural
56	Pleasantly surprised as to layout + range + expression of colour

55	love visiting the store. Lovely staff. Nice music :)
54	relaxed atmosphere. Peaceful. Interesting products
53	this is one of the nicest fair trade shops I have been to. You have a good range + things are nicely laid out.
52	Relaxed, friendly
51	Friendly. Beautiful smells + layout. Easy to browse
50	Inviting. Gorgeous products + beautifully displayed. Nice feeling in store. Happy, helpful assistants.
49	love the shop. Bright and vibrant
47	Enjoyed the music + the relaxed atmosphere. Staff lovely - friendly + helpful
46	I shop and buy Fairtrade products especially grocery items for my daily needs such as bananas, coffee, herbs, spices, chocolate, cocoa. As many as I find them I would prefer to buy them because it feels right and tastes a lot better
44	The layout + stock make it an interesting experience, new things to explore no chain-store consumerism.
43	very pleasant, helpful, friendly
41	The store is always welcoming, all of the products are well made and colourful. We love coming in here.
40	Wonderful, great experience, great cause, great staff
39	Lovely :)
38	Easy as & enjoyable
37	Authentic music & the smell of spices was inviting, store was well presented and clean. It didn't look like a charity shop, everything was high quality
71	Good experience. Good variety of products. I enjoyed browsing. I am happy with my purchase
74	Positive - feel good for supporting a good cause
75	Very friendly staff & so responsive with a great smile :)
76	Pleasant. Bright and plenty of space to wander around. Comfortable
78	Calming - smell, music

79	I always feel a lot of wonder when I visit trade aid. This store makes me feel really good about buying things here in terms of supporting a good cause. I always feel encouraged to purchase something whenever I visit.
80	Fascinated by the colours and patterns. My eyes were busy looking at everything. I feel happy and enjoy browsing in this shop. I like the raw smells.
81	A relaxing & positive experience. I am always inspired by the creative objects in the store
82	Relaxed
83	great, friendly - open
84	Calm, soothing. World music is nice.
85	Was informed of the unique (?) cinnamon so I listened and chose to purchase the cinnamon along with the coconut milk with I prefer to all other brands for its layer of thick cream
86	bright. Variety - Price!!
87	Good feeling very friendly
88	Relaxed
89	Amazing - Great range - much better than some other trade aids
90	Nice and comforting (?) atmosphere
91	Enjoyable
92	Stores are always calm & enjoyable places to shop - lots of variety - always something different to see.
93	Very pleasant store, nice atmosphere
95	Bright, lovely smells/Aroma - bright colours
96	Very pleasant to see.
97	Shop is set up really well, nice and spacious
99	Relaxed and calm
100	good, the shop is easy to come to and the staff were really welcoming
102	Bright cheerful store really helpful assistants
104	Wonderful as I had not visited a Trade aid store for a few years

105	As I entered the store, I found a quiet and peace environment. Staffs are friendly
106	Amazement at how creative people are around the world
108	Relaxed atmosphere for browsing. Good layout
109	warm welcome, lovely products to browse and at great prices
110	Great variety. Helpful service
111	Quiet, peaceful and authentic
112	calm & respectful
113	love Trade Aid
114	Virtuous. Curious
115	Everyone was lovely, welcoming, the atmosphere of the store feels free. It's nice to know that you are buying something fair-trade :)
116	I felt like I was shopping where I needed to shop - ethically. I felt like everything had a store behind it.
98	Love being in this shop makes me feel good
194	Peace and calm. Matches my values of helping those in need.
48	I enjoy all craft and am in awe at some of the beautiful work made. Also enjoy the smell in the Trade Aid stores
240	Calm upon entering the relaxed atmosphere, comfortable, XXX of all the cool objects
207	Experience all good.
154	Warmly welcomed, made to feel at ease. :)
156.1	Happy, Interested, Virtuous.
1	I could see various patterned and colourful objects I've never seen before. It was unique! I bought Indian patterned cushion and handmade notebook.
2	The stuff that in the store looked really unique and different to other store's things.
3	Welcome, excited about some of the items
4	Very pleasant. Great ambience.
5	Delighted at the colour and variety of objects for sale. Beautiful gift cards.

6	Excellent, good layout, relaxed atmosphere, good range of goods
7	Colourful
8	Relaxed, Peaceful. Colourful. Lots to look at. And take in. no pressure.
9	Warm feeling. Peaceful
11	Very friendly and welcoming
12	Relaxed. Friendly. Helpful
14	Good, helpful and very friendly
15	IMPRESSED, AMAZED, CHARMED, OVERWHELMED BY SKILL ABILITY OF WORKERS/CRAFTMAKERS AND QUALITY OF GOODS RELATIVE TO PRICE
16	I was shopping for an anniversary present so my emotions were as much about that as the shop.
17	Nice, calm
19	Calm, the store was cool and filled with lots of interesting things that I like. I've always enjoyed Trade Aid and this store feels just the same as others. The music adds to the atmosphere - like you're in a different country.
20	Very pleasant and relaxed. Enjoy looking at the range of items available.
22	It was pleasant. It's nice to see handmade items from different countries
23	Good and friendly response from store
24	Happy
25	very pleasant experience. Excited to learn about the communities producing the products.
27	Serene, quiet, nice lovely music. Great layout = colourful + inviting. Nice + cold = hot outside!
28	Exciting store - interesting handmade items - delightful environment
29	Friendly, inviting, colourful, relaxed
30	V. good service + customer interaction. Store cool + well laid out. Opulent
31	peaceful pleasant cool!
32	Sweet smell of the shop firstly. Its tidy + colourful layout. Product nicely displayed.

34	Positive experience. Happy with service, good impression from staff + store.
35	Astonished and surprised at the level of craft. It's a calm peaceful place and I don't feel judged when I come here. I enjoy coming here. Also the foods sold here are of awesome quality and taste.
36	Nice. Good to be buying ethical products. Local
119	Calm and curious
120	very unique and interesting merchandise (products) that I've never seem anywhere else. Feel very comfortable when we look at the goods.
122	Peaceful. Interesting. Kind of spiritual - think that relates back to the ethics behind this store's concept.
123	A warm welcome in this colourful environment of amazing arts & crafts.
124	Nice, bright, colourful and nice smell! Music is nice and chilled too = a contrast to the shopping mall experience.
126	I LIKE TO SUPPORT FAIR TRADE. IT'S GREAT TO SEE SUCH A VARIETY OF GOODS FROM AROUND THE WORLD.
128	I always feel relaxed and inspired by the store. Always something new and interesting to see.
129	This is not the first time I'm visiting this store. I love the items & I am a customer & occasionally I buy different things.
131	Enjoyed the calming music & fragrance. Really nice products to look at.
133	Lovely smells of soaps and bright attractive colours. How could you not want to come in.
134	Really enjoy the fact that products are made by people - they are real and relatable. Much deeper (?) than a mainstream run-of-the-mill product that you have no idea where it comes from!
135	Always calm + peaceful. Know you will get a good deal. Moved by what is for sale at good prices. Amazed always at what can be made out of local resources.
136	Very friendly & inspirational space. Feel like I am contributing to a better life for someone :)

138	I love buying and using fair trade products but often I feel bad about not using them all the time as it's usually convenient or cheaper to use other products.
139	Wowed by the skill of the products. Welcome into a calm space. Spoilt for choice re: goods for purchase generally have to do 2 visits! :)
140	Well laid out, clean and staff are excellent.
141	Positive feels original and unique with everything handmade. I like the concept of helping with the community too.
142	very pleasant. I like the atmosphere and the way the store smells. Staff are welcoming
130	Rather relaxed and intrigued. I have a love and passion for both arts and culture, and each piece in this store reflects that.
143	Peaceful calming experience. Enjoy coming in.
145	I love coming to the store it's so lovely and you feel that people care about it and make a lot of effort to keep it nice. It's a little oasis in the big shopping centre.
146	Pleasant, but I did not find what I was looking for.
147	Beautiful things, a feeling that everything was made with pride and excellence in craft. I like when the stories of the people who made the items are highlighted (or the regions they are made)
148	Great. Very helpful staff + great product.
149	Well displayed, casual shopping experience.
150	Very cozy
153	Familiarity. Comfortable. Know what I buy will do good things. Satisfaction.
157	Emotion of home as I come from Africa originally and we value handmade goods and fair trade
158	Peaceful
159	I walk into these stores with the idea to buy to help others less fortunate than myself

160	Helpful, understanding of needs & product, passionate about product. Guilty+ashamed about how we live in the west. Repentant = makes you stop & think how good we have it in NZ, stops you in your track re: what we grumble about XX other countries. Sad & irritated = politics for those in need
161	Curiosity. Prefer to shop fair trade wherever possible. Enjoy browsing range.
162	Great products. Unique, a "feel good" experience to be supporting people over the world rather than large corporations.
163	CALM, FRIENDLY, PLEASURE AT SEEING HAND-CRAFTED ITEMS.
166	Like it's ok to spend money here. Helpful. People are friendly so you feel invited.
167	THIS STORE HAS A FRIENDLY ERLAXED FEEL ABOUT IT. I AM ENJOYING THE WORLD MUSIC AND SEEING ALL THE FABOLOUS THINGS PEOPLE HAVE CREATED FROM AROUND THE WORLD.
169	interesting, unique experience, we haven't come across a store like this before.
118	Relaxed, welcome atmosphere
121	I think this is an interesting store. The products here are attractive. I like it.
125	It was nice atmosphere would have been nice to have been greeted when entered. Other than that it was great.
127	Optimistic - makes me pleased people are thinking of constructive ways to help & raise awareness of humanitarian issues.
202	Friendly, warm
203	very helpful
208	It's a very creative space, I feel very creative & inspired to be a better person.
211	fun
213	Trade Aid - great, friendly, helpful. Good cause
214	Curiosity - so many colours & unusual objects. I was looking for a Christmas present, so I knew I was going to buy something.
215	Conflict between the many beautiful things available & restraining from purchasing too much or without making a careful decision.

217	very pleasant. Unobtrusive
132	Peaceful. Interesting. Not cluttered. Enjoy the music.
172	felt like I just walked into a shop in Africa/Asia
173	It was quite cool and smelled nice
174	Inspired, excited, happy
175	Ethical and inspiring, the feeling of being in a place that help others in need!
176	very positive. Excellent atmosphere; beautiful display of attractive **
179	Stock low per what looking for
180	The people who made all these things are gifted and talented we have much to be thankful for.
181	Good :)
182	Lovely atmosphere, friendly staff
183	Relaxing
185	Calm. Not pushy. Relaxed
187	I was feeling quite relaxed as there was not too many people, the music was lovely and the smells from the incense was nice also
190	Peaceful, recognising other cultures in particular people less off than us. Time to look around in relax atmosphere.
191	very cultural. Interesting to see the wide variety of different goods being sold.
192	Calm, earthy, grounded, interested, inspired by all the colours.
193	We walked in, looked around for Christmas gifts. Were approached by a sales assistant, who was friendly. Did not buy anything.
197	Unique contents. Was a unique shopping experience.
198	A well organised store - welcoming atmosphere. Relaxed shop assistants - good variety of products (familiar & 'new' items)
170	Positive 'mission' behind the sale of items. Lovely smell of sandal wood soap.
A1	Relaxed atmosphere
A3	I really enjoyed my experience as they were friendly and helpful
A4	Inspiring. Always something interesting to see. Good music.
A5	Very friendly ambience & cool shop

A6	Used sense of smell as I entered the shop. Taken to an exotic place.
A7	Sylvia Park store. Not the warmest older woman. Impersonal. Thought Christmas ornaments were reduced, seemed full price but I love the concept of fair trades. Teaching my kids this ethic & great stock.