



## **Table of Content**

CHAPTER I. INTRODUCTION .....	1
1.1. Background .....	1
1.2. Problem Statement .....	5
1.3. Research Questions .....	8
1.4. Research Objectives .....	8
1.5. Research Contributions .....	9
1.6. Research Scope .....	10
1.7. Systematic of Writing .....	10
CHAPTER II. THEORETICAL FRAMEWORK .....	12
2.1. Theoretical Framework .....	12
2.1.1. Goods' quality classification through Literature.....	12
2.1.2. The Quality Uncertainty of Fair Trade Goods in the Literature .....	13
2.1.3. The Reassessment of Fair Trade Goods as Credence Goods.....	14
2.1.4. Fair Trade Goods as Indeterminate Goods.....	17
2.1.5. Supporting Pool Studies .....	22
2.2. Previous Studies .....	23
2.2.1. Fair Trade and the Two Types of Uncertainties: Conceptual Definitions .....	23
2.2.2 The conception of Fair Trade goods through the literature.....	24



2.2.2. The relationship between Fair Trade Goods and Uncertainties, and the drawn Conclusions .....	25
2.3. Research Framework.....	27
<b>CHAPTER III. RESEARCH METHODS .....</b>	<b>29</b>
3.1 Research Design.....	29
3.2 Data Collection Method .....	29
3.3 Research Instruments .....	30
3.4 Data Analysis Method.....	32
3.5 Case Profile .....	32
<b>CHAPTER IV. RESULTS AND DISCUSSION.....</b>	<b>34</b>
4.1. Description of the Data .....	34
4.2. Discussions.....	38
4.2.1. Question b. Is the attitude behavior-gap still current within the French market?.....	38
4.2.2. Question c. Are there other variables influencing attitude-behavior gap that would be coherent with French market's current growth?.....	39
4.2.3. Question a. Does the definition of indeterminate goods still fit Fair Trade products? .....	40
<b>CHAPTER V. CONCLUSION.....</b>	<b>44</b>
5.1. Conclusion .....	44



5.2. Implications.....	44
5.3. Limitations .....	45
BIBLIOGRAPHY .....	46
APPENDIX.....	48

## **List of Tables**

Table 2.1 Goods' quality classification framework .....	12
Table 2.2 Uncertainties and their Respective Experts in the Context of Fair Trade .....	16
Table 2.3 Differences between ESC (Experience, Search, Credence) Goods and Indeterminate Goods .....	18
Table 2.4 Classifications of Fair Trade goods through literature .....	24
Table 3.1 Confidence interval at 95% according to the score on a sample size of 1000.....	31

## **List of Figures**

Figure 1.1 Revenue of Fairtrade International Products Worldwide from 2004 to 2015 (in million euros).....	3
---	---



Figure 1.2 Sales evolution of Fair Trade Products between 2004 and 2016 (in million euros) .....	4
Figure 2.1 The Two Leads of Research Followed by Balineau and Dufeu (2010) .....	25
Figure 2.2 Research Framework .....	27
Figure 4.1 Opinion on Fair Trade .....	34
Figure 4.2 Fair Trade Products Buying Frequency .....	35
Figure 4.3 Fair Trade Products Buying Motives.....	36
Figure 4.4 Buying Motives by Buyers' Profiles .....	36
Figure 4.5 Fair Trade Products Deterrents .....	3738
Figure 4.6 Deterrents by Buyers' Profiles .....	38

## **List of Appendix**

Appendix I – Ten Principles of Fair Trade (World fair Trade Organization).....	48
--	----

## **List of Symbols and Abbreviations**

FLO-Cert: Fair Trade Labelling Organizations Certifier

UT1: Uncertainty type one

UT2: Uncertainty type two

WFTO: World Fair Trade Organization