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SDG 12 - Responsible consumption & production "Mainstreaming & Resistance"

The Fair Trade Consumer as a "Citizen-consumer"

Responsible consumption not depend on responsibility

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1 Introduction

Background

- Mainstreaming of fair trade (Law and Davenport, 2006)
 - Total sales reached **7.8 billion €** (2016)
- “Non-activist” consumers (Wheeler, 2012)
 - The gap between the movement and consumers has increased.

Q: What kind of people purchase fair trade products ?

This paper will

- (1) consider this gap through the explanatory model of the “**citizen-consumer**”
- (2) analyze the **quantitative data** in Japan by applying this model.



2 Hypothesis

“Consumer citizen” theory

- Fair trade as **political consumerism** (Michelletti, 2003; Barnett *et al.*, 2011)
 - Fair trade consumption is based on **civic virtue**
 - consumer choice as a **vote**
 - change from private needs to public norms

“Citizen-consumer” theory

- hedonistic and individualistic

- ethical or political things became new objects of their satisfaction or desire (Trentman, 2006)

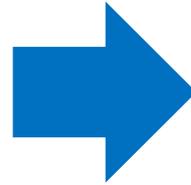
- **“alternative hedonism”**

- self-interested needs may come to encompass public goods and the gratifications of a more socially accountable consumption (Soper, 2007)

Hypothesis

Civic virtue hypothesis (consumer citizen)

- ◆ Devotion to the public Interest
- ◆ Altruism
- ◆ Social support



Alternative hedonism hypothesis (citizen-consumer)

- ◆ Creativity
- ◆ Quality
- ◆ Postmaterial



Fair trade?



3 Data and analysis

Consumer life survey in Tokyo 2016

- Primary body: Global Consumption Research Society (Rikkyo University)
- Method: Questionnaire survey (Mailing method)
- Period: From September to October 2016
- Sampling: Two-stage random sampling method using basic resident register
- Population: Aged from 15 to 69 years and resident of Tokyo
- Sample number: 4,000
- Efficiency percentage: 41.3%
- Number of responses: 1,609

Variable

Dependent variables

Buying fair trade products

Independent variables

(i) Demographic status

Age, Female, Household Income, Education Level, Married

(ii) Civic virtue factor

Devotion to the public interest : Even at the cost of their individual interests, it is important to devote to public interest.

Altruism : Regardless of whether I enjoy it or not, I'd like to do something for others.

Social Support : We should offer more support to the vulnerable people in society.

(iii) Alternative hedonism factor

Creativity : It is important to create new ideas and to be creative.

Quality : Even though it's a bit more expensive, I choose good quality products.

Postmaterialism : Spiritual richness is more important than material richness for me.

Binary logistic regression analysis
 Dependent variable: 'Buying fair trade products'

	Model 1 (N=1,353)		Model 2 (N=1,375)	
	Coefficient	Exp(B)	Coefficient	Exp(B)
Age	.05 **	1.05	.05 **	1.05
Female	.88 **	2.40	.76 **	2.14
Household income	.30 n.s.	1.34	.48 n.s.	1.62
Education level	.26 **	1.30	.29 **	1.33
Married	-.87 **	.42	-.89 **	.41
Devotion to the public interest	.18 n.s.	1.19	.22 n.s.	1.25
Altruism	-.01 n.s.	.99	.17 n.s.	1.19
Support for vulnerable people	.22 n.s.	1.25	.30 n.s.	1.34
Creativity	.43 **	1.54		
Quality	.41 *	1.51		
Postmaterialism	.34 †	1.40		
Invariable	-14.31 **	.00	-12.17 **	.00
Model χ^2	70.67**		49.70**	
Nagelkerke R ²	.14		.10	

** p<.01 * p<.05 † p<.10 n.s = not significant



4 Conclusion

Results

- Civic virtue factors have no significant effect for fair trade purchase.
 - But alternative hedonism factors have positive effect.
- The results supports the alternative hedonism hypothesis.
- Self-interested needs encompass public norms.

Conclusion

● Fair trade consumption as “Little narratives”

Fair trade products has purchased in individuals' local and private contexts, and these “**Little narratives**” have been the driving force of “**Grand narratives**” like fairness.

→ This presentation elucidated the aspect that the goal to fairness which is one of the Grand narratives of SDGs has being experienced as their personal self-actualization in individuals' context.

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