Understanding the determinants of fair trade coffee purchase intentions among UK university students

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| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
|  | **1** | **2** | **3** | **4** | **5** |
| **Attitudes** | | | | | |
| I think that purchasing fair trade coffee is favourable |  |  |  |  |  |
| I think that purchasing fair trade coffee is good |  |  |  |  |  |
| I think that purchasing fair trade coffee is safe |  |  |  |  |  |
| I think that purchasing fair trade coffee is going to make an impact |  |  |  |  |  |
|  | | | | | |
| **Subjective norms** | | | | | |
| My family thinks that I should purchase fair trade coffee rather than non-fair trade coffee |  |  |  |  |  |
| My friends think that I should purchase fair trade coffee rather than non-fair trade coffee |  |  |  |  |  |
| Most people who are important to me think that I should purchase fair trade coffee rather than non-fair trade coffee |  |  |  |  |  |
| Most people who are important to me approve of me purchasing fair trade coffee |  |  |  |  |  |
| I feel obliged to purchase fair trade coffee |  |  |  |  |  |
|  | | | | | |
| **Perceived behavioural control** | | | | | |
| I see myself as capable of purchasing fair trade coffee |  |  |  |  |  |
| I have the resources to purchase fair trade coffee |  |  |  |  |  |
| I have the time and willingness to purchase fair trade coffee |  |  |  |  |  |
| I find it easy to purchase fair trade coffee |  |  |  |  |  |
| I can afford to purchase fair trade coffee |  |  |  |  |  |
| I am confident that I can purchase fair trade coffee rather than non-fair trade coffee |  |  |  |  |  |
|  | | | | | |
| **Purchase intention for fair trade coffee** | | | | | |
| I intend to purchase fair trade coffee next time |  |  |  |  |  |
| I plan to purchase fair trade coffee as often as I can |  |  |  |  |  |
| I will try to purchase fair trade coffee next time |  |  |  |  |  |
| I will consider switching to fair trade coffee |  |  |  |  |  |
|  | | | | | |
| **Knowledge of fair trade coffee** | | | | | |
| I am knowledgeable about fair trade coffee |  |  |  |  |  |
| I am aware of the impact of purchasing fair trade coffee |  |  |  |  |  |
| I always check for fair trade certification before purchasing coffee |  |  |  |  |  |
| **Past behaviour** | | | | | |
| I have purchased fair trade coffee in the past |  |  |  |  |  |
| I always purchase fair trade coffee |  |  |  |  |  |

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| **Demographics** [Please circle the appropriate response] | | | | | | |
| Gender | Male | | Female | | Neutral | |
| Degree level | Undergraduate | | Masters | | PhD | |
| Age | 18-23 | 24-29 | | 30-34 | | ≥35 |