

Are you up for fair-trade products?
Vertical dimension as a metaphorical representation of ethical consumption
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Supplementary Materials

Table of Contents

Figure A.1: Mean Response Latencies (in Milliseconds) in Compatible (Virtue = Up / Vice = Down) and Incompatible (Virtue = Down / Vice = Up) Blocks of the IAT in Study 12

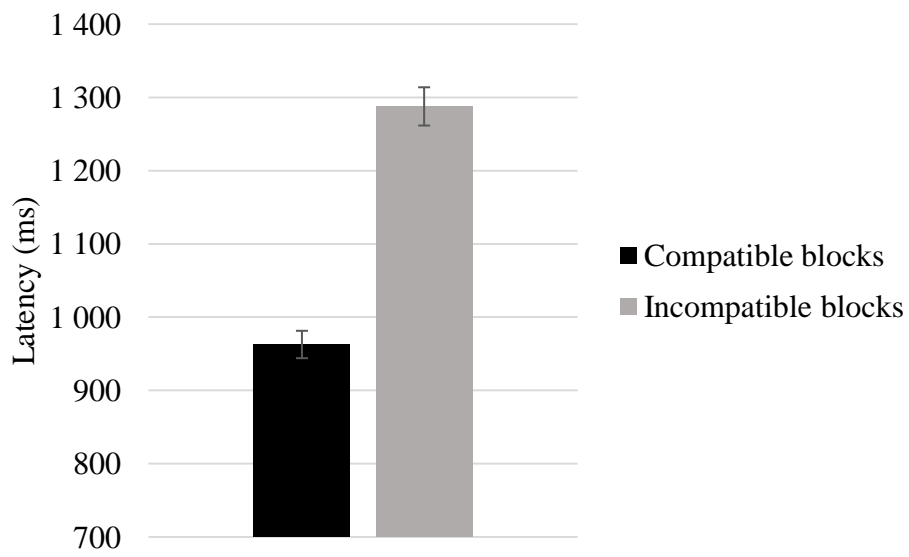
Figure A.2: Screenshot of Instructions and Stimuli Shown in Study 23

Study A.1: Conceptual Replication of Study 2.....4

Figure A.3: Experimental Setting in Study 35

Table A.1: The Fair-Trade Products and Their Conventional Counterparts Used in Study 3
.....6

Figure A.1: Mean Response Latencies (in Milliseconds) in Compatible (Virtue = Up / Vice = Down) and Incompatible (Virtue = Down / Vice = Up) Blocks of the IAT in Study 1



Note: Error bars represent standard error of the means (SEM).



Figure A.2: Screenshot of Instructions and Stimuli Shown in Study 2

The coffee (fair-trade or conventional) mentioned or pictured first was counterbalanced across participants to avoid ordering effects).


The cartoon character depicted below is a coffee lover who buys fair trade and conventional coffee when shopping.

Your task is to drag and drop in the top box the picture of the coffee bag that you think this person would prefer, and in the other box the picture of the other coffee bag.

Items



Box A



Box B

Study A.1: Conceptual Replication of Study 2

As in Study 2, Study A.1 examined whether participants associate a fair-trade product (coffee) with an elevated position (Hypothesis 2) and whether this effect increased with familiarity (Hypothesis 4).

A.1.1. Method

Participants. Ninety-nine participants from the United States completed the study in exchange for monetary compensation and were recruited online through mTurk. As per Study 2a, at the end of the study, participants completed a voluntary withdrawal question asking whether they answered with care and diligence, explicitly stating that there would be no penalty for answering ‘no’. Two participants were excluded from the study for answering ‘no’, leaving 97 participants (Female = 50; Other = 2; $M_{\text{age}} = 40.32$ [min: 20; max: 73]; $SD = 10.98$).

Procedure. Instructions and procedure were similar to Study 2a but without any reference to the character’s “preference”. Participants thus read the following instructions: “The cartoon character depicted below is a coffee lover who buys both conventional and fair-trade coffee when shopping. Your task is to drag and drop the picture of the conventional coffee bag into the box that, in your opinion, best represents conventional coffee, and the picture of the fair-trade coffee into the other box.” As in Study 2a, which coffee (fair-trade or conventional) was mentioned or pictured first was counterbalanced across participants to avoid ordering effects. After completing this vertical task, participants were asked to evaluate their familiarity with each kind of coffee on the two different 7-point scales reported in Study 2a.

A.1.2. Results

As expected, the fair-trade product was significantly associated with an elevated position by the majority of participants (62 out of 97), in 63.94% of the cases (sign test, $p = .008$), which supports Hypothesis 2.

As expected, additional analyses also revealed a significant association between familiarity with fair-trade coffee and an elevated position of fair-trade coffee. More specifically, results indicated that greater familiarity with conventional coffee did not predict the association of conventional coffee with a higher position ($\chi^2(1) = .679$, $p = .410$; $\beta = .107$, $SE = .129$, Wald $Z = .678$, $p = .410$; odds ratio = 1.113); whereas greater familiarity with fair-trade coffee significantly predicted the association of fair-trade coffee with a higher position ($\chi^2(1) = 7.835$, $p = .005$; $\beta = .372$, $SE = .141$, Wald $Z = 6.986$, $p = .008$; odds ratio = 1.451). The odds ratio (1.451) indicated that a 1-point increase in the familiarity with fair-trade coffee was associated with a 45.10% increase in the probability of associating the fair-trade coffee with the elevated position, which supports Hypothesis 4.

A.1.3. Discussion

In light of these results, Study A.1 confirmed findings from Study 2, supporting Hypotheses 2 and 4, and ruled out the potential confounding effect of a reference to the character’s preference.

Figure A.3: Experimental Setting in Study 3

In the increased elevation condition (left panel), participants were presented with the fair-trade products initially placed on the floor while conventional products were already stored on the two lower levels, and were asked to store them up high. In the decreased elevation condition (right panel), participants were presented with the fair-trade products initially placed on the standing table while conventional products were already stored on the two top levels, and were asked to store them low down.

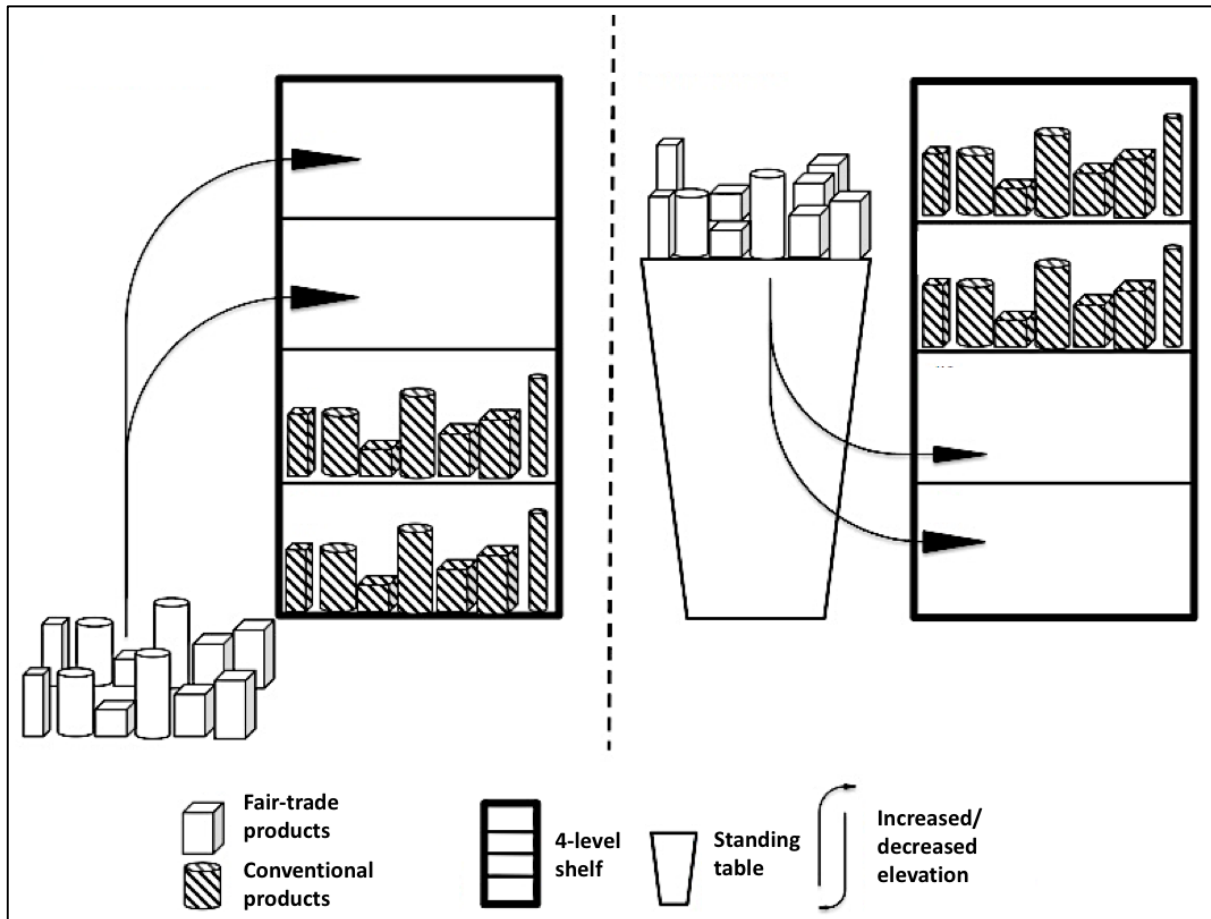


Table A.1: The Fair-Trade Products and Their Conventional Counterparts Used in Study 3

Fair-trade products	Conventional products
Biscuits au cacao et aux noix de cajou équitables – 300g – Artisans du Monde	Mini-moelleux aux éclats d'amandes et de noix de pécan – 210g – Sélection Carrefour
Boulgour précuit équitable – 500g – Artisans du Monde	Boulgour tradition– 500g – Tipiak
Crackers équitables au sésame – 250g – Irudi	Crackers Tuc – 150g – Lu
Couscous équitable – 500g – Oxfam	Couscous fin – 500g – Tipiak
Huile d'olive vierge au piment équitable – 25cl – Artisans du Monde	Huile d'olive vierge extra – 25cl – Carapelli
Pain d'épices au miel équitable – 300g – Maya Fair Trade	Pain d'épices au miel – 350g – Brossard
Houmous équitable – 140g – Artisans du Monde	Houmous – 180g – Kooz
Confiture équitable banane/fruit de la passion – 275g – Artisans du Monde	Confiture mandarine/passion fruits cuits au chaudron – 305g – Monoprix Gourmet
Pâte à tartiner choconut équitable – 400g – Oxfam	Pâte à tartiner aux noisettes Nutella – 400g – Ferrero
Mélange de fruits secs équitable – 100g - Artisans du Monde	Apéritifs, l'exotique, fruits secs – 120g – Vico
Chips Banane équitables – 100g - Artisans du Monde	Chips de bananes à croquer Croquandises – 200g – Sun
Pesto verde équitable au basilic et à la noix de cajou – 130g – MercatoAltr	Pesto vert alla genovese – 190g – Barilla
Speculoos équitables – 225g – Maya Fair Trade	The Original Speculoos – 350g – Lotus
Pois chiches équitables – 500g – Artisans du Monde	Pois chiches secs et trempés – 400g – Sultanines
Tablette de chocolat au lait équitable de Saint-Domingue– 100g – Monoprix Gourmet	Tablette de chocolat au lait du pays alpin – 100g – Milka
Douceur au chocolat et au raisin équitable – 100g – Artisans du Monde	Billes de chocolat noir au cœur moelleux à la myrtille & açai – 150g – Lindt
Boite café équitable moulu pur arabica des petits producteurs – 250g – Malongo	Boite café moulu pur arabica 100% premium– 250g – Lavazza club
Boite café équitable moulu pur arabica sélection des hauts plateaux – 250g – Lobodis	Boite café expresso pur arabica 100% – 250g – Illy
Jus d'orange équitable du Brésil – 1L – Ethiquable	Jus d'orange pulvé – 1L – Plein Fruit
Dosettes souples expresso équitable – 78g (12 dosettes) – Malongo	Dosettes souples café classique– 125g (18 dosettes) – Senseo
Poudre de cacao maigre équitable d'Amérique Latine – 250g – Monoprix Gourmet	Poudre 100% pur cacao -250g – VanHouten
Riz basmati long grain équitable d'Inde – 500g – Monoprix Gourmet	Riz basmati des Mahârâjas – 500g – Taureau Ailé

Note. Products' images can be obtained by contacting the authors.