

Effects of perceived justice of fair trade organizations on consumers' purchase intention toward fair trade products

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ARTICLE INFO

Keywords:

Fair trade
Distributive justice
Procedural justice
Interactional justice
Trust
Perceived effectiveness
Purchase intention

ABSTRACT:

The purpose of fair trade (FT) initiatives is to provide fair and reasonable payment to producers who may otherwise be negatively affected by free trade. Attracting consumers to purchase FT products is key to the success of the FT movement. This study identified the effects of consumers' perceived justice of FT organizations (FTOs) on their purchase intention toward FT products. A total of 398 valid questionnaire responses were received and structural equation modeling was adopted to assess the casual relationships between variables. The results indicate that (a) perceived distributive, procedural, and interactional justice of FTOs among consumers positively affected trust in FTOs; (b) perceived distributive and procedural justice exhibited positive effects on perceived effectiveness of FT; and (c) trust in FTOs and perceived effectiveness of FT among consumers positively affected their purchase intention toward FT products. Based on these findings, this study provides practical suggestions to FT-related businesses and organizations, enabling these entities to accurately determine directions for the promotion and marketing communications of FT products.

1. Introduction

The fair trade (FT) movement originated from the unfair trade relations between colonizing states and colonies (Hulm, 2006). The least developed countries in the third world lack comparative advantages in the production of agricultural goods and are at an absolute disadvantage in trading those goods; thus, global free trade of agricultural goods harms these countries (Skarstein, 2007). The FT movement was created to address this inequity. The promotion of FT enables consumers to understand production processes and use their purchasing power to provide reasonable returns to producers from the third world, thereby eliminating the negative impact of trades on producers. However, the market shares of FT products are still low (Brunner, 2014). The success of the FT movement depends on consumers' active and continuous purchasing of FT products; thus, influential factors in consumer purchase intentions toward FT products are essential concerns for FT organizations (FTOs) and relevant businesses.

Several studies have examined the determinants of consumption behaviors related to FT products. For example, studies have documented that consumers' decisions to buy FT products are associated with their perceived social justice (Wilkinson, 2007; Rios et al., 2015). However, empirical studies have not focused on the effects of FTOs' perceived justice on consumer decisions. Moreover, according to the

justice framework, justice can be defined as the customer's assessment of fairness from three perspectives—distributive, procedural, and interactional justice—(Lin et al., 2011), whereas studies have not examined the role of these three constructs of consumer justice perceptions of FTOs in affecting the consumption decision of FT products. Aurier and Siadou-Martin (2007) indicated that perceived justice substantially affected consumer trust and studies of organizational behaviors have also suggested that perceived organizational justice among employees stimulate the employees' perceptions of effectiveness in strategy and activity development for their organization (Acquaah and Tukamushaba, 2015). However, few studies have discussed the effects of perceived distributive, procedural, and interactional justice on consumer trust in FTOs and perceived effectiveness of FT.

Literature on FT marketing and consumer behavior has shown that consumer purchase decisions of FT products are related to their trust (Andorfer and Liebe, 2015). De Pelsmacker and Janssens (2007) confirmed that perceived effectiveness of FT and so-called “FT skepticism” (i.e., the belief that FT advocacy and purchase of FT products cannot alleviate poverty in third-world countries) significantly negatively affected consumers' purchase intentions. The described studies have separately explored the influence of trust and perceived effectiveness on consumers' purchase intention toward FT products. To bridge the gaps in the literature, this study designs a questionnaire-based survey and

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integrates three constructs of consumer perceived justice (distributive, procedural, and interactional justice) with relation to FTOs, consumer trust in FTOs, and the perceived effectiveness of FT to analyze the phenomenon of consumer purchase intent toward FT products. Accordingly, this study proposes the following research questions:

- RQ1 Do the three constructs of consumer perceived justice (distributive, procedural, and interactional justice) of FTOs serve as factors that influence consumer trust in FTOs and their perceived effectiveness of FT?
- RQ2 Are consumer trust in FTOs and their perceived effectiveness of FT that influence customer purchase intention toward FT products?

The study findings complement the FT literature and may serve as references for the development of effective communication strategies in FTOs and relevant businesses to enhance consumers' purchase intention toward FT products.

1.1. Literature review

The concept of FT derives from altruism (Ferran and Grunert, 2007). Through cooperation rather than competition, FT ensures fairer prices and greater returns than the free market for producers in developing countries (De Pelsmacker and Janssens, 2007). Darian et al. (2015) determined that the deciding factor behind consumer motivation to purchase FT coffee was the belief that FT could change producers' lives. Archer and Fritsch (2010) stated that FT improved the standard of living among producers in poor countries. Darian et al. (2015) emphasized that FT not only raised farmers' standard of living but also enhanced their autonomy. In their consumer study, Loureiro and Lotade (2005) determined that consumers were willing to pay higher premiums for coffee labeled as FT than for coffee labeled as organic. Other researchers have examined FT labels on purchase intention toward premium-priced products (Loureiro and Lotade, 2005; Schollenberg, 2012; Rashid and Byun, 2018). Campbell and Heinrich (2015) demonstrated that an increased price for fair trade products is perceived as fair by consumers and does not have a negative impact on purchase behavior. Ferran and Grunert (2007) also investigated consumer motivation to purchase FT coffee and observed that they were eager to establish a fair relationship with producers by engaging in FT. Justice is usually linked to notions of fairness and equality (Larsen and Lawson, 2013).

Previous studies of consumer behaviors have focused on the perceived justice of service compensation and have included investigations of the effects of consumers' perceived justice on their emotions (Schoefer and Ennew, 2005; Ellyawati et al., 2012; Wen and Chi, 2013), satisfaction levels (Ellyawati et al., 2012; Wen and Chi, 2013), trust (Wen and Chi, 2013), loyalty (Fan et al., 2010), and behavioral intentions (Ha and Jang, 2009; Wen and Chi, 2013) during complaint-filing processes. In most of the studies presented herein, perceived justice was analyzed according to its constituent constructs, namely distributive justice, which focuses on fairness of outcomes; procedural justice, which reflects the approaches used to achieve the said outcomes; and interactional justice, which focuses on the interpersonal interactions during the process. Additionally, Fang et al. (2011) investigated the effects of perceived justice on trust in the context of online shopping.

According to the social exchange theory, trust is the cornerstone of social relationships and a crucial mechanism that contributes to developing and maintaining relationships (Çerri, 2012; Chang et al., 2013). Trust is a vital factor that affects collaborative behaviors (Sharifirad, 2016); it is crucial for ensuring people's propensity to cooperate for a common objective (Robertson et al., 2018) and is an antecedent factor for successful collaboration (Al-Hakim and Wu, 2017). Moreover, consumer trust is a key prerequisite for establishing a market with sustainable products (Nuttavuthisit and Thøgersen, 2017). Literature on sustainable consumption behavior has noted that trust

significantly influences consumer attitude, loyalty toward green products (Baktash and Talib, 2019), and voluntary participation in FT. (Snider et al., 2017).

On the other hand, Acquaaah and Tukamushaba (2015) suggested that employees' perceived organizational justice influences their perceptions of effectiveness in strategies. Perceived effectiveness refers to an individual's belief that a particular type of action or behavior can make a thing difference (Cho and Hung, 2015) or can help them to achieve their goals (Chen and Li, 2017). Therefore, perceived effectiveness is the extent to which consumers perceive the performance of a specific action to fulfill their expectations. Perceived effectiveness has been used to examine an extensive range of consumer behaviors, including Internet use in home purchases (Littlefield et al., 2000), knowledge contribution behavior in virtual communities (Liu et al., 2014), and the likelihood of purchasing cosmeceutical products (Meng and Pan, 2012). From the perspective of collective action theory, the perceived effectiveness of collective action is a crucial variable because consumers will not participate in an action if they perceive the action to be ineffective at solving collective dilemmas (Lubell, 2003). Kautish and Soni (2012) suggested that perceived effectiveness is a crucial determinant of consumers' willingness to search for environmentally-friendly products and to adopt green purchasing behaviors (Tang et al., 2014; Kaman, 2008; Uddin and Khan, 2016).

1.2. Hypotheses development

Hauenstein et al. (2001) suggested that distributive justice encompasses the perceived fairness of outcome distribution. Distributive justice refers to the perception that a decision (i.e., an outcome) is fair (Chullen and Rowe, 2018) by assessing whether the outcomes are equivalent to the investment or whether the rewards match the expectations (Azmi et al., 2016). Trust comprises a party's confidence in the credibility and integrity of its trading partner (Aurier and Siadou-Martin, 2007). The present study examined consumers' trust in FTOs. From the perspective of organizational behavior, perceived fairness among employees affected their trust in their organization (Katou, 2013). When employees perceive that an organization distributes outcomes with increased fairness, the levels of trust in the organization may increase (Phong Ba and Hui, 2017). Distributive justice is a crucial prerequisite for the establishment of trust, and it has a direct and positive effect on trust (Aurier and Siadou-Martin, 2007; Fersch and Bredahl, 2018). Thus, we proposed the following hypothesis:

Hypothesis 1. Consumers' perceived distributive justice of FTOs positively affects their trust in the FTOs.

Perceived effectiveness refers to an individual's perception of whether the effects of a particular behavior are sufficient to cause a major trend or event (Cho and Hung, 2015). Perceived effectiveness has been defined as an individual's evaluation about whether a target can be reached through a specific action (Liao et al., 2018). Studies have investigated the influence of perceived effectiveness on intention to perform environmental protection behaviors (Kaman, 2008). Studies of organizational behavior have determined that when employees' perception of fairness is high, they believe that managers can achieve the goals of their organization (Tyagi et al., 2017). In the current study, the perceived effectiveness of FT is defined as a consumer's perceptions about the effects of buying FT products on the life of producers (i.e., farmers and workers). People purchase FT products to address trade-related problems and reduce the poverty of farmers and workers in third-world countries (Schenk, 2019). If people perceive that FTOs ensure fair distribution of resources and income between producers and consumers, then they are likely to believe that FT is effective. Accordingly, we proposed the following hypothesis:

Hypothesis 2. Consumers' perceived distributive justice of FTOs positively affects perceived effectiveness of FT.

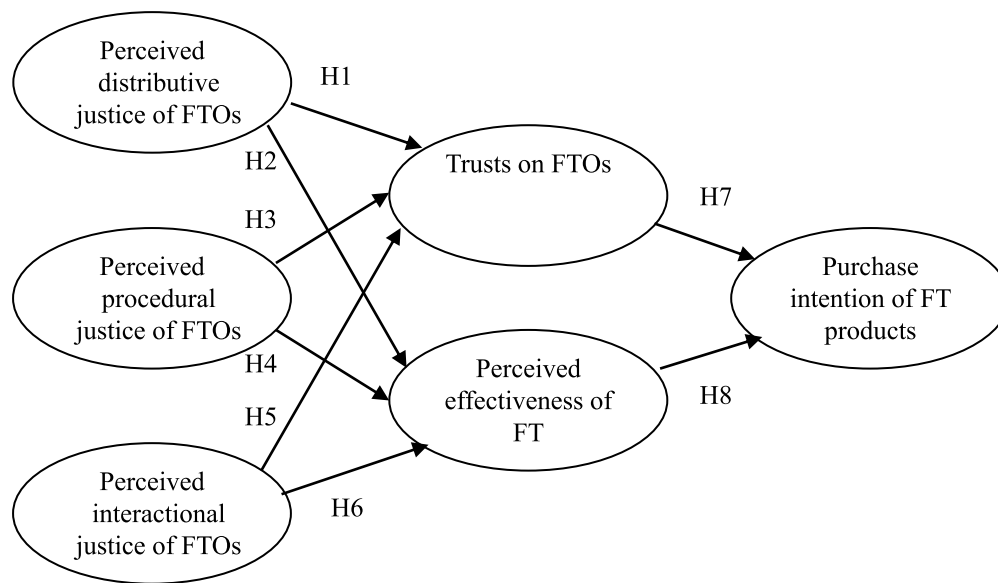


Fig. 1. Research framework.

Aurier and Siadou-Martin (2007) indicated that in addition to valuing fair outcomes, people also value fair processes. Hauenstein et al. (2001) defined perceived procedural justice as the perceived fairness of rules used for decision making and the decision-making processes. Consumer trust reflects consumers' belief in a message and its source (Nagar, 2014). Clapham et al. (2014) determined that procedural justice is a critical factor in an individual's evaluation of an entity's trustworthiness. From the perspective of organizational behavior, if employees perceive that their leaders conduct assessments fairly, their trust in their leaders increases (Phong Ba and Hui, 2017). Studies have noted that procedural fairness is related to trust (Aurier and Siadou-Martin, 2007; Grootelaar and van den Bos, 2018). Additionally, perceived unfairness in organizational procedures negatively affects employees' organizational trust (Hopkins and Weathington, 2006). We thus proposed the following hypothesis:

Hypothesis 3. Consumers' perceived procedural justice of FTOs positively affects consumer trust in the FTOs.

Perceived effectiveness refers to beliefs that particular behaviors affect outcomes (Cho and Hung, 2015). Procedural justice has been defined as fairness in the decision-making process (Bansal, 2017). When people believe that FTOs treat producers (i.e., farmers and workers) reasonably by creating fair policies and following fair procedures, they are more likely to believe that buying FT products improves the producers' lives. Therefore, we proposed the following hypothesis:

Hypothesis 4. Consumers' perceived procedural justice of FTOs positively affects perceived effectiveness of FT.

The focus of interactional justice is communication and interpersonal interactions in the processes behind an outcome (Byrne, 2005). Interactional justice refers to fairness in the treatment one receives while conducting the procedures (Bansal, 2017). Poole (2007) remarked that interactional justice reflects a customer's perceptions of respectful and proper treatment during service or product delivery. Fang et al. (2011) suggested that displays of respect and courtesy increased perceived justice and enhanced customers' trust of service providers. Aurier and Siadou-Martin (2007) argued that interactional justice directly and positively affects trust. Thus, we proposed the following hypothesis:

Hypothesis 5. Consumers' perceived interactional justice of FTOs positively affects trust in the FTOs.

Perceived effectiveness reflects the perception that a policy or event is fulfilling its stated purpose (Lubell, 2003). Tyagi et al. (2017) discovered that when employees perceived high fairness in managers' interpersonal behavior, they were likely to believe that managers would facilitate fulfillment of the organization's goals. Similarly, if people perceive that FTOs treat producers (i.e., farmers and workers) with dignity and respect, they tend to believe that buying FT products can effectively improve quality of life among the farmers and workers. Accordingly, we proposed the following hypothesis:

Hypothesis 6. Consumers' perceived interactional justice of FTOs positively affects perceived effectiveness of FT.

Trust refers to an individual's belief in the ability and reliability of another individual or party (Turaga, 2013). Trust implies that individuals believe that their trading counterparty is reliable and honest and thus hold confidence in such counterparty (Lin and Lu, 2010). Trust is crucial for developing and maintaining relationships (Çerri, 2012; Chang et al., 2013). Purchase intention refers to a consumer's inclination to buy products of a specific product (Becerra and Badrinarayanan, 2013). Studies have suggested that consumer trust affects intention to purchase green products (Nuttavuthisit and Thøgersen, 2017). In this study, the following hypothesis was proposed:

Hypothesis 7. Trust in FTOs positively affects purchase intention toward FT products.

Researchers have demonstrated that citizens who regarded a policy as effective tend to exhibit a high degree of acceptance (Dreyer and Walker, 2013). Bhatt and Bhatt (2015) proposed that perceived effectiveness is a strong predictor of green purchase intention. Thus, a hypothesis was constructed as follows:

Hypothesis 8. Consumers' perceived effectiveness of FT positively affects intention to purchase FT products.

According to the abovementioned hypotheses, the research framework is illustrated as Fig. 1.

2. Method

2.1. Data collection and sampling

An increasing number of college-aged consumers are expressing growing interest in FT (Ma et al., 2012) and have embraced the notion

of FT products as a purchase option (Chen and Huddleston, 2009), printed questionnaires were distributed at universities in Taiwan. Data were collected from November 29, 2016, to January 20, 2017. Respondents were selected through convenience sampling. The questionnaire was only administered to individuals who were aware of FT. Researchers notified potential respondents that the questionnaire was for research only and informed them of the purpose of the current study. All respondents provided informed consent before completing the questionnaire. In total, 775 students were invited to participate. Of these students, 112 declined our request, 223 were not aware of FT, and 42 did not complete the questionnaire. Ultimately, we received 398 valid responses for subsequent statistical analyses.

2.2. Measurement

In the questionnaire design process, the questionnaire items proposed in previous studies were adopted and subsequently revised according to the definitions of constructs in the research framework as well as the research context of the present study. The questionnaire comprised two parts. The first part presented the items of each construct, and the second part solicited the demographic information of respondents. Demographic information included gender and history of FT product purchases. Items for perceived distributive justice (five items), procedural justice (five items), and interactional justice (four items) of FTOs were extracted from the questionnaire in Fuchs (2011); those for trust in FTOs (five items) were adapted from the questionnaire designed by Mourad and Yasser Serag (2012); those for perceived effectiveness of FT (four items) originated from Kaman (2008); and those for purchase intention (four items) were derived from Barber et al. (2012). Respondents scored items using a 7-point Likert scale ranging from 1 (*strongly disagree*) to 7 (*strongly agree*).

2.3. Data analysis

Descriptive statistical analysis was conducted using SPSS Statistics 20 software. A total of 398 valid responses were received. Among the respondents, 60.6% were women ($N = 241$). Respondents who had never purchased an FT product constituted 57% ($N = 227$) of the total surveyed group. Most respondents who had bought an FT product had purchased coffee (71.5%; $N = 123$), followed by chocolate (37.2%; $N = 64$), and tea (19.2%; $N = 33$). To test the assumptions of multivariate analysis, normality, homoscedasticity, and multicollinearity were examined before proceeding with the data analysis. Normality was verified by examining the skewness and kurtosis of each variable and the acceptable values should not exceed the absolute values of 2 and 7, respectively (Rampersad et al., 2010). Skewness and kurtosis ranged from -0.137 to -0.528 and from -0.124 to 0.881 , respectively, indicating acceptable levels of normality. Levene's and Box's M tests were conducted to verify the assumption of homoscedasticity across FT-consumers and non-FT-consumers; the results lacked significance at the univariate level (Levene's test: $p = 0.164$ – 0.344 ; Box's M test: $p = 0.433$), thereby confirming that the variance of scores for the two groups is similar. Variance inflation factors (VIF) were used to compute a multicollinearity test. The maximum VIF was 2.747, less than the typical cut-off threshold of 10, thus indicating a negligible multicollinearity effect among the variables.

This study assessed the causal relationships among variables, goodness-of-fit (GOF) of the proposed models, and the reliability and validity of the models using LISREL 8.70 statistical software and structural equation modeling (SEM). Hair et al. (1998) calculated the composite reliability (CR) of latent variables and average variance extracted (AVE) to examine the relationships between observable and latent variables. The acceptable values of CR and AVE are 0.7 and 0.5 or above, respectively. Table 1 presents the results of the current study: the CR values were 0.85–0.94, and AVE values were 0.59–0.81. Both exceeded the required values, demonstrating the satisfactory reliability

and convergent validity of the individual items evaluated in this study. To achieve favorable discriminant validity, the AVE square root of a measurement model's latent variables should be greater than the correlation coefficients between any two variables (Fornell and Larcker, 1981). As evident in the data in Table 2, all AVE square roots of each variable were greater than correlation coefficients between constructs, demonstrating favorable discriminant validity. This result confirmed that the measurement instruments could be used to measure the constructs in this study.

Model analysis results indicated that the absolute fit indices ($\chi^2 = 1005.3$; $df = 313$; $\chi^2/df = 3.21$; goodness of fit index = 0.84; root mean square error of approximation = .074), incremental fit indices (non-normed fit index = 0.98; comparative fit index = 0.97), and parsimonious fit indices (parsimonious normed fit index = 0.86; parsimonious goodness of fit index = 0.70), reached ideal values, indicating that the GOF of the proposed model was acceptable. A path analysis using LISREL software was conducted to evaluate the relationships between observable and latent variables. The analysis diagram illustrates significant causality relationships between pairs of variables.

According to the results in Table 3, all the hypotheses were significantly supported except for H4. Therefore, this study confirmed that perceived distributive, procedural, and interactional justice of FTOs positively affected consumer trust in FTOs, and perceived distributive and interactional justice of FTOs positively affected perceived effectiveness of FT. However, perceived procedural justice of FTOs did not significantly affect perceived effectiveness of FT. Trust in FTOs and perceived effectiveness of FT both positively affected consumer purchase intention. In the structural model, the explanatory power of trust in FTOs, perceived effectiveness of FT, and purchase intention of FT products were 40%, 19%, and 26%, respectively.

3. Discussion

This study explored the effects of consumers' perceptions of the distributive, procedural, and interactional justice of FTOs on the consumers' trust in the FTOs and perceived effectiveness of FT. The effects of consumer trust in FTOs and perceived effectiveness of FT on purchase intention of FT products was also evaluated. The results of this empirical research demonstrate that consumers' trust in FTOs and perceived effectiveness of FT positively affected their purchase intention toward FT products. Furthermore, when consumers perceived distributive and interactional justice in FTOs, their trust in those organizations and their perceived effectiveness of FT increased. Consumer perceptions of procedural justice did not increase perceptions of FT effectiveness, but did increase the consumers' trust in FTOs.

This study revealed that consumers' trust in FTOs and perceived effectiveness of FT positively affected their purchase intention toward FT products. This result is consistent with those of studies that have reported perceived consumer effectiveness as a predictor of consumers' green purchase intentions (Bhatt and Bhatt, 2015) and system trust influences organic food buying behavior (Nuttavuthisit and Thøgersen, 2017). Moreover, the results related to the positive effects of the three constructs of organizational justice on consumers' trust in FTOs correspond with the findings of studies that have shown that trust is built through distributive, procedural, and interactional justice (Aryee et al., 2002; Fang et al., 2011). Because studies have not examined the relationship between the three constructs of organizational justice and perceived effectiveness, the current study is the first one to examine the effects of organizational justice on consumer purchase intention in the context of FT. The findings show that the perceived distributive and interactional justice of FTOs were positively related to the perceived effectiveness of FT, whereas no significant relations were noted between the procedural justice of FTOs and the perceived effectiveness of FT. The results of a single regression model show that procedural justice has a significant effect on the perceived effectiveness of FT ($r = 0.34$,

Table 1
Accuracy analysis statistics.

Latent variables	Measurement items	λ	SMC	CR	AVE
Perceived distributive justice of FTOs	You believe that FTOs ensure fair incomes for the producers (i.e., farmers and workers) of FT product.	0.85	0.27	0.93	0.72
	You believe that FTOs ensure the producers of FT products to receive fair returns.	0.87	0.24		
	You believe that each producer receives a fair share of FTO resources.	0.88	0.22		
	You believe that FTOs guarantee that producers receive what they deserve.	0.84	0.30		
Perceived procedural justice of FTOs	You believe that FTOs always reward producers according to the true worth of their products.	0.80	0.36	0.90	0.64
	You believe that FTOs formulate fair policies.	0.80	0.35		
	You believe that FTOs always use fair procedures to make decisions regarding producers.	0.78	0.39		
	You believe that FTOs create policies and make decisions with the well-being of producers in mind.	0.81	0.34		
Perceived interactional justice of FTOs	You believe that FTOs' procedures and guidelines are fair.	0.81	0.35	0.85	0.59
	You believe that FTOs provide justice for producers according to the fair procedures.	0.81	0.35		
	You hold that FTOs respect producers' rights.	0.79	0.38		
	You hold that FTOs treat producers with dignity and respect.	0.83	0.31		
Trusts on FTOs	You believe that when problems arise or conflicts occur, FTOs provide the producers with sufficient opportunities to make explanations.	0.75	0.44	0.92	0.69
	You believe that FTOs' decision-making processes are transparent.	0.71	0.49		
	You hold that FTOs' promises are generally reliable.	0.84	0.29		
	You hold that the performance of FTOs is generally reliable.	0.88	0.22		
Perceived effectiveness of FT	You feel that the missions of FTOs are generally trustworthy.	0.82	0.32	0.91	0.71
	You hold that FTOs care about you and meet your expectations.	0.79	0.37		
	You hold that FTOs are consistently committed to the protection of producers' rights.	0.81	0.35		
	You hold that when you support FT, you contribute to producers.	0.88	0.23		
Purchase intention of FT products	You hold that your support of FT influences your family and friends to purchase FT products.	0.79	0.37	0.94	0.81
	You hold that purchasing FT products improves the producers' lives.	0.87	0.24		
	You hold that consumers' consistent purchasing of FT products gradually enhances producers' quality of life.	0.82	0.32		
	You may consider purchasing FT products.	0.91	0.17		
	You intend to try FT products.	0.94	0.12		
	You plan to purchase FT products.	0.85	0.27		
	You are interested in trying an FT product.	0.89	0.21		

Table 2
Correlation between research constructs.

Research Constructs	Mean	S.D.	PDJ	PPJ	PIJ	TRUST	PE	PI
Perceived distributive justice of FTOs(PDJ)	4.78	1.07	0.85					
Perceived procedural justice of FTOs(PPJ)	4.86	0.94	0.74	0.81				
Perceived interactional justice of FTOs(PIJ)	4.79	0.92	0.57	0.67	0.77			
Trusts on FTOs(TRUST)	4.56	0.97	0.51	0.53	0.49	0.83		
Perceived effectiveness of FT(PE)	5.10	0.93	0.36	0.34	0.32	0.29	0.84	
Purchase intention of FT products(PI)	5.33	0.94	0.38	0.37	0.33	0.26	0.45	0.90

Note: The square root of average variance extracted (AVE) for each construct (on the diagonal). Scores: 1 – Strongly Disagree; 4 – Neutral; 7 – Strongly Agree.

$p < 0.001$); the reason for this result may be that interactions with producers and fairness regarding reward distribution have an increased influence on consumer effectiveness perceptions compared with procedural justice. In summary, the study findings enhance the literature regarding the relationship between organizational justice and effectiveness perceptions.

3.1. Practical implications

The results of this study exhibit several practical implications for FT-related businesses regarding promotion of and marketing

communications related to FT products. (a) Perceived effectiveness of FT significantly affected purchase intention of FT products among consumers; therefore, FT-related businesses should increase consumers' awareness that purchasing FT products improves quality of life among FT producers. (b) Consumers' trust in FTOs positively affected their purchase intention toward FT products. Thus, to increase consumers' purchase intention, businesses should demonstrate their commitment to producers' rights in both their ideas and their actions to meet consumers' expectations. (c) Consumers' perceived distributive, procedural, and interactional justice of FTOs positively affected their trust in the FTOs. Additionally, perceived distributive and interactional justice

Table 3
Testing of the proposed hypotheses.

Path between	Path coefficients	t values
H1 : Perceived distributive justice of FTOs →Trusts on FTOs	0.22	2.65***
H2 : Perceived distributive justice of FTOs →Perceived effectiveness of FT	0.24	2.49**
H3 : Perceived procedural justice of FTOs →Trusts on FTOs	0.22	1.98*
H4 : Perceived procedural justice of FTOs →Perceived effectiveness of FT	0.05	0.42
H5 : Perceived interactional justice of FTOs →Trusts on FTOs	0.25	3.04**
H6 : Perceived interactional justice of FTOs →Perceived effectiveness of FT	0.20	2.12*
H7 : Trusts on FTOs →Purchase intention of FT products	0.15	3.03**
H8 : Perceived effectiveness of FT →Purchase intention of FT products	0.45	8.57***

$p < 0.05 = *$, $p < 0.01 = **$, $p < 0.001 = ***$.

positively affected consumers' perceptions of the effectiveness of FT. Accordingly, to gain consumers' trust in FTOs and enhance their perceptions of FT effectiveness, FT-related enterprises should guarantee fair incomes and resource distribution among the producers of FT products. The enterprises should also develop and adhere to fair policies and procedures to ensure justice for the FT producers. Moreover, the companies should respect the rights of the producers and treat them with dignity and respect. In conclusion, FT-related businesses and organizations may use promotional campaigns and marketing communications strategies to strengthen consumers' perception of justice in FTO operations and thereby expand the market for FT products. In sum, in order to increase consumer purchase intention toward FT products, FT-related businesses and organizations first need to promote FTO operations to consumer from organization justice perspective.

4. Conclusion, limitations, and further research

Limitations that may have affected this study and suggestions for future studies are as follows. First, the main limitations with the study is that used a students sample. Although students are young consumers, a convenience sample of students is likely to be biased as a result of their higher level of education and higher likelihood to have been exposed to pro-FT information. Selecting only respondents familiar with FT makes it even more likely that the sample differs in a lot of aspects from the general population. To ensure the objectivity and representativeness of samples, future studies should base analyses on proportionate samples from each of the subgroups. Second, consumer interest varies among FT product categories (De Pelsmacker and Janssens, 2007). For instance, young female consumers are increasingly likely to purchase FT products in the categories of jewelry, apparel, accessories, and home decoration items (Jin et al., 2012). To provide evidence of generalizability, future research must replicate our findings in gender, age, and product categories settings. Future studies may also assess gender, age, and product categories as moderating variables. These studies may serve as references for FT businesses that provide gender and age-specific products and services. Third, trust in FTOs was evaluated using only one construct, yet the concept of trust is generally regarded as comprising three dimensions: ability, benevolence, and integrity (Mayer et al., 1995). Thus, we suggest that further research can be conducted using multiple dimensions of trust.

Because an increasing number of consumers are expressing growing interest in FT products, many products have emphasized sustainable consumption with the notion of consumer and environmental friendliness. Therefore, sustainable marketing has become a trend and future research regarding FT can provide useful results for sustainable marketing research. Further research should be conducted to establish reference points for FT-related businesses in their continued development of FT promotion and marketing communications strategies.

Funding

This study was not funded by any organization.

Conflicts of interest

The authors declare that they have no conflict of interest.

Ethical approval

This article does not contain any studies with animals performed by any of the authors. All procedures performed in studies involving human participants were in accordance with the ethical standards of the institutional and/or national research committee and with the 1964 Helsinki declaration and its later amendments or comparable ethical standards.

Informed consent

Informed consent was obtained from all individual participants included in the study.

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