

A Study on Solutions for Overcoming Fair Trade Challenges and Limitations

Minjun Park

Saint Johnsbury Academy Jeju, 10, Global edu - ro 304, Daejeong - eup, Seogwipo_si, Jeju Special Slf - Governing Province, Korea

Email: s202452[at]sjajeju.kr

Abstract: *This study investigates the challenges faced by fair trade initiatives and explores potential solutions to overcome these limitations. Fair trade, as a movement promoting ethical and sustainable trade practices, has gained traction in recent years. However, it also confronts various obstacles that hinder its widespread adoption and impact. These challenges include low awareness among consumers and businesses, limited market access for fair trade products, price competitiveness, supply chain transparency issues, and the need for capacity building in developing countries. To address these challenges, this study proposes several solutions. Firstly, providing comprehensive support to producers, Fair Trade organizations can empower them to overcome challenges related to production costs, management, and market access. These efforts contribute to building sustainable and resilient producer communities while promoting equitable and ethical trade practices globally. Secondly, promoting market access for Fair Trade certified products, Fair Trade organizations create more opportunities for producers, diversify their market channels, and reduce their vulnerability to price fluctuations. This, in turn, helps to improve the livelihoods of producers and contributes to a more equitable and sustainable global trade system. Additionally, implementing certification and auditing processes can improve supply chain transparency, ensuring adherence to fair trade standards. Lastly, Enhancing Transparency & Accountability and Collaboration & Partnerships will help overcome the limitations of Fair Trade. The findings of this research contribute to the existing body of knowledge on fair trade and offer practical insights for policymakers, fair trade organizations, businesses, and consumers. By addressing the identified challenges and implementing the proposed solutions, fair trade can overcome its limits and achieve broader adoption, leading to a more equitable and sustainable global trade system.*

Keywords: Fair trade, Strengthening Producer Support, Promoting Market Access, Addressing Certification Costs, Enhancing Transparency and Accountability

1. Introduction

1.1 Background and significance of fair trade

Fair trade is a social movement that aims to promote equitable and sustainable trading partnerships between producers in developing countries and buyers in developed countries. It emerged as a response to the perceived injustices and imbalances in the conventional global trade system.

The background of fair trade can be traced back to the mid - 20th century when several initiatives and organizations began advocating for improved trading conditions for marginalized producers. These producers, often small - scale farmers and artisans in developing countries, faced challenges such as low wages, exploitative working conditions, and limited market access. Additionally, they were often at the mercy of volatile global market prices and lacked the resources and bargaining power to negotiate fair terms of trade.

Fair trade seeks to address these issues by establishing alternative trading practices and principles. It aims to create a more equitable and sustainable trading system that benefits producers, their communities, and the environment. Fair trade organizations, certifications, and labeling systems have been developed to ensure that certain social, economic, and environmental standards are met throughout the supply chain.

The significance of fair trade lies in its potential to empower marginalized producers and improve their

livelihoods. By providing fair wages, safe working conditions, and access to international markets, fair trade enables producers to generate sustainable incomes, invest in their communities, and break the cycle of poverty. It also promotes gender equality, supports environmental sustainability, and encourages responsible business practices.

Furthermore, fair trade has gained significance in the context of increasing consumer demand for ethical and sustainable products. Many consumers are becoming more conscious of the social and environmental impacts of their purchasing decisions and are actively seeking out products that align with their values. Fair trade certification and labeling allow consumers to make informed choices and support producers who adhere to fair trade principles.

In summary, fair trade has emerged as a significant movement that seeks to create a more just and sustainable global trade system. By addressing the challenges faced by marginalized producers and promoting ethical consumerism, fair trade has the potential to foster positive social and economic change, benefiting both producers and consumers alike.

1.2 Achievements of Fair Trade

Fair trade, despite being a relatively young social movement, has shown its impact in various ways. Fair trade products have helped alleviate poverty in producer communities by ensuring fair prices that reflect their true value. Through fair trade, producers have been able to focus on production, share knowledge about necessary technology

and market information, and sustain continuous production. As a result, fair trade has significantly improved the income levels of producers in underdeveloped countries and instilled hope for the future.

Furthermore, fair trade has had a significant influence on the societies of underdeveloped countries through the sale of fair trade products at fair prices. The formation of producer cooperatives for fair trade product manufacturing has contributed to the revitalization of local communities, increased settlement rates, and improved regional culture and agriculture. This has led to substantial benefits for the local society, including the development of inadequate infrastructure, increased school enrollment for children, and the promotion of the rights of local residents.

Fair trade has also had a significant impact on national development strategies and policy decisions in underdeveloped countries. It has prompted the pursuit of sustainable development strategies at the national level and increased citizen participation in national policies through the activation of fair trade. Fair trade has also contributed to policy development considering environmental issues in underdeveloped countries. By promoting environmentally friendly production through organic farming practices, fair trade has facilitated stable and sustainable agricultural production, thereby contributing to future income generation for farming households.

Fair trade has also played a role in promoting ethical consumption among consumers in developed countries, thereby influencing consumer behavior and creating opportunities for producers. This has led to the growth of NGOs and increased awareness among consumers about the impact of their consumption choices on producers. Consequently, fair trade has expanded the scope of international support for underdeveloped countries, showcasing examples of win - win strategies between developed and underdeveloped nations.

In summary, fair trade has demonstrated significant effects and benefits for both developed and underdeveloped countries. It has ensured the ethicality and coexistence of international trade, provided alternative policies for sustainable development and market transactions, and prompted a consideration of the limitations of free trade

2. Limitations of Fair Trade

2.1 Distortion of the Existing Market

The ethical business strategies adopted by companies based on Fair Trade have garnered positive responses from consumers. However, this phenomenon presents significant challenges that need to be addressed. The presence of intermediary sellers, namely companies that act as intermediaries between producers and consumers, is essential for Fair Trade to thrive and expand its trade. Powerful corporations with substantial purchasing power exert significant influence at the intermediary stage. As a result, the unintended consequences of Fair Trade, which was initially based on informal networks, became difficult to overlook as it started to be commercialized by large

corporations. In other words, the initially informal methods of selling through Fair Trade started to be replaced by market mechanisms¹

Fair Trade is incorporated into the existing trade order, which increases the likelihood of unfair trade practices. From a market - centric perspective, it appears challenging to fundamentally transform the production structure of developing countries and reduce income disparities between developed and developing nations. In other words, Fair Trade also requires profit - oriented growth, and it is expected to be market - dependent. Consequently, the market forces of supply and demand, which operate based on the interaction between limited consumers and producers, create inherent structural contradictions rather than benefiting a larger number of consumers.

Therefore, products traded through Fair Trade have limitations in contributing to the income improvement of participating producers due to difficulties in cost maintenance resulting from inflation or increased production costs²

Moreover, it is also noted that the supply of Fair Trade products is saturated, leading to a downward trend in their prices. This means that when producers realize that Fair Trade products are traded at higher prices compared to regular products, they tend to produce more of those items. As more people cultivate crops that guarantee higher prices, the supply increases, creating a situation where the demand cannot keep up.

Consequently, dealing with excess inventory beyond the optimal stock level becomes a prerequisite challenge for Fair Trade organizations. Furthermore, as agricultural land that was previously used for food production is redirected to produce Fair Trade goods, the self - sufficiency of farmers in impoverished countries regarding food decreases, and there is a possibility of becoming dependent on food imports.

The essence of Fair Trade lies in paying producers a fair price that corresponds to the production cost while considering ethical consumption for consumers. However, even with the decrease in retail prices due to mass distribution, there is a perception that consumer prices remain high since the reflection of this decrease is not realized. Additionally, the determination of prices that are paid to producers and charged to consumers is largely decided by Fair Trade organizations, which also presents limitations in addressing this issue.

Furthermore, since Fair Trade products are primarily produced in the primary sector, there is a possibility that the distortion of industries could hinder the development of secondary and tertiary sectors, and the cultivation of crops focused on developed countries' preferences may prioritize short - term profit generation.

2.2 Fair Trade as a Marketing Tool

For Fair Trade to expand and thrive, the participation of large corporations is crucial. International Fair Trade

organizations generally respond positively to the involvement of multinational corporations. However, there is a perception that the essence of Fair Trade becomes diluted when large corporations engage in Fair Trade transactions³. Nevertheless, the participation of large corporations like Starbucks can lead to an increase in the volume and value of Fair Trade transactions. Moreover, it can be observed that some large corporations utilize Fair Trade as a means to improve their image and as a marketing tool.

Behind these seemingly positive corporate social responsibility activities of multinational corporations, there are strategic policies at play. These corporations strategically aim to associate themselves with environmentally friendly and ethically conscious images by sourcing materials for consumer products, such as coffee, that align with the trend of prioritizing health and sustainable consumption. This allows them to cultivate an image as environmentally friendly and morally responsible companies.

Therefore, the involvement of large corporations in Fair Trade is likely to transform from a pursuit of purity to a method of generating profits and marketing⁴. While the utilization of Fair Trade products or incorporating them into their operations by large corporations can be considered positively, it is important to recognize that the purity of Fair Trade can be compromised in favor of profit and marketing objectives. The increased usage of Fair Trade products would ensure that producers from impoverished countries receive fair compensation, and as the market demand for Fair Trade products grows, consumers would have easier access to these products. However, it should be noted that the stakeholders involved with large corporations are not necessarily the producers or the organizations representing them, but rather large - scale farm owners primarily engaged in agriculture. The true concept of Fair Trade would not be upheld if large corporations continuously switch trading partners by offering higher prices to some and seeking cheaper alternatives, nor should they engage in practices such as packaging all products under Fair Trade labeling through "Fair Washing."

2.3 An ethical consumption perspective

From an ethical consumption perspective, one of the key strategies of Fair Trade is to promote sales through ethical consumerism.⁵ However, ethical consumption relies on the ethical sensibilities of consumers, and their consumption is rationalized based on their own judgments.⁶ Consequently, the factors influencing consumer purchases are significant in ethical consumption, as consumers assess the value of consumption and the trustworthiness of the products based on their own decision - making. In this regard, Fair Trade inherently has limitations as it can be seen as a marketing tool for large corporations or as a means to achieve other objectives.⁷

From an ethical consumption perspective, there are limits to consumer autonomy when it comes to consuming Fair Trade products, as actions that raise doubts about the credibility of Fair Trade products, such as Fair Washing, can

be observed. Furthermore, even for consumers who adhere to ethical values, it cannot be guaranteed that their favorable response to the concept of Fair Trade will necessarily translate into actual consumption. Ethically conscious individuals may not consume products if they feel that the benefits of their consumption are not given to third parties or if they lack information about how those benefits will be helpful. Additionally, research indicates that consumers may not choose to consume higher - priced Fair Trade products, even if they have ethical value.⁸ This means that consumers may not make ethically aligned consumption choices but instead make purchasing decisions based on other motivations.

Examining the characteristics of ethical consumption, research results are divided on the relationship between age and ethical consumption tendencies, with younger age groups generally exhibiting higher ethical consumption tendencies. Income and education have been found to have an influence on ethical consumption tendencies, although the influence may be minimal in some cases.⁹

Therefore, considering the above points, consuming Fair Trade products will likely involve varying consumer tendencies based on the emphasis on ethical values, consumption contexts, product types, and other influencing factors. In particular, when consumers perceive a strong alignment of ethical values with their own, the intention to consume Fair Trade products is likely to be higher. However, actual consumer behavior tends to have a more positive attitude as general ethical values are shared.¹⁰

In summary, consumers prioritize the intrinsic content of products, assess whether they are well - structured in terms of health benefits and quality, and base their consumption decisions on these aspects rather than solely on ethical values. Even if a product is labeled as Fair Trade, if its quality is compromised, consumers may hesitate to make a purchase.¹¹

2.4 Contradictions in the Fair Trade Certification System

The International Fair Trade Organization has implemented a certification system for fair trade products. While this certification system may have contributed to the credibility and expansion of fair trade products, it also poses contradictions. The certification labels for fair trade impose additional production and management costs on producers, and the labels themselves can act as entry barriers, diluting the original intent of fair trade. Additionally, the certification system favors producers with large - scale facilities, as they are more likely to meet the required conditions for certification. As a result, producers in underdeveloped countries may become more dependent on the economies of developed countries, further emphasizing the role of multinational corporations operating globally. This suggests that the negative effects of the certification system may outweigh the positive effects.¹²

3. Solutions for Overcoming Fair Trade challenges and limitations

3.1. Strengthening Producer Support

Strengthening producer support is a crucial aspect of overcoming challenges in Fair Trade. These are some more details on how Fair Trade organizations can provide comprehensive support to producers in underdeveloped countries:

Technical Assistance: Fair Trade organizations can offer technical assistance to producers, especially small - scale farmers and artisans. This assistance can include training on sustainable farming practices, efficient production methods, and quality control measures. By equipping producers with technical knowledge and skills, they can improve their productivity, product quality, and overall competitiveness in the market.

Training Programs: Fair Trade organizations can establish training programs tailored to the specific needs of producers. These programs can cover various aspects, such as financial management, market analysis, product development, and marketing strategies. By enhancing producers' business and entrepreneurial skills, they can better navigate the complexities of the global market and make informed decisions.

Access to Resources: Fair Trade organizations can facilitate access to resources that are essential for producers' success. This can include providing financial support through fair trade premiums or microfinance initiatives, facilitating access to credit, improving infrastructure and transportation networks, and connecting producers with sustainable and reliable supply chains. Access to resources empowers producers to invest in their businesses, improve production processes, and access wider markets.

Knowledge Sharing and Networking: Fair Trade organizations can create platforms for knowledge sharing and networking among producers. This can involve organizing workshops, conferences, and forums where producers can exchange experiences, learn from each other, and collaborate on common challenges. By fostering collaboration and collective learning, producers can benefit from shared insights, innovations, and support networks.

Market Linkages: Fair Trade organizations can play a vital role in connecting producers to fair and sustainable markets. This includes establishing partnerships with retailers, distributors, and importers who are committed to Fair Trade principles. By facilitating market linkages, Fair Trade organizations can help producers access premium markets, negotiate fair prices, and reduce their dependence on middlemen.

Long - term Relationships: Fair Trade organizations can foster long - term relationships with producers, offering ongoing support and guidance. This can include regular monitoring and evaluation, providing feedback on product quality and compliance with Fair Trade standards, and offering guidance on market trends and consumer

preferences. Building strong relationships ensures that producers receive continuous support and enables them to adapt to changing market demands effectively.

By providing comprehensive support to producers, Fair Trade organizations can empower them to overcome challenges related to production costs, management, and market access. These efforts contribute to building sustainable and resilient producer communities while promoting equitable and ethical trade practices globally.

3.2 Promoting Market Access

Promoting market access for Fair Trade certified products is crucial for the success and sustainability of producers. These are more details on how Fair Trade organizations can work towards improving market access:

Partnerships with Retailers: Fair Trade organizations can establish partnerships with retailers, both online and offline, to increase the visibility and availability of Fair Trade certified products. These partnerships can involve collaborations with supermarkets, specialty stores, cafes, and online marketplaces. By working closely with retailers, Fair Trade organizations can ensure that certified products are prominently displayed, properly labeled, and marketed to conscious consumers.

Consumer Awareness and Demand: Fair Trade organizations can invest in consumer education and awareness campaigns to promote the understanding and demand for Fair Trade products. This can include educational materials, social media campaigns, and public events that highlight the social, economic, and environmental benefits of choosing Fair Trade. By raising consumer awareness, Fair Trade organizations can create a market demand that drives retailers to stock and promote certified products.

Fair Trade Labeling: Fair Trade organizations can establish and maintain recognizable labeling systems that indicate products' Fair Trade certification. These labels provide a clear identification for consumers, making it easier for them to identify and choose Fair Trade products. Additionally, Fair Trade organizations can work with regulatory bodies to ensure that labeling standards are enforced and that deceptive practices, such as greenwashing, are minimized.

Market Research and Trend Analysis: Fair Trade organizations can conduct market research and trend analysis to identify opportunities for expanding market access. This includes studying consumer preferences, market trends, and emerging niches where Fair Trade products can gain traction. By understanding consumer demands and market dynamics, Fair Trade organizations can strategize their efforts to target specific market segments and adapt their product offerings accordingly.

Advocacy for Fair Trade Policies: Fair Trade organizations can engage in advocacy efforts at national and international levels to promote fair trade policies and regulations. This can involve lobbying for trade policies

that prioritize ethical and sustainable practices, advocating for preferential market access for Fair Trade products, and supporting initiatives that promote responsible supply chains. By advocating for favorable policies, Fair Trade organizations create an enabling environment that facilitates market access for certified products.

Certification Support: Fair Trade organizations can provide guidance and support to producers in meeting and maintaining certification standards. This can include assisting producers in improving their production processes, ensuring compliance with Fair Trade criteria, and navigating the certification process. By supporting producers in obtaining and retaining certification, Fair Trade organizations enhance their market access opportunities.

Overall, by promoting market access for Fair Trade certified products, Fair Trade organizations create more opportunities for producers, diversify their market channels, and reduce their vulnerability to price fluctuations. This, in turn, helps to improve the livelihoods of producers and contributes to a more equitable and sustainable global trade system.

3.3 Addressing Certification Costs

Addressing the certification costs for producers is essential to ensure that Fair Trade certification remains accessible and beneficial. These are more details on how Fair Trade organizations can work towards minimizing the financial burden of certification:

Streamlining Certification Process: Fair Trade organizations can work towards simplifying and streamlining the certification process, making it more efficient and cost-effective for producers. This can involve reviewing and revising certification criteria and requirements to focus on key principles and core indicators. By reducing unnecessary complexity, paperwork, and administrative burdens, the certification process becomes more accessible to producers.

Cost - Effective Certification Models: Fair Trade organizations can explore different certification models that offer cost-effective options for producers. This can include group certification, where a collective of producers shares the certification costs, making it more affordable for individual producers. Additionally, Fair Trade organizations can collaborate with other certification programs or standards to find synergies and reduce duplication of efforts and costs.

Financial Support and Subsidies: Fair Trade organizations can provide financial support or subsidies to help cover the costs associated with certification. This is particularly crucial for smaller-scale producers who may face limited financial resources and capacity constraints. Financial support can be provided in the form of grants, loans, or subsidies specifically designated for certification expenses.

Capacity - Building and Training: Fair Trade organizations can invest in capacity-building programs and training initiatives for producers to help them meet certification requirements effectively. By providing education, technical assistance, and training on sustainable production practices, environmental stewardship, and social standards, producers can improve their compliance with certification criteria, reducing the need for costly adjustments.

Collaboration and Resource Sharing: Fair Trade organizations can foster collaboration and resource sharing among producers to reduce costs. This can include facilitating knowledge exchange, encouraging peer-to-peer learning, and creating platforms for producers to collectively address challenges related to certification. By sharing experiences, resources, and best practices, producers can optimize their efforts and reduce individual financial burdens.

Fundraising and Donor Support: Fair Trade organizations can actively seek funding from donors, grants, and philanthropic organizations dedicated to supporting sustainable and ethical trade. By securing additional financial resources, Fair Trade organizations can allocate funds specifically to assist producers with certification costs, ensuring their continued participation in Fair Trade initiatives.

Long - Term Relationships and Commitments: Fair Trade organizations can establish long-term relationships with producers, committing to support them beyond the certification process. This includes ongoing technical assistance, market access support, and capacity-building programs. By nurturing sustainable partnerships, Fair Trade organizations can help producers navigate the challenges of certification and build resilient businesses over time.

By addressing certification costs, Fair Trade organizations can remove financial barriers for producers, particularly smaller-scale ones, and enable their active participation in Fair Trade initiatives. This approach fosters inclusivity, ensures the representation of diverse producers, and promotes equitable trade practices. Ultimately, it strengthens the overall impact and credibility of the Fair Trade movement.

3.4 Enhancing Transparency and Accountability

Enhancing transparency and accountability within the Fair Trade certification process is crucial to maintain the credibility and integrity of Fair Trade standards. These are more details on how Fair Trade organizations can achieve this:

Regular Audits and Inspections: Fair Trade organizations should conduct regular audits and inspections of certified producers to verify their compliance with Fair Trade standards. These audits can assess various aspects, including production practices, labor conditions, environmental impact, and financial transparency. By conducting thorough and transparent assessments, Fair Trade organizations can ensure that certified producers

adhere to the required standards.

Certification Verification Systems: Implementing robust verification systems can enhance transparency in the certification process. Fair Trade organizations can establish mechanisms to track and trace certified products along the supply chain, from production to final retail. This can involve documentation, labeling, and monitoring systems that enable consumers and stakeholders to verify the authenticity and integrity of Fair Trade products.

Ethical Business Practices: Fair Trade organizations can promote and advocate for ethical business practices among certified producers. This includes encouraging fair wages, safe working conditions, non-discrimination, and respect for human rights. By setting clear guidelines and expectations, Fair Trade organizations foster a culture of accountability and responsible business conduct within the certified producer communities.

Stakeholder Engagement: Fair Trade organizations should engage in open and inclusive dialogue with producers, workers, consumers, and other stakeholders. This can involve regular meetings, consultations, and feedback mechanisms to address concerns, share information, and gather input on the certification process. By actively involving stakeholders, Fair Trade organizations demonstrate transparency, gather valuable insights, and ensure the certification process remains fair and effective.

Transparent Reporting: Fair Trade organizations should provide transparent and comprehensive reports on their certification activities. This includes publishing information on the number of certified producers, their locations, compliance status, and any issues identified during audits. Transparent reporting fosters accountability and allows stakeholders to assess the impact and effectiveness of Fair Trade initiatives.

Independent Oversight and Certification Bodies: Fair Trade organizations can collaborate with independent third-party organizations or certification bodies to ensure unbiased and impartial assessments. This helps avoid conflicts of interest and enhances the credibility of the certification process. Independent oversight bodies can provide an additional layer of accountability and contribute to maintaining the trust of consumers, producers, and stakeholders.

Continuous Improvement: Fair Trade organizations should strive for continuous improvement in their certification processes. This involves regularly reviewing and updating standards and criteria to reflect evolving best practices, emerging challenges, and stakeholder feedback. By continuously enhancing and adapting the certification process, Fair Trade organizations demonstrate their commitment to maintaining transparency, relevance, and effectiveness.

By prioritizing transparency and accountability, Fair Trade organizations can uphold the principles and values of Fair Trade and ensure that certified products meet the expected standards. This transparency builds trust among consumers,

empowers producers, and contributes to the overall success and sustainability of Fair Trade initiatives.

4. Conclusion

In this study, various factors contributing to the limitations of Fair Trade have been examined. Firstly, the active involvement of multinational corporations and large companies in the market has the potential to distort the original concept of Fair Trade. As they become integrated into the existing market order, there is a risk of providing consumers with distorted information that deviates from the essence of Fair Trade. Consequently, the possibility of unfair trading through such distortion is likely to increase.

Secondly, it is expected that marketing tactics utilizing Fair Trade, such as greenwashing, will become prevalent. Consumers who purchase Fair Trade products can anticipate the positive effects of restoring social justice and consuming environmentally friendly products. However, if these expectations are not met, the essence of Fair Trade may diminish.

Thirdly, from an ethical perspective, it cannot be assumed that consumers who purchase Fair Trade products will always engage in ethical consumption. The motivation for consuming Fair Trade products arises from the intrinsic drive to support producers in underdeveloped countries through consumers' pure ethical expectations. In actual consumption, consumers require more motivation that can directly stimulate them, rather than purely symbolic consumption. The moral concept inherent in Fair Trade may have limited influence on consumer behavior, and external stimuli could even have counterproductive effects. In other words, consumers will demand more information about Fair Trade to engage in consumption activities more rationally. Therefore, it is necessary to establish a new consumer perception system for Fair Trade products, structurally enhancing their completeness and providing assistance in consumption activities.

The intention of pointing out the problems of Fair Trade in this study is to consider the limitations of Fair Trade by examining them, thereby contemplating the expansion of Fair Trade's developmental potential while protecting the rights of producers in underdeveloped countries. Fair Trade can be seen as a realistic alternative that questions the profit maximization and trade efficiency-oriented practices of international trade in the international trade market. Therefore, at this point, it is essential to clarify the goal of preserving the essence of Fair Trade while pursuing future visions, finding a fast track that allows anyone to approach it.

The essence of Fair Trade was driven by the objective of fair distribution of benefits through the consumption of products produced in underdeveloped countries, contributing to income improvement and local community development for producers. Although Fair Trade has had some effects in improving the trade environment through consumers in advanced countries consuming these products, the impact is still minimal. It is also a fact that Fair Trade faces the risk of becoming a means of profit generation for

multinational corporations and related organizations involved in Fair Trade, unable to establish itself within the institutional order. Furthermore, considering that consumers who purchase Fair Trade products may not fully understand the purpose of Fair Trade, there is a need to reflect on many improvements in Fair Trade.

Fair Trade is not merely a one - time event to help producers through purchasing; it is a form of aid aimed at establishing a foundation for poverty - stricken laborers in developing countries. By raising these issues, it is hoped that the meaning of the Fair Trade movement, which is somewhat distorted by market - oriented approaches, can be restored.

The limitations of this study are as follows: First, the study's results do not fully represent the values of consumers who purchase Fair Trade products, and it is challenging to generalize the relationship between their consumption behavior and attitudes. Additionally, from an ethical consumption perspective, there are many variables beyond the ones mentioned above, requiring further research using these variables to study Fair Trade. In future studies, comparing and analyzing consumers who use Fair Trade and those who do not among different consumer segments can provide a fresh approach to Fair Trade, resulting in more meaningful conclusions.

References

- [1] Marson. A, "Justice for all? Material and semiotic impacts of Fair Trade craft certification", *Geoforum* Vol.44, 2013.01, pp.162~169.
- [2] Moberg, M, and Lyon, S. "What Fair? The Paradox of Seeking Justice through Market" *Fair Trade and Social Justice: Global Ethnographies*, New York Univ. Press, NY, 2010, pp.1~23
- [3] Moberg, M, & Lyon, S., op. cit., pp.1~2
- [4] Doane, M., "Relationship Coffee", *Fair Trade and Social Justice: Global Ethnographies*, New York Univ. Press, NY, 2010, pp.229~257
- [5] Alex Nichols, Charlotte Opal, "Solutions for Overcoming Fair Trade Challenges and Limitations, " *The Journal of Fair Trade*, pp.115 - 157
- [6] Ryu, Mi - Hyun, and Lee, Seung - Shin, "Information Needs according to Attitudes and Intentions of Purchasing Fair Trade Products, " *Consumer Issues Research*, Vol.44, No.1, Korea Consumer Agency, 2013, pp.5 - 7.
- [7] Ok, Jeong - Won, "A Study on Fair Trade Practices, " *The Journal of Fair Trade*, pp.148 - 151.
- [8] White. K., MacDonnell R. and Ellard J. H., "Belief in a Just World: Consumer Intentions and Behaviors Toward Ethical Products", *Journal of Marketing*, Vol.76, Issue 1, 2012.01, pp. 103~118
- [9] Starr. M. A., "The social economics of ethical consumption: Theoretical considerations and empirical evidence", *The Journal of Socio - Economics*, Vol.38, Issue 6, 2009.12, pp.916~925
- [10] Heo, Eun - Jeong, and Kim, Woo - Sung, "Analysis of Factors Related to Consumer Ethical Consumption Behavior, " *Journal of Consumer Studies*, Vol.23, No.4, Korea Consumer Society, 2012, pp.108 - 111.
- [11] Park, Seon - Woo, and Eun, Hye - Hyun, "A Study on the Causal Relationship between Consumer Perceived Value, Attitude, Behavioral Intentions, and Ethical Consumption Consciousness of Fair Trade Coffee Purchasers: The Moderating Effect of Ethical Consumption Consciousness, " *Journal of Foodservice Management*, Vol.18, No.6, Korean Society of Foodservice Management, December 2015, pp.183 - 195.
- [12] Renard. M. C., "Quality Certification, Regulation and Power In Fair Trade", *Journal of Rural Studies*, Vol.21, Issue 4, 2005.10, pp.419~431.