

# Consumers' perceptions, attitude and behaviour towards fair trade and organic coffee in western Australia and Japan

R. Tamaki, P.J. Batt

Acta Horticulturae 1006: 363-372. 2013.

---

## Abstract

This study sought to explore differences in consumer's perceptions, attitudes and behaviour towards Fair Trade (FT) and organic certification between Western Australia (WA) and Japanese coffee consumers. Within WA, there was a much higher level of awareness of FT than in Japan. While the levels of awareness for certified organic products were similar, respondents in Japan were more concerned about the perceived health and safety benefits of organic products, whereas WA respondents were more concerned about the absence of genetically modified ingredients and animal welfare. Although Japanese respondents indicated a higher preference for organically certified coffee, this did not translate into a greater willingness to pay. Conversely, a larger number of WA respondents indicated that they were willing to pay more to purchase FT coffee.