

Review

# Marketing Components and Their Role on Fair Trade in Coffee Agriculture: A Scoping Review

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**Abstract:** The aim of this study is to conduct a scoping review of the literature on the marketing environment and Fair Trade in the coffee industry, identifying its contribution to organizations and society. Quantitative studies were selected from databases such as Web of Science and Scopus, following a selection process aligned with the PRISMA methodological guidelines and establishing eligibility criteria for articles using the PICOS strategy. To understand the effects of macromarketing, strategic marketing, and operational marketing on the development of the Fair Trade coffee market, the results demonstrate that marketing plays a significant role in the market's growth. Specifically, marketing is crucial in communicating the value of Fair Trade, raising consumer awareness, and supporting the economic well-being of coffee producers. Ethical consumption and branding strategies are essential for positioning Fair Trade coffee in competitive markets. However, further studies are needed to corroborate these findings and provide more up-to-date perspectives.



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## 1. Introduction

Fair Trade has established itself as a disruptive approach to market development, balancing traditional trade dynamics by promoting fairer conditions for small producers and fostering social and environmental sustainability [1–3]. This model challenges conventional trade structures by ensuring fair prices, reducing economic inequality, and improving labor conditions in sectors such as coffee [4,5]. Its impact has generated greater global awareness of fairness in supply chains, where consumers are willing to pay a higher premium for ethical products. Fair trade International reported [6] that more than two million farmers and workers in 68 countries have improved their livelihoods in a sustainable way, addressing issues such as human rights and gender equity [6]. In this context, marketing plays a crucial role in connecting Fair Trade values with consumers, making it possible to communicate the added value of these products and differentiate them from conventional ones [7]. This relationship is key because marketing not only positions Fair Trade products in the market but also educates consumers about the positive impacts of their purchases, incentivizing ethical consumption [8,9]. In addition, marketing helps to

bridge the gap between the intentions and actual actions of ethical consumers, who require clear information to opt for sustainable products [10,11]. To analyze this relationship, three dimensions need to be addressed: Macromarketing (MM), strategic marketing (SM), and operational marketing (OM).

### *1.1. Macromarketing*

Macromarketing focuses on analyzing systems in a broad context, considering how marketing decisions impact society, the environment, and the global economy [12,13]. Unlike micromarketing, which focuses on specific tactics implemented by organizations and studies consumer behaviors, macromarketing addresses more complex issues, such as sustainability and social welfare [14–16]. This approach promotes more ethical marketing by considering the impact of business decisions not only on companies but also on communities and the environment [17,18]. In Fair Trade, macromarketing addresses global inequalities by regulating social, environmental, and economic aspects in international markets [4]. In Latin America, one of the main industries that has incorporated this way of articulating business is the coffee industry [19]. Fair Trade initiatives in the coffee industry have improved the welfare of producers by offering more equitable trading conditions, guaranteeing a minimum price to producers. This additional income has improved living conditions in farming communities and, in some cases, has allowed them to resist pressure from large industries that threaten their land [19]. One example is the case of Peru, where Fair Trade-certified farmers have increased their income thanks to better prices on the international market, which has allowed their children to have greater access to education. In Mexico, additional income has also facilitated school attendance, although educational attainment depends on local infrastructure, and in Nicaragua, although improvements in health have been limited, Fair Trade has provided certain economic benefits that improve living conditions and access to education [20]. However, other studies have shown that much of the value generated in the supply chain remains with retailers and processors in consuming countries, reducing the direct economic impact on producers [21].

### *1.2. Strategic Marketing*

Strategic marketing refers to the set of integrated decisions that an organization makes in terms of products, markets, and marketing resources to generate and deliver value to customers, which is essential to achieve its objectives [22]. Although there are different approaches to its classification and functions, there is consensus that from the organizational focus centered on marketing decisions, its function encompasses understanding consumer behavior, segmentation and targeting strategies, branding strategy decisions, analysis of the environment and competition, and ensuring the organization's strategic compliance [22,23]. Its role is key for Fair Trade organizations, as it facilitates market segmentation, allowing the identification of consumers who value ethical and sustainable products [7,24,25]. Coffee companies involved in Fair Trade target ethical consumers, motivated by moral and environmental reasons [10,26]. Studies such as [27] analyze how ethical values influence the purchase of Fair Trade coffee, while research by authors [28] features the use of authenticity as a positioning strategy in the competitive coffee market. In addition, ref. [19] examines how personal values impact the willingness to pay more for ethical products in the coffee industry, connecting strategic marketing with ethical consumer behavior. Another important factor in companies related to Fair Trade is differentiation, which is fundamental to positioning themselves in areas of sustainability, as has occurred massively in Western Europe, where Fair Trade labeling has promoted an increase in ethical consumption [29].

### 1.3. Operational Marketing

Operational marketing, based on the 7P's (price, promotion, product place, people, processes, and physical evidence), refers to the tactics to be executed to achieve the proposed objectives of the organization [30]. In the case of product tactics, they must meet the expected quality standards and communicate their contribution to sustainability [31]. Price tactics should reflect the added value that consumers are willing to pay for improving the welfare of producers [32,33]. Considering relevant cultural aspects, such as the tension between individualism and communitarianism, they significantly influence consumption decisions, particularly in the evaluation of ethical products that aim to generate a positive social impact [33]. Place tactics should ensure product accessibility, while promotion should effectively communicate the benefits derived from Fair Trade. Physical evidence, such as labeling, should build trust by ensuring ethical standards [30]. The process is key to transparency in the supply chain, and people, both employees and consumers, are critical to maintaining trust in the brand [34]. In the coffee industry, these elements have proven to be crucial in aligning ethical products with consumer expectations. Communication campaigns and labeling have reinforced consumer trust in fair products [35,36], while packaging and the organization of collective actions have been essential in highlighting the transparency and sustainability of brands [19,27]. Highlighting that consumers may place greater value on distribution strategies and the credibility of the label issuer when making purchase decisions for ethical products, with fair trade labels being the most preferred [37].

What are the main thematic areas addressed by marketing (macromarketing, strategic marketing, and operational marketing) in the literature on Fair Trade in the coffee industry? How do these areas contribute to the development of organizations and society? And what is the geographical scope of the reported cases, considering the distinction between core and peripheral countries in terms of development? The aim of this study is to conduct a scoping review of the literature on marketing (macromarketing, strategic marketing, and operational marketing) in the context of Fair Trade in the coffee industry, to identify its contribution to the development of organizations and society, and to analyze the geographical scope of the reported cases, considering the distinction between core and peripheral countries in terms of development.

## 2. Materials and Methods

This work about marketing components in Fair Trade coffee studies uses the scoping review, a specific typology within review studies [38]. A Scoping Review is a systematic review that maps the scope and nature of the literature on a particular topic, aiming to identify knowledge gaps and areas that require further research. While it does not conduct an exhaustive assessment of study quality, it provides a general evaluation of the studies' quality to offer a preliminary overview. It is useful in the early stages of a project to understand the broader context and determine whether a more in-depth review or additional studies are needed. Key characteristics include identifying the relevant literature, defining inclusion and exclusion criteria, and including a wide range of studies without a detailed analysis of methodological quality [38]. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines [39], in particular PRISMA Extension for Scoping Reviews (PRISMA-ScR), Provide specific guidelines for conducting and reporting scoping reviews, its main characteristics include the following: a clear definition of the review's objective, the identification of research questions, the selection of relevant studies using inclusion and exclusion criteria, a description of the methodology used for data collection, and a general evaluation of the quality of the included studies. Additionally, it focuses on presenting the results transparently, describing the key characteristics and findings of the studies, without conducting a thorough assessment of methodological

quality [40], and the PICOS (Participants, Interventions, Comparators, Outcomes, and Study Design) strategy to establish eligibility criteria for articles. This methodology is a structured approach used to define eligibility criteria for studies in systematic reviews, particularly in health-related research. The acronym stands for Participants, Interventions, Comparators, Outcomes, and Study Design. It helps to clarify key aspects of the studies to include the following: the characteristics of the participants, the interventions being assessed, the comparators or control groups, the outcomes measured, and the types of study designs considered. This framework ensures that the review focuses on relevant and specific research, facilitating the comparison of findings across studies [41], whose protocol has been registered in Zenodo [42], under the modified PROSPERO format recommended by Tricco et al. [40]. On the other hand, we have used the MMAT (Mixed Methods Appraisal Tool), an evaluation tool designed to assess the quality of studies that employ both qualitative and quantitative methods in research. This tool is specifically designed for studies that combine qualitative and quantitative methods, providing a framework to evaluate the quality of the different components of the study in an integrated manner. The MMAT assesses aspects such as the coherence and validity of the methods used, the representativeness of the sample, the adequacy of the data collection techniques, and the integration of the results. It is particularly useful in systematic reviews of studies that employ qualitative and quantitative methods, as it allows for a more comprehensive evaluation of the quality of the research [43].

According to the current checklist of the PRISMA-ScR guidelines [40], the following quality steps for systematic reviews were verified according to these items: (1) title, (2) structured summary, (3) rationale, (4) objectives, (5) protocol and registration, (6) eligibility criteria, (7) information sources, (8) search, (9) selection of sources of evidence, (10) data charting process, (11) data items, (12) critical appraisal of individual sources of evidence, (13) synthesis of results, (14) selection of sources of evidence, (15) characteristics of sources of evidence, (16) critical appraisal within sources of evidence, (17) results of individual sources of evidence, (18) synthesis of results, (19) summary of evidence, (20) limitations, (21) conclusions, and (22) funding. The initial search for articles was performed using bibliometric procedures [44].

### *2.1. Information Sources and Search Strategy*

We used a set of articles from two databases, with equivalent search vectors and without additional restrictions (such as period of years or types of documents), reporting double indexing and both report citations, relying on the Web of Science—Core Collection (WoSCC) [45] and Scopus [46], selecting articles published in journals indexed in these databases, from a search vector on Fair Trade Coffee in WoSCC: {TS = (Fair NEAR/0 Trade NEAR/0 Coffee)}, and Scopus: {TITLE-ABS-KEY (Fair W/0 Trade W/0 Coffee)}. We used the thematic search tag TS (searching simultaneously on title, abstract, author keywords, and Keywords Plus<sup>®</sup>), and the word proximity operator (NEAR/0) that simultaneously incorporates contiguous words that make up the concept of Fair Trade coffee. Equivalently in Scopus, we searched in Title, Source title, Author Keywords, and Index Keywords, and we used the word proximity operator (W/0). Providing coverage for the PRESS 2015 guideline statement [47].

### *2.2. Eligibility Criteria*

The selection of articles was based on the following eligibility criteria: target population (participants), interventions (methodological techniques), elements of comparison of these studies, outcomes of these studies, and study designs. In this context, the coffee consumers, coffee farmers, coffee traders, and communities near coffee plantations were

selected, with a focus on the theoretical beneficiaries of Fair Trade coffee. These groups are directly impacted by Fair Trade practices and marketing decisions in the coffee industry, which allows for an analysis of their behavior, needs, and benefits. Questionnaires and quantitative methods were applied, following standard procedures under the Mixed Methods Appraisal Tool, enabling the collection of measurable, comparable, and objective data on the effects of marketing on various stakeholders in the coffee industry, thus facilitating the identification of patterns and trends at a large scale. The focus was placed on Macromarketing (MM), Strategic Marketing (SM), and Operational Marketing (OM), as well as the research methods used, to compare different marketing strategies at the macro, strategic, and operational levels, providing an integrated view of how marketing practices affect coffee markets and helping to understand the impact of Fair Trade. The results of SM, OM, and MM, such as consumer behavior, segmentation strategies, brand decisions, business environment analysis, pricing, promotion, product placement, and SDG classification, allow for a detailed evaluation of marketing effects on the coffee industry from a strategic and operational perspective, linking the study to global sustainability objectives. Finally, quantitative studies were included, and evaluated with the Mixed Methods Appraisal Tool, as they provide accurate and comparable data on marketing effects, facilitating comparisons between different interventions and their impact on the coffee industry. Although qualitative studies are valuable for exploring perceptions and experiences, especially when subjectivity is permitted by the underlying research paradigms, in the context of this analysis, which aims to provide a preliminary approach and comparison between studies, the decision was made to focus on quantitative studies. This choice is justified by the ability of quantitative studies to generate more objective, measurable, and comparable data, enabling a more generalizable evaluation. Since this is a preliminary investigation, the need to establish clear comparisons and obtain replicable results requires an approach that can provide a solid foundation for generalizing conclusions on a broader scale, something that quantitative studies, through their numerical structure and statistical analysis, facilitate more efficiently. This approach ensures that the studies selected align with the research objectives and provide comparable and measurable data, which is essential for drawing general conclusions applicable to the Fair Trade coffee industry. (the criteria of the PICOS strategy as shown in Table 1).

**Table 1.** Eligibility criteria using.

PICOS	Description	Inclusion Reason
Population	Coffee consumers, Coffee farmers, Coffee traders, Communities near coffee plantations.	Theoretical beneficiaries of Fair Trade coffee.
Interventions	Application of questionnaires and quantitative methods under standard The Mixed Methods Appraisal Tool.	Open to formal and empirical sciences.
Comparator	(1) Focus on Macromarketing (MM), Strategic Marketing (SM), and Operational Marketing (OM) (2) Research method.	Focus on the topic under study.
Outcomes	(1) Classifications of SM (consumer behavior, segmentation and targeting strategies, branding strategy decisions, analysis of the business environment and competition) (2) Classifications of OM (price, promotion, product place, people, processes, and physical evidence) (3) Macromarketing Categories (4) SDG Classifications OM MM and SM.	Focus on the topic under study.
Study designs	Quantitative studies, under standard The Mixed Methods Appraisal Tool.	Empirical sciences.

### 2.3. Study Selection and Data Extraction

As a first step, according to the search strategy, a first extraction of documents from WoSCC and Scopus databases was carried out on 27 August 2024.

Then, duplicates were manually removed. Then, the titles and abstracts of articles were checked for relevance by two researchers (A.V.-M., and N.C.-B.). Subsequently, they independently reviewed the full texts of potentially eligible articles. Any disagreements were discussed with a third researcher (J.M.-L.) until a consensus was reached.

According to the eligibility criteria declared in Table 1, we then excluded letters, editorial materials, reviews, and documents containing only abstracts. Articles that were not related to the concepts of marketing components in Fair Trade coffee were excluded (this process was repeated in the full document detail review). In addition, articles not written in English were non-excluded (other full-length documents written in French and Spanish).

The data items in phase one correspond to 174 fields per record in WoSCC and 158 fields per record in Scopus, as detailed below. WoSCC: (1) Authors, (2) Book Authors, (3) Book Editors, (4) Book Group Authors, (5) Author Full Names, (6) Book Author Full Names, (7) Group Authors, (8) Article Title, (9) Source Title, (10) Book Series Title, (11) Language, (12) Document Type, (13) Conference Title, (14) Conference Date, (15) Conference Location, (16) Conference Sponsor, (17) Conference Host, (18) Author Keywords, (19) Keywords Plus, (20) Abstract, (21) Addresses, (22) Affiliations, (23) Reprint Addresses, (24) Email Addresses, (25) Researcher Ids, (26) ORCIDs, (27) Funding Orgs, (28) Funding Name Preferred, (29) Funding Text, (30) Cited Reference Count, (31) Times Cited, WoS Core, (32) Times Cited, All Databases, (33) 180 Day Usage Count, (34) Since 2013 Usage Count, (35) Publisher, (36) Publisher City, (37) Publisher Address, (38) ISSN, (39) eISSN, (40) ISBN, (41) Journal Abbreviation, (42) Journal ISO Abbreviation, (43) Publication Date, (44) Publication Year, (45) Volume, (46) Issue, (47) Special Issue, (48) Start Page, (49) End Page, (50) Article Number, (51) DOI, (52) DOI Link, (53) Book DOI, (54) Early Access Date, (55) Number of Pages, (56) WoS Categories, (57) Web of Science Index, (58) Research Areas, (59) IDS Number, (60) Pubmed Id, (61) Open Access Designations, (62) Date of Export, (63) UT (Unique WOS ID), and (64) Web of Science Record [45]. Additionally, Scopus: (1) Authors, (2) Author full names, (3) Author(s) ID, (4) Title, (5) Year, (6) Source title, (7) Volume, (8) Issue, (9) Art. No., (10) Page start, (11) Page end, (12) Page count, (13) Cited by, (14) DOI, (15) Link, (16) Affiliations, (17) Authors with affiliations, (18) Abstract, (19) Author Keywords, (20) Index Keywords, (21) Molecular Sequence Numbers, (22) Chemicals/CAS, (23) Tradenames, (24) Manufacturers, (25) Funding Details, (26) Funding Texts, (27) References, (28) Correspondence Address, (29) Editors, (30) Publisher, (31) Sponsors, (32) Conference name, (33) Conference date, (34) Conference location, (35) Conference code, (36) ISSN, (37) ISBN, (38) CODEN, (39) PubMed ID, (40) Language of Original Document, (41) Abbreviated Source Title (42) Document Type, (43) Publication Stage, (44) Open Access, (45) Source, and (46) EID [46].

### 2.4. Quality Assessment, Risk of Bias, and Results Synthesis

In the first phase of quality assurance, a critical evaluation of the articles included was carried out, using the focus on marketing components in Fair Trade coffee as a discriminant comparator, being an outcome of interest to observe the diversity of the thematic categories selected.

The risk of bias in the included studies will be assessed according to Methley et al. [41] in the case of theoretical articles and the Mixed Methods Appraisal Tool (MMAT) scale will be used for quantitative, qualitative, and mixed studies [48]. The MMAT scale is a valid measure of the methodological quality of the article. Two authors will review the studies independently, and a third author will be incorporated to settle tiebreakers.

Mixed Methods Appraisal Tool (MMAT), a checklist used in systematic reviews based on synthesis of qualitative and quantitative evidence, includes criteria for the evaluation of mixed studies; it defines the study category, and 7 items are applied according to a score from zero to one, to obtain a final percentage mean. Studies are considered as high quality >75%, moderate quality 50–74%, and low quality <49%. Studies with values below 50% were excluded from the category analysis and discussion [49].

As a synthesis of the results, we have used comparative elements of the selected articles, contributing to the process of establishing categories of study on the marketing components of Fair Trade coffee. As outcomes, we have focused on the constructs studied and the items that compose or disaggregate these constructs.

### 3. Results

Firstly, the result of the PRISMA analysis summary provided a total of 174 records identified through the Web of Science (WOS) database and 158 additional records obtained from the SCOPUS database, resulting in 257 unique records after duplicates were removed. During the screening process, 225 records were excluded for not being related to marketing and fair trade coffee, leaving a total of 32 records for further evaluation. Subsequently, 32 full-text articles were assessed for eligibility, and we included three articles that, although they were not in our database, were relevant to the analysis. Then, we applied the MMAT review methodology to all the articles to ensure the quality of the studies, as shown in Figure 1.

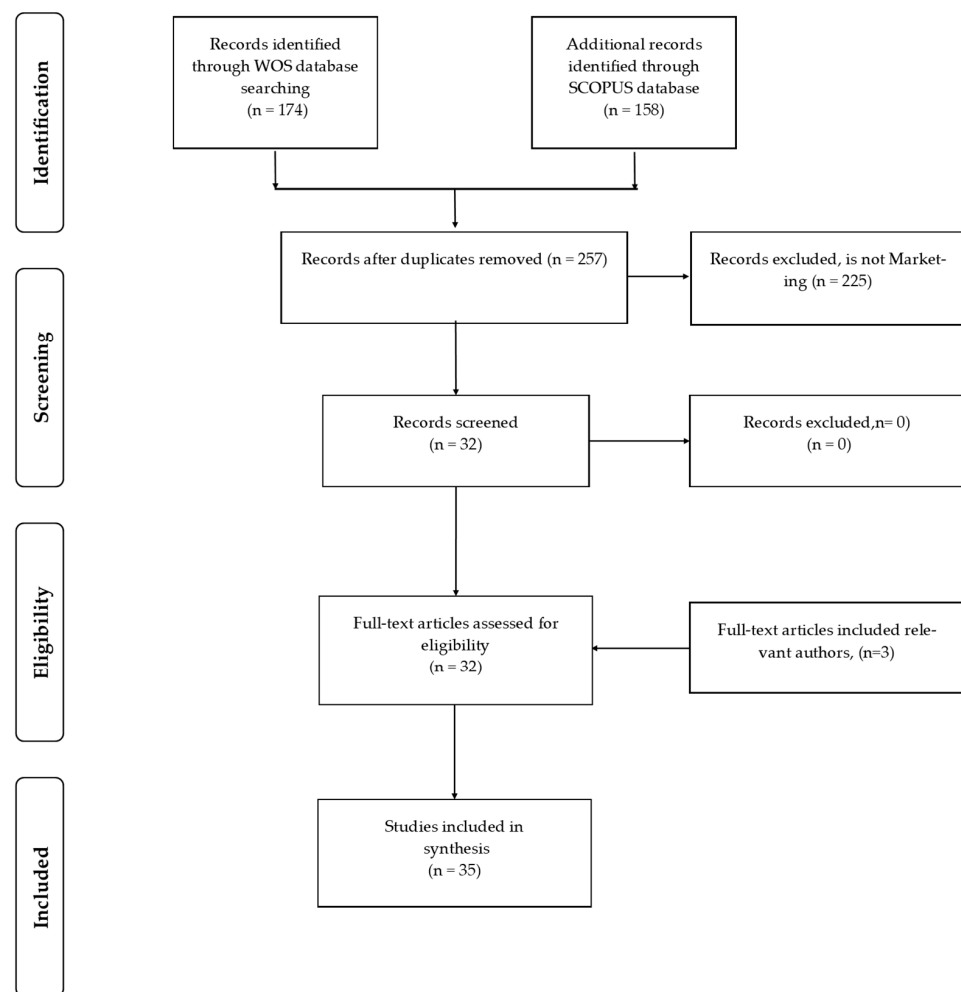


Figure 1. Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA).

### *3.1. Results of the Quantitative Criteria in the MMAT Evaluation*

The 35 articles were assessed using criteria to ensure transparency in their methodological development for quantitative studies. Initially, two general questions were addressed. S1. Are the research questions clearly defined? S2. Does the collected data allow for addressing research questions? Following this, the questions for Quantitative Non-randomized studies were applied—3.1. Are the participants representative of the target population? 3.2. Are the measurements appropriate regarding both the outcome and intervention (or exposure)? 3.3. Are the outcome data complete? 3.4. Are confounders accounted for in the design and analysis? 3.5. Was the intervention (or exposure) administered as intended during the study period? For Quantitative Descriptive studies, the following questions were applied—4.1. Is the sampling strategy relevant to address the research question? 4.2. Is the sample representative of the target population? 4.3. Are the measurements appropriate? 4.4. Is the risk of nonresponse bias low? 4.5. Is the statistical analysis appropriate to answer the research question? This approach ensures a comprehensive and rigorous evaluation of the studies, meeting necessary methodological standards. The results of the MMAT application can be observed in Table 2.

**Table 2.** Application of the MMAT methodology and Criteria.

Articles	Journal	Pub. Year	Category of Study Design	S1	S2	3.1	3.2	3.3	3.4	3.5	4.1	4.2	4.3	4.4	4.5	Quality	Studies Selects > 50%
Ufer, D; Lin, W; Ortega, DL. [50]	<i>Food Res. Int.</i>	2019	Quantitative non-randomized	0.75	1	1	1	1	1	1						96%	Yes
Lappeman, J; Orpwood, T; Russell, M; Zeller, T; Jansson, J. [51]	<i>J. Clean. Prod.</i>	2019	Quantitative non-randomized	1	1	0.75	0.75	0.75	0.75	0.5						79%	Yes
Arnot, C., Boxall, P. C., and Cash, S. B [52]	<i>Can. J. Agricultural Economics</i>	2006	Quantitative non-randomized	1	0.75	1	0.75	1	1	0.75						0.89	Yes
Andorfer, V.A.; Liebe, U. [53]	<i>Soc. Sci. Res.</i>	2015	Quantitative non-randomized	1	1	1	1	1	0.75	1						96%	Yes
Hindsley, P.; McEvoy, D. M.; Morgan, O. A [33]	<i>J. Int. Soc. Ecol. Econ.</i>	2020	Quantitative non-randomized	1	1	1	1	0.75	1	1						96%	Yes
Geiger-Oneto, S; Arnould, EJ. [54]	<i>J. Macromark.</i>	2011	Quantitative descriptive	0.75	1						0.75	1	1	1	1	93%	Yes
Darian J.C.; Tucci L.; Newman C.M.; Naylor L. [55]	<i>J. Int. Consum. Mark.</i>	2015	Quantitative descriptive	0.75	1						1	1	1	0.75	1	93%	Yes
Winchester M.; Arding R.; Nenyycz-Thiel M. [56]	<i>J. Food Prod. Mark.</i>	2015	Quantitative descriptive	0.75	1						0.75	0.75	0.75	0.25	0.25	71%	Yes
Hwang, K; Kim, H. [57]	<i>J. Bus. Ethics</i>	2018	Quantitative descriptive	0.75	1						1	1	1	1	1	96%	Yes
Arnould, EJ; Plastina, A; Ball, D. [20]	<i>J. Public Policy Mark.</i>	2009	Quantitative descriptive	1	1						1	1	1	1	1	100%	Yes
Arana-Coronado J.J.; Trejo-Pech C.O.; Velandia M.; Peralta-Jimenez J. [58]	<i>J. Int. Food Agribus. Mark.</i>	2019	Quantitative descriptive	0.75	1						1	1	1	1	1	96%	Yes
Murphy A.; Jenner-Leuthart B. [59]	<i>J. Consum. Mark.</i>	2011	Quantitative descriptive	1	1						0.75	0.75	0.75	0.75	0.75	82%	Yes
Arnould E.J.; Plastina A.; Ball D. [60]	<i>Adv. Int. Manage.</i>	2007	Quantitative descriptive	1	1						1	1	1	1	1	100%	Yes
Howard, PH; Jaffee, D [61]	<i>Sustainability</i>	2013	Quantitative descriptive	1	1						0.5	0.5	0.5	0.5	0.5	64%	Yes

Table 2. Cont.

Articles	Journal	Pub. Year	Category of Study Design	S1	S2	3.1	3.2	3.3	3.4	3.5	4.1	4.2	4.3	4.4	4.5	Quality	Studies Selects > 50%
Chen S.-M.; Huddleston P. [62]	<i>Int. J. Retail Disrtib. Manage.</i>	2009	Quantitative descriptive	0.75	1						1	1	1	0.75	1	93%	Yes
Podhorsky, A [63]	<i>J. Dev. Econ.</i>	2015	Quantitative descriptive	1	1						0.75	1	0.75	1	1	93%	Yes
Cailleba P.; Casteran H [64].	<i>J. Appl. Bus. Res.</i>	2009	Quantitative descriptive	1	1						1	1	1	1	0.75	96%	Yes
Tedeschi, G. A.; Carlson, J.A. [65]	<i>J. Int. Dev.</i>	2013	Quantitative descriptive	1	1						0.75	0.75	0.75	0.75	0.75	82%	Yes
Joo S.-J.; Min H.; Kwon I.-W.G.; Kwon H. [66]	<i>Int. J. Logist. Manage.</i>	2010	Quantitative descriptive	0.75	1						1	1	1	0.75	1	93%	Yes
Bacon C. [67]	<i>World Dev.</i>	2005	Quantitative descriptive	0.75	1						0.75	1	1	1	1	93%	Yes
Wann, J.W.; Kao, C.Y.; Yang, Y.C. [68]	<i>Sustainability</i>	2018	Quantitative descriptive	1	1						0.75	1	0.75	1	1	93%	Yes
Sepúlveda, WS; Chekman, L; Maza, MT; Mancilla, NO [69]	<i>Food Res. Int.</i>	2016	Quantitative descriptive	1	1						0.75	1	1	1	1	96%	Yes
Lee, H.; Jin, Y.; Shin, H. [70].	<i>Sustain. Dev.</i>	2018	Quantitative descriptive	1	1						0.75	1	0.75	1	1	93%	Yes
Cailleba P.; Casteran H. [71]	<i>J. Bus. Ethics</i>	2010	Quantitative descriptive	0.75	1						1	1	1	1	1	96%	Yes
Robichaud, Z; Yu, H [72].	<i>Br. Food J.</i>	2022	Quantitative descriptive	1	1											82%	Yes
Bautista R.A., Jr. [73].		2018	Quantitative descriptive	1	1						1	1	1	0.75	1	96%	Yes
Maaya L.; Meulders M.; Surmont N.; Vandebroek M. [74].	<i>Sustainability</i>	2018	Quantitative descriptive	1	1						1	1	1	1	1	96%	Yes
Schollenberg, L. [75].	<i>Br. Food J.</i>	2012	Quantitative descriptive	0.75	1						0.75	1	0.75	1	1	89%	Yes
Durevall, D [76].	<i>Economies</i>	2020	Quantitative descriptive	1	1											82%	Yes

Table 2. Cont.

Articles	Journal	Pub. Year	Category of Study Design	S1	S2	3.1	3.2	3.3	3.4	3.5	4.1	4.2	4.3	4.4	4.5	Quality	Studies Selects > 50%
Hejkrlik, J; Mazancová, J; Forejtová, K [77].	<i>Agric. Econ.</i>	2013	Quantitative descriptive	1	1						0.75	1	1	1	1	93%	Yes
Schleenbecker, R; Hamm, U [78].	<i>Sustainability</i>	2015	Quantitative descriptive	1	1						0.75	0.75	0.75	1	1	89%	Yes
De Ferran, F [79]	<i>Cah. Agric.</i>	2010	Quantitative descriptive	1	1						1	1	0.75	1	1	96%	Yes
Yang, SH; Qing, P; Hu, WY; Liu, Y [80].	<i>Can. J. Agric. Econ.-Rev. Can. Agroekon.</i>	2013	Quantitative descriptive	1	1						1	1	1	0.75	1	96%	Yes
De Pelsmacker, P; Janssens, W.; Sterckx, E.; Mielants, C [37].	<i>Int. Marketing Rev.</i>	2005	Quantitative descriptive	1	1						1	0.75	1	0.75	1	89%	Yes
Rubio-Jovel, K.; Sellare, J.; Damm, Y.; Dietz, T. [81].	<i>Sustainable Dev.</i>	2023	Quantitative descriptive	1	1						1	1	1	0.75	1	86%	Yes

### 3.2. Results from the Description of the Selected Articles

The 35 selected articles span a publication range from 2005 to 2023, reflecting the growing academic interest in the impact of Fair Trade in the coffee industry. Published in high-impact journals such as *Food Research International*, *Sustainability*, and *Journal of Public Policy & Marketing*, these studies stand out for their interdisciplinary focus. They address topics such as consumer preferences for specialty coffee [50], personal values and willingness to pay for Fair Trade coffee in South Africa [51], ethical consumer motivations [52], and the subjective quality of life of producers in Latin America [20,54]. Additionally, they include research on the benefits of Fair Trade on producers' income, education, and health [20] and the engagement of producers with cooperatives in Mexico [58].

Other studies analyze ethical consumption from niche to mainstream [78], value capture through market disintermediation [59], and market efficiency in Sweden [75]. There are also studies on willingness to pay for organic and Fair Trade coffee in Belgium [74].

Other articles explore ethical product demand from different perspectives, such as an analysis of young consumers' preference for Fair Trade coffee [72], motivational factors for purchasing Fair Trade products [65], comparative efficiency of specialty coffee retailers [66], and the impact of Fair Trade on smallholder vulnerability in Nicaragua [67]. Local market issues are also addressed, such as consumer preference for locally grown coffee in Taiwan [68], and the effectiveness of Fair Trade certifications in Sweden [75].

Additionally, studies on willingness to pay for Fair Trade coffee in China [80], consumer preferences for ethically labeled product marketing [37], and demand for ethical products based on cultural worldviews [33] are included in this body of research. Other studies, such as the one on the effectiveness of Fair Trade in stabilizing agricultural commodity markets in the Czech Republic [77], complement the discussion on the impact of Fair Trade in the coffee industry.

This overview reflects the shift from a focus on benefits for producers to a more consumer-oriented analysis, promoting ethical values. The evolution of these studies highlights the importance of understanding both market dynamics and consumer motivations in the context of Fair Trade products. A preliminary description of the selected articles can be seen in Table 3.

The geographic distribution of studies reveals a concentration of research in specific countries, reflecting the focal points of Fair Trade coffee's impact and consumer behavior. The United States stands out with the highest frequency of studies, highlighting its significant role as a consumer market and its emphasis on ethical consumption and sustainability in coffee production. Latin America, particularly Nicaragua, Peru, and Guatemala, is another key region, with multiple studies addressing the socioeconomic effects of Fair Trade on coffee producers. These countries are pivotal due to their central role in global coffee production and their reliance on Fair Trade systems to improve producer outcomes. Additionally, countries such as Costa Rica, Honduras, and the Philippines contribute to the understanding of the market's efficiency, sustainability, and social capital dynamics among producers.

**Table 3.** Characterization of thirty-five selected articles according to PRISMA-ScR guidelines and MMAT.

Authors	Articles	Journal	Pub. Year	Category of Study Design MMAT	Country	Source Database	DOI
Ufer, D; Lin, W; Ortega, DL [50]	Personality traits and preferences for specialty coffee: Results from a coffee shop field experiment	<i>Food Res. Int.</i>	2019	Quantitative non-randomized	United States	WoS	10.1016/j.foodres.2019.108504
Lappeman, J; Orpwood, T; Russell, M; Zeller, T; Jansson, J [51]	Personal values and willingness to pay for fair trade coffee in Cape Town, South Africa	<i>J. Clean. Prod.</i>	2019	Quantitative non-randomized	South Africa	WoS; Scopus	10.1016/j.jclepro.2019.118012
Arnot, C., Boxall, P. C., and Cash, S. B [52]	Do Ethical Consumers Care About Price? A Revealed Preference Analysis of Fair Trade Coffee Purchases	<i>Can. J. Agricultural Economics</i>	2006	Quantitative non-randomized	Canada	WoS; Scopus	10.1111/j.1744-7976.2006.00066.x
Andorfer, V.A.; Liebe, U. [53]	Do information, price, or morals influence ethical consumption? A natural field experiment and customer survey on the purchase of Fair Trade coffee	<i>Soc. Sci. Res.</i>	2015	Quantitative non-randomized	Germany	WoS	10.1016/j.ssresearch.2015.02.007
Geiger-Oneto, S; Arnould, EJ [54]	Alternative Trade Organization and Subjective Quality of Life: The Case of Latin American Coffee Producers	<i>J. Macromark.</i>	2011	Quantitative descriptive	Nicaragua, Peru, and Guatemala	WoS; Scopus	10.1177/0276146711405668
Darian J.C.; Tucci L.; Newman C.M.; Naylor L. [55]	An Analysis of Consumer Motivations for Purchasing Fair Trade Coffee	<i>J. Int. Consum. Mark.</i>	2015	Quantitative descriptive	United States	Scopus	10.1080/08961530.2015.1022920
Hwang, K; Kim, H [57]	Are Ethical Consumers Happy? Effects of Ethical Consumers' Motivations Based on Empathy Versus Self-orientation on Their Happiness	<i>J. Bus. Ethics</i>	2018	Quantitative descriptive	South Korean	WoS; Scopus	10.1007/s10551-016-3236-1
Arnould, EJ; Plastina, A; Ball, D [20]	Does Fair Trade Deliver on Its Core Value Proposition? Effects on Income, Educational Attainment, and Health in Three Countries	<i>J. Public Policy Mark.</i>	2009	Quantitative descriptive	Nicaragua, Peru, and Guatemala.	WoS; Scopus	10.1509/jppm.28.2.186
Arana-Coronado J.J.; Trejo-Pech C.O.; Velandia M.; Peralta-Jimenez J. [58]	Factors Influencing Organic and Fair Trade Coffee Growers Level of Engagement with Cooperatives: The Case of Coffee Farmers in Mexico	<i>J. Int. Food Agribus. Mark.</i>	2019	Quantitative descriptive	Mexico	Scopus	10.1080/08974438.2018.1471637
Murphy A.; Jenner-Leuthart B. [59]	Fairly sold? Adding value with fair trade coffee in cafes	<i>J. Consum. Mark.</i>	2011	Quantitative descriptive	New Zealand	Scopus	10.1108/07363761111181491

Table 3. Cont.

Authors	Articles	Journal	Pub. Year	Category of Study Design MMAT	Country	Source Database	DOI
Arnould E.J.; Plastina A.; Ball D. [60]	Market Disintermediation and Producer Value Capture: The Case of Fair Trade Coffee in Nicaragua, Peru, and Guatemala	<i>Adv. Int. Manage.</i>	2007	Quantitative descriptive	Nicaragua, Peru, and Guatemala	Scopus	10.1016/S1571-5027(07)20014-2
Howard, PH; Jaffee, D [61]	Tensions between firm size and sustainability goals: Fair trade coffee in the United States	<i>Sustainability</i>	2013	Quantitative descriptive	United States	WoS; Scopus	10.3390/su5010072
Winchester M.; Arding R.; Nencyz-Thiel M. [56]	An Exploration of Consumer Attitudes and Purchasing Patterns in Fair Trade Coffee and Tea	<i>J. Food Prod. Mark.</i>	2015	Quantitative descriptive	United Kingdom	Scopus	10.1080/10454446.2015.1041197
Chen S.-M.; Huddleston P. [62]	A comparison of four strategies to promote fair trade products	<i>Int. J. Retail Disrtib. Manage.</i>	2009	Quantitative descriptive	United States	Scopus	10.1108/09590550910948565
Podhorsky, A. [63]	A positive analysis of Fair trade certification	<i>J. Dev. Econ.</i>	2015	Quantitative descriptive	Costa Rica, Uganda, Nicaragua and Tanzania	WoS	10.1016/j.jdeveco.2015.03.008
Cailleba P.; Casteran H. [64]	A Quantitative study on the fair trade coffee consumer	<i>J. Appl. Bus. Res.</i>	2009	Quantitative descriptive	France	Scopus	N/A
Tedeschi, G. A.; Carlson, J.A. [65]	Beyond the subsidy: Coyotes, credit and fair trade coffee	<i>J. Int. Dev.</i>	2013	Quantitative descriptive	Peru	WoS; Scopus	10.1002/jid.1847
Joo S.-J.; Min H.; Kwon I.-W.G.; Kwon H. [66]	Comparative efficiencies of specialty coffee retailers from the perspectives of socially responsible global sourcing	<i>Int. J. Logist. Manage.</i>	2010	Quantitative descriptive	United States	Scopus	10.1108/09574091011089826
Bacon C. [67]	Confronting the coffee crisis: Can Fair Trade, organic, and specialty coffees reduce small-scale farmer vulnerability in northern Nicaragua?	<i>World Dev.</i>	2005	Quantitative descriptive	Nicaragua	Scopus	10.1016/j.worlddev.2004.10.002
Wann, J.W.; Kao, C.Y.; Yang, Y.C. [68].	Consumer Preferences of Locally Grown Specialty Crop: The Case of Taiwan Coffee	<i>Sustainability</i>	2018	Quantitative descriptive	Taiwan	WoS	10.3390/su10072396
Sepúlveda, WS; Chekmam, L; Maza, MT; Mancilla, NO [69]	Consumers preference for the origin and quality attributes associated with production of specialty coffees: Results from a cross-cultural study	<i>Food Res. Int.</i>	2016	Quantitative descriptive	España, Colombia	WoS; Scopus	10.1016/j.foodres.2016.03.039

Table 3. Cont.

Authors	Articles	Journal	Pub. Year	Category of Study Design MMAT	Country	Source Database	DOI
Lee, H.; Jin, Y.; Shin, H. [70]	Cosmopolitanism and ethical consumption: An extended theory of planned behavior and modeling for fair trade coffee consumers in South Korea	<i>Sustain. Dev.</i>	2018	Quantitative descriptive	South Korea	WoS; Scopus	10.1002/sd.1851
Cailleba P.; Casteran H. [71]	Do Ethical Values Work? A Quantitative Study of the Impact of Fair Trade Coffee on Consumer Behavior	<i>J. Bus. Ethics</i>	2010	Quantitative descriptive	France	Scopus	10.1007/s10551-010-0528-8
Robichaud, Z; Yu, H. [72]	Do young consumers care about ethical consumption? Modelling Gen Z's purchase intention towards fair trade coffee	<i>Br. Food J.</i>	2022	Quantitative descriptive	Canada	WoS	10.1108/BJF-05-2021-0536
Bautista R.A., Jr. [73]	Dynamics of social capital among fair trade and non-fair trade coffee farmers	<i>Bus. Econ. Rev</i>	2018	Quantitative descriptive	Philippines	Scopus	N/A
Maaya L.; Meulders M.; Surmont N.; Vandebroek M. [74]	Effect of environmental and altruistic attitudes on willingness-to-pay for organic and fair trade coffee in flanders	<i>Sustainability</i>	2018	Quantitative descriptive	Belgium	Scopus	10.3390/su10124496
Schollenberg, L. [75]	Estimating the hedonic price for Fair Trade coffee in Sweden	<i>Br. Food J.</i>	2012	Quantitative descriptive	Sweden	WoS; Scopus	10.1108/00070701211213519
Durevall, D. [76]	Fair trade and Market Efficiency: Fair trade-Labeled Coffee in the Swedish Coffee Market	<i>Economies</i>	2020	Quantitative descriptive	Costa Rica	WoS	10.3390/economies8020030
Hejkrlik, J; Mazancová, J; Forejtová, K [77]	How effective is Fair Trade as a tool for the stabilization of agricultural commodity markets? Case of coffee in the Czech Republic	<i>Agric. Econ.</i>	2013	Quantitative descriptive	Czech Republic	WoS	10.17221/41/2012-AGRICECON
Schleenbecker, R; Hamm, U [78]	Information Needs for a Purchase of Fair trade Coffee	<i>Sustainability</i>	2015	Quantitative descriptive	Germany	WoS	10.3390/su7055944
De Ferran, F. [79]	Motivating factors in choosing to buy Fair Trade products: tendencies differ according to the individual	<i>Cah. Agric.</i>	2010	Quantitative descriptive	France	WoS	10.1684/agr.2010.0372
Yang, SH; Qing, P; Hu, WY; Liu, Y. [80]	Using a Modified Payment Card Survey to Measure Chinese Consumers' Willingness to Pay for Fair Trade Coffee: Considering Starting Points	<i>Can. J. Agric. Econ.-Rev. Can. Agroekon.</i>	2013	Quantitative descriptive	China	WoS	10.1111/j.1744-7976.2012.01266.x

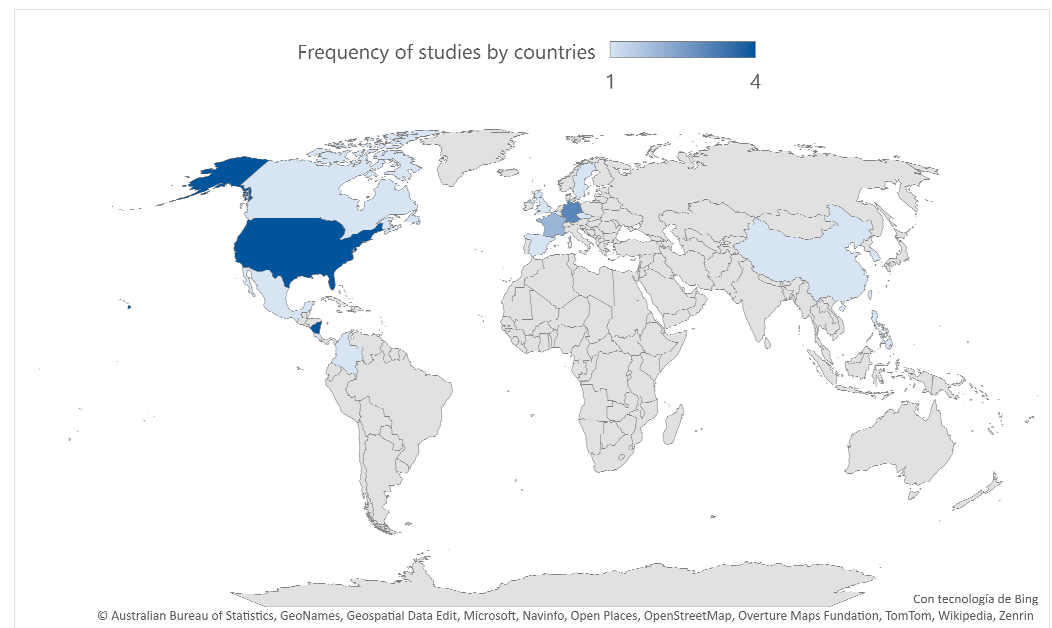
Table 3. Cont.

Authors	Articles	Journal	Pub. Year	Category of Study Design MMAT	Country	Source Database	DOI
De Pelsmacker, P.; Janssens, W.; Sterckx, E.; Mielants, C [37]	Consumer preferences for the marketing of ethically labelled coffee	<i>Int. Marketing Rev.</i>	2005	Quantitative descriptive	Belgium	Scopus	10.1108/02651330510624363
Hindsley, P.; McEvoy, D. M.; Morgan, O. A [33]	Consumer demand for ethical products and the role of cultural worldviews: The case of direct-trade coffee.	<i>J. Int. Soc. Ecol. Econ.</i>	2020	Quantitative non-randomized	Global	Scopus	10.1016/j.ecolecon.2020.106776
Rubio-Jovel, K.; Sellare, J.; Damm, Y.; Dietz, T. [81]	SDGs trade-offs associated with voluntary sustainability standards: A case study from the coffee sector in Costa Rica	<i>Sustainable Dev.</i>	2023	Quantitative descriptive	Costa Rica	Scopus	10.1002/sd.2701

N/A = Not available.

The map visually represents the frequency of studies conducted in each country, with varying shades of blue indicating the concentration of research. Lighter shades represent countries with a single study, such as Germany, South Korea, Belgium, and the Czech Republic, reflecting emerging or specialized research areas. These studies primarily focus on consumer preferences, ethical considerations, and market behaviors in non-coffee-producing countries. Darker shades highlight countries with higher frequencies of studies, such as the United States and the combined regions of Nicaragua, Peru, and Guatemala, which together account for five studies. This gradient illustrates the intensity of academic focus on regions, emphasizing the dual importance of consumer markets in developed countries and production regions in developing nations.

Furthermore, countries like South Africa, Mexico, New Zealand, and Taiwan contribute to the diversity of perspectives, focusing on unique consumer motivations and market strategies. South Africa, for instance, explores willingness to pay for Fair Trade coffee in a different consumer context, while New Zealand focuses on adding value in cafes through Fair Trade coffee. This geographic distribution demonstrates both the global reach of Fair Trade coffee research and the need for more extensive exploration in under-represented regions, such as countries in Africa or Southeast Asia, to gain a comprehensive understanding of its impact, as illustrated in Figure 2.



**Figure 2.** Countries studies in selected articles.

### 3.3. Results Studies Macromarketing

Three studies were conducted by [20,54,60] in the coffee-producing countries of Nicaragua, Peru, and Guatemala. One additional study, by [58], was conducted in Mexico. These studies focused on quantitative descriptive methods, using self-report questionnaires to assess the perception of improvements in quality of life across various dimensions. Arnould et al. [20], and Geiger-Oneto et al. [54] analyzed the impact of Fair Trade on the quality of life for coffee producers in Nicaragua, Peru, and Guatemala, highlighting the role of cooperatives in enhancing producers' well-being and examining the broader social and economic effects on global relationships between producers and consumers. Their findings revealed that farmers in Fair Trade cooperatives reported a higher quality of life, improved income, and a more optimistic outlook for their families' future [20] explored whether Fair Trade fulfills its core value proposition by improving the income, education, and

health of small coffee producers in these same countries, further examining its social and economic impact and connecting consumers and producers within a global ethical trade system [58] studied the factors influencing coffee producers' engagement with cooperatives in Mexico, using fractional probit regression to analyze variables such as price uncertainty, trust, education, and relational commitment. Their results demonstrated that engagement with cooperatives positively impacts producer outcomes and income stability, showcasing the crucial role of cooperatives in enhancing the financial security and development of producers.

#### 3.4. Results Studies Strategic Marketing

The research included in the strategic marketing category addresses various factors such as consumer behavior, positioning strategies, and the role of values in the decision-making process for Fair Trade coffee [50,51] emphasizing that personality traits like conscientiousness and extraversion significantly influence consumers' willingness to pay higher prices for sustainable and Fair Trade products. According to the findings of [55], the primary motivations for purchasing Fair Trade coffee include the improvement of workers' and farmers' wages and working conditions. Furthermore, Hwang et al. [57] argue that moral emotions and self-fulfillment, driven by empathy or narcissism, are key motivations for ethical consumers, with the emotional drive often leading to greater satisfaction.

In addition, Cailleba et al. [71] focus on how personal values, particularly humanitarianism, influence consumer preferences for Fair Trade coffee. They found that individuals with higher humanitarian values were more willing to pay a premium for Fair Trade products. Moreover, studies by Sepúlveda et al. [69], and Lee et al. [70] highlight that consumers' ethical values, particularly the importance of environmental and social concerns, significantly impact their purchasing decisions. This is especially true in contexts where Fair Trade certifications are prominently displayed and communicated effectively, influencing consumer trust and perception of value.

In terms of market segmentation, Robichaud et al. [72] point out that young consumers, particularly Gen Z, show different purchase intentions compared to older generations. They suggest that the role of social media and peer influence contributes to their motivations for buying Fair Trade coffee, as these factors align with their self-image and social identity [78] also discuss the importance of market positioning strategies in attracting these younger consumers, noting that Fair Trade certifications and the story behind the product play a crucial role in shaping perceptions and willingness to pay.

Furthermore, studies like those by Schollenberg [75], and De Ferran [79] explore how the integration of ethical considerations into marketing strategies can enhance the marketability of Fair Trade coffee. However, they note challenges related to price sensitivity and the need for clear communication of the social and environmental benefits associated with these products. This emphasizes the necessity for businesses to balance ethical messaging with practical considerations such as price and product quality to meet consumer expectations.

These findings emphasize the critical role of understanding consumer behavior, segmentation strategies, and the influence of ethical values on purchasing decisions. However, they also point out the gaps in connecting the strategic narratives used in marketing campaigns with the actual impacts on the communities involved in Fair Trade systems, suggesting a need for more comprehensive research in this area.

#### 3.5. Results Studies Operating Marketing

Studies within the operational marketing field examine how promotional tactics, pricing strategies, and efficiency impact consumer decisions regarding Fair Trade coffee.

Chen et al. [62] found a significant positive relationship between the attractiveness and reliability of celebrity endorsements and consumers' willingness to purchase Fair Trade coffee. However, they also observed that promotional tactics like "buy one, get one free" coupons were more effective at increasing purchase intentions than celebrity endorsements, brochures, or packaging [65] used a theoretical model to assess how market conditions influence the welfare of coffee farmers in Fair Trade systems. Their results indicated that while Fair Trade improves the welfare of farmers, it still falls short of the welfare that could be achieved under perfect competition [66] applied data envelopment analysis (DEA) to evaluate the efficiency of seven specialty coffee retailers, revealing that those committed to socially responsible practices, like Fair Trade, performed significantly better than those that were not. Interestingly, their research found that higher purchase prices for Fair Trade coffee did not harm retailer efficiency; rather, the increased revenue from the positive brand image associated with social responsibility helped offset the higher costs.

In Sweden, Schollenberg [75] found that consumers were willing to pay a premium of up to 38% for Fair Trade-certified coffee, showing a strong public awareness of Fair Trade labels. However, the study pointed out that much of the price premium ended up benefiting roasters and supermarkets rather than the coffee producers themselves [76] also emphasized the importance of product information, noting that consumers placed greater value on general information over specific product details. Price, as well as the quality of organic certifications, were key drivers in the purchasing decisions for Fair Trade coffee. This underscores the importance of effective communication strategies for coffee marketers, ensuring that consumers are well-informed about both the product quality and the ethical values it represents.

These findings underline how essential strategic marketing elements, such as pricing, promotions, and understanding consumer behavior, are to the success of Fair Trade coffee in various markets. However, they also highlight the ongoing challenge of aligning marketing strategies with actual impacts on producer communities, pointing to the need for a more equitable distribution of value across the supply chain. This systematized information can be seen in Table 4.

Table 5 presents studies organized by specific marketing subcategories related to Fair Trade coffee, including consumer behavior, market segmentation, positioning, operational efficiency, and quality of life. Each subcategory is linked to specific methodologies and samples, which influence the findings and practical applications.

In consumer behavior, studies explore how factors such as personality, ethical values, and knowledge about Fair Trade influence consumers' willingness to pay a premium for these products [50,51] The studies show that consumers motivated by humanitarian values and sustainability are more likely to support Fair Trade products. In market segmentation, distinct consumer segments are identified, such as eco-conscious youth or those prioritizing social status [64]. As a result, marketing strategies focus on personalizing communication based on the target audience's characteristics.

In positioning, studies emphasize how ethical brands can differentiate themselves in saturated markets by highlighting attributes such as organic certification and direct trade, which are decisive factors for consumers [78]. In operational efficiency, the studies analyze pricing and promotion practices, highlighting that strategies such as coupons can have a greater impact on purchase intentions than traditional advertising campaigns, signaling the effectiveness of economic promotions over ethical attributes in some cases [63].

**Table 4.** Outcomes of thirty-five selected articles according to PRISMA-ScR guidelines.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Ufer, et al. [50]	<i>Food Res. Int.</i>	This article explores how personality characteristics, such as extraversion and conscientiousness, influence consumers' willingness to pay for specialty coffee from cooperatives, highlighting the importance of segmenting them not only by demographic factors but also by psychological ones.	Strategic Marketing	Consumer Behavior	12	Personality traits, such as extraversion and responsibility, increase the willingness to pay a premium price for products that promote fairer and more sustainable trade.
Lappeman et al. [51]	<i>J. Clean. Prod.</i>	Relationship between personal values and willingness to pay for Fair Trade coffee in Cape Town. The study segments consumers according to their willingness to pay and how their personal values, such as humanitarianism, influence their purchasing decisions.	Strategic Marketing	Consumer Behavior, Segmentation	9	Findings indicate that consumers with humanitarian values and knowledge of Fair Trade are willing to pay a premium price for these products.
Arnot, C., Boxall, P. C., and Cash, S. B [52]	<i>Can. J. of Agricultural Economics</i>	This article explores the revelation of behavioral patterns in real environments. It highlights that consumers place value on ethical attributes of coffee, showing less sensitivity to price, which supports ethical premiums as concrete factors in responsible purchasing decisions.	Strategic Marketing	Consumer Behavior	12	The study shows that consumers value the ethical attributes of coffee, prioritizing them over price. This reinforces the relevance of ethical premiums as decisive elements in responsible purchasing, highlighting the impact of social values in real market environments.
Geiger-Oneto, et al. [54]	<i>J. Macromark.</i>	The effects of Fair Trade on the quality of life of coffee producers in Latin America, evaluating how cooperatives impact their subjective and economic well-being that examines the impact of the Fair Trade system on the relationships between producers, consumers, and the global market, considering large-scale social and economic aspects.	Macromarketing	Quality Life, cooperativism	1	The findings highlight that farmers participating in Fair Trade cooperatives report a higher quality of life, better income, and a more positive outlook on the future for their families.
Darian et al. [55]	<i>J. Int. Consum. Mark.</i>	The focus of the article is to investigate consumers' motivations for purchasing Fair Trade coffee, focusing on the perceived benefits to workers and farmers, examining the reasons behind purchasing decisions, and how consumers value the ethical aspects of Fair Trade.	Strategic Marketing	Consumer Behavior	9	Consumers mainly buy Fair Trade coffee to improve wages and working conditions for farmers and workers. Frequent buyers and those with greater knowledge of Fair Trade prioritize long-term benefits such as community development and producer empowerment more than occasional buyers.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Hwang, et al. [57]	<i>J. Bus. Ethics</i>	What ethical consumers' motivations, based on empathy or self-orientation, affect their happiness when they consume Fair Trade coffee? It explores how emotional and psychological factors influence consumer satisfaction and repurchase intention.	Strategic Marketing	Consumer Behavior	9	The study shows that ethical consumers' happiness is primarily driven by self-oriented motivations such as self-actualization and narcissism, rather than moral emotions like empathy and guilt. Narcissism fosters self-actualization, which then boosts happiness and encourages repurchasing Fair Trade coffee.
Arnould, et al. [20]	<i>J. Public Policy Mark.</i>	Assessing whether Fair Trade meets its core value proposition by improving the income, education, and health of small coffee producers in Latin America. Examines the social and economic impact of Fair Trade on the lives of producers, connecting consumers and producers within a global system of ethical trade.	Macromarketing	Quality Life, cooperativism	3	Fair Trade coffee participation boosts farmers' income and offers some educational and health benefits, though inconsistently. Cooperative membership increases the chances of children attending school and improves access to medical care, particularly for long-term participants.
Arana-Coronado et al. [58]	<i>J. Int. Food Agribus. Mark.</i>	Factors that influence the level of engagement of organic and Fair Trade coffee producers with cooperatives in Mexico. It studies how the economic and social relationships between producers and cooperatives affect farmers' participation in the global market, focusing on the large-scale implications of Fair Trade and organic coffee.	Macromarketing	Quality life, Cooperativism	9	Farmers in Fair Trade cooperatives in Mexico report better income and quality of life. Payment delays and uncertainty reduce their engagement, leading some to sell outside the cooperative. Strengthening commitment and improving payment processes increase cooperative participation.
Murphy et al. [59]	<i>J. Consum. Mark.</i>	Explores how Fair Trade coffee can help differentiate and strategically position coffee shops by analyzing how the use of Fair Trade coffee and its promotion can influence customer perceptions and help coffee shops stand out from the competition.	Strategic Marketing	Positioning	9	The study found that many customers overestimated their Fair Trade knowledge. More informed customers valued fair trade and the cafe atmosphere but expected lower price premiums. After learning more, they supported higher prices, though their expectations for coffee taste worsened.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Arnould et al. [60]	<i>Adv. Int. Manage.</i>	How participation in Fair Trade enables small coffee producers to capture more economic value through disintermediation. Studies the large-scale social and economic impact of Fair Trade in rural communities, improving the quality of life, education, and access to health services for producers.	Macromarketing	Quality Life, cooperativism	4	Producers in TransFair USA-supported Fair Trade cooperatives capture more value than nonparticipants, leading to modest but measurable improvements in quality of life, health, education, and sustainable agricultural practices.
Howard, PH; Jaffee, D [61]	<i>Sustainability</i>	Fair trade reveals tensions between sustainability and business growth, showing that large corporations face major challenges in genuinely adopting ethical practices aligned with fair trade ideals.	Macromarketing	Analysis of the business environment and competition	12	Fair Trade discusses how companies of different sizes approach sustainability. They highlight tensions between business growth and ethical commitment, underscoring major challenges for large corporations in genuinely integrating fair trade ideals.
Winchester M.; Arding R.; Nenyycz-Thiel M. [56]	<i>J. Food Prod. Mark.</i>	Discrepancies exist between ethical attitudes and purchasing behavior, showing that consumers support ethical brands, but their actual commitment to fair trade remains inconsistent.	Strategic Marketing	Consumer Behavior	12	Discrepancies between ethical attitudes and purchasing behavior. Although consumers support ethical brands, their consistency is limited, also opt for products that do not meet fair trade standards.
Chen S.-M.; Huddleston P. [62]	<i>Int. J. Retail Distrib. Manage.</i>	In this study, marketing strategies, such as promotional discounts and celebrity endorsements, were analyzed to determine their impact on fair trade coffee sales, showing that cost-effective coupons outperformed celebrity campaigns.	Strategic Marketing	Consumer Behavior	12	The article concludes that while celebrity endorsements can positively influence students' intention to purchase fair trade coffee, practical promotional strategies like discount coupons are equally effective in driving consumer behavior.
Podhorsky, A. [63]	<i>J. Dev. Econ.</i>	The Fair trade program uses strategic marketing approaches to enhance consumer awareness, promote the ethical quality of goods, and create direct sales channels. These efforts strengthen demand, enabling producers to receive stable, fair wages.	Macromarketing	Sustainable certification	8	The Fair trade program, by ensuring a price floor and direct sales channels, lessens intermediary control and raises farmer wages. It provides a more efficient income transfer, provided price levels remain balanced.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Cailleba P.; Casteran H. [64]	<i>J. Appl. Bus. Res.</i>	Marketing strategies in the fair trade market play a key role in creating awareness and facilitating adoption. Specific promotions and product features influence consumer decisions, although their impact may be less than expected. Even so, the educational and economic level of consumers increases their receptiveness to fair trade products, highlighting the need for information and positioning strategies aimed at this segment.	Strategic Marketing	Consumer Behavior	12	The article shows that personal characteristics and promotions have a limited impact on fair trade coffee purchases, although these grow with educational level and standard of living.
Tedeschi, G. A.; Carlson, J.A. [65]	<i>J. Int. Dev.</i>	Consumer perception and their willingness to support fair trade by highlighting ethical benefits and addressing market inefficiencies. Effective campaigns can promote the value of fair trade, attract ethically conscious consumers, and stimulate demand. By focusing on transparency, education, and emotional appeal, marketing strategies drive sales and reinforce the role of fair trade in supporting equitable production practices.	Strategic Marketing	Consumer Behavior	8	Fair trade improves the welfare of farmers in inefficient credit markets by reducing the power of middlemen, although total welfare falls short of potential outcomes in a perfectly competitive market.
Joo S.-J.; Min H.; Kwon I.-W.G.; Kwon H. [66]	<i>Int. J. Logist. Manage.</i>	Highlighting fair trade sourcing, sustainable values, and ethical credentials increases consumer confidence and brand loyalty. By emphasizing responsible sourcing through promotional campaigns, companies strengthen their competitive advantage, boosting sales and customer retention, while aligning with consumers' growing preference for socially responsible and transparent business practices.	Operational Marketing	Processes	8	Fair trade sourcing improves the operational efficiency of coffee retailers by offsetting higher costs through increased revenues and improved brand recognition, supporting socially responsible practices as a viable long-term strategy for multinational companies.
Bacon C. [67]	<i>World Dev.</i>	Like certification labels and consumer education, they enhance the promotion and sale of Fair Trade products by highlighting ethical sourcing and environmental benefits, thus attracting socially conscious consumers.	Macromarketing	Sustainable trade	1	The study indicates that participation in organic and Fair Trade networks reduces livelihood vulnerability for small-scale farmers in northern Nicaragua.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Wann, J.W.; Kao, C.Y.; Yang, Y.C. [68]	<i>Sustainability</i>	Highlighting attractive product attributes and creating personalized consumer experiences play a key role in promoting fair trade products. These approaches help to differentiate offerings, build trust, and ultimately build consumer loyalty and increase sales.	Strategic Marketing	Consumer Behavior	12	Taiwanese consumers prioritize external attributes, such as coffee shop style and product packaging, over internal qualities, leading coffee retailers to innovate and tailor their offerings to grow in niche markets.
Sepúlveda, WS; Chekmam, L; Maza, MT; Mancilla, NO [69]	<i>Food Res. Int.</i>	Ethical certifications and origin can significantly boost sales of Fair Trade products. Tailoring promotions to highlight attributes valued by specific consumer groups increases appeal and purchase decisions. Understanding regional preferences enables more effective targeting and increased market share.	Strategic Marketing	Market segment	12	Both Spanish and Colombian consumers value Fair Trade coffee, with Spanish consumers showing a preference for organic certifications, while Colombian consumers favor Rainforest certifications; both groups prefer coffee of Colombian origin.
Lee, H.; Jin, Y.; Shin, H. [70]	<i>Sustain. Dev.</i>	Emphasizing ethical values and fostering a sense of global citizenship can increase consumers' intention to purchase fair-trade coffee.	Strategic Marketing	Consumer Behavior	12	Attitudes towards purchasing fair trade coffee, subjective norms, and cosmopolitanism significantly influence consumers' purchase intentions in South Korea. Perceived behavioral control was not statistically significant.
Cailleba P.; Casteran H. [71]	<i>J. Bus. Ethics</i>	Focus on increasing customer loyalty by emphasizing the ethical and social benefits of FT coffee, creating engaging campaigns that resonate with consumers' values, and developing programs that encourage repeat purchases to foster long-term commitment.	Strategic Marketing	Consumer Behavior	12	The study reveals that French consumers of fair trade (FT) coffee show lower loyalty compared to consumers of traditional coffee, indicating that purchases of FT coffee tend to represent a temporary commitment.
Andorfer, V.A.; Liebe, U. [53]	<i>Soc. Sci. Res.</i>	This suggests that price reductions are more effective than informational or moral appeals in promoting Fair Trade products. Therefore, marketing strategies focusing on competitive pricing may enhance the promotion and sale of Fair-Trade items.	Strategic Marketing	Consumer Behavior	12	The study found that only a 20% price reduction significantly increased Fair Trade coffee purchases while providing information and moral appeals had no significant effect.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Robichaud, Z; Yu, H. [72]	<i>Br. Food J.</i>	Marketing strategies targeting Generation Z can leverage social media, peer influence, and personalized messaging to promote fair trade products. By emphasizing ethical values and aligning products with Gen Z's social identity and digital engagement, marketers can enhance awareness, improve product appeal, and drive sales.	Strategic Marketing	Consumer Behavior	12	The research concludes that Generation Z's purchase intentions for fair trade coffee are strongly influenced by their knowledge of fair trade, general attitudes, peer norms, and product interest.
Bautista R.A., Jr [73]		Highlighting fair trade's role in strengthening cooperative networks, economic empowerment, and social trust can effectively promote fair trade products. By showcasing the benefits of fair trade certification and its impact on local communities, businesses can connect with consumers seeking ethically sourced goods.	Strategic Marketing	Market segment	12	Fair trade positively influences farmer cooperatives by increasing their reliance on non-government support, boosting collective action, and improving economic performance. However, some factors like trust in NGOs may adversely impact perceived economic outcomes.
Maaya L.; Meulders M.; Surmont N.; Vandebroek M. [74]	<i>Sustainability</i>	Emphasizes the role of fair trade in promoting ethical and sustainable production can connect with environmentally conscious consumers. By demonstrating the positive social and environmental impact of fair trade certification, companies can build trust, differentiate their products, and ultimately increase sales in this growing market segment.	Macromarketing	Market decisions	8	consumer knowledge, environmental and altruistic attitudes, and willingness to pay for fair trade and organic labels significantly influence coffee purchasing behavior, reflecting consumers' strong interest in ethical product standards.
Schollenberg, L. [75]	<i>Br. Food J.</i>	Marketing approaches that emphasize the ethical and environmental benefits of Fair Trade certification can effectively boost consumer interest and sales. Highlighting the positive impact on producers and sustainable practices appeals to socially conscious consumers, encouraging them to choose Fair Trade products.	Operational Marketing	Price	12	The study found that Swedish consumers are willing to pay a 38% premium for Fair Trade-labeled coffee, indicating high public awareness and a pricing policy that reflects this demand.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
Durevall, D. [76]	<i>Economies</i>	The promotion of Fair trade products focuses on ethical consumerism, sustainability, and fair compensation for producers. However, transparency in price distribution is crucial to maintaining consumer trust, ensuring that Fair trade commitments genuinely benefit farmers and reinforce long-term market credibility.	Operational Marketing	Price	8	Fair trade labeling connects farmers with ethical consumers, but a significant portion of the price premium benefits roasters and retailers more than the farmers themselves. This raises concerns about efficiency and equitable distribution within the Fair trade system.
Hejkrlik, J; Mazancová, J; Forejtová, K. [77]	<i>Agric. Econ.</i>	Fair Trade coffee stands out for its ethical appeal, sustainability, and perceived quality. However, high prices make consumer adoption challenging. Effective communication of its impact on producers, along with strategies to improve affordability, can strengthen market penetration and sales.	Strategic Marketing	Analysis of the business environment and competition	12	Fair Trade's role in corporate social responsibility and price stabilization but notes that high retail prices limit market growth. The efficiency of Fair Trade remains uncertain, as producers receive only a fraction of the price premium.
Schleenbecker, R; Hamm, U. [78]	<i>Sustainability</i>	Clear and accessible product information enhances consumer trust and purchase likelihood. Simplified yet impactful details on packaging about ethical sourcing, sustainability, and certification improve consumer engagement, aligning with their values and reducing decision-making efforts, ultimately boosting sales.	Operational Marketing	Price	12	The study reveals that German Fair trade coffee consumers actively seek information before purchasing, prioritizing product packaging details. Purchase decisions are influenced more by search behavior than socio-demographic factors, emphasizing the need for concise and relevant Fair trade information.
De Ferran, F [79]	<i>Cah. Agric.</i>	Understanding varied consumer motivations helps tailor messaging to different market segments. Highlighting ethical values, quality, and sustainability through clear narratives strengthens emotional connections, enhances perceived value, and encourages purchasing decisions, ultimately driving sales and expanding fair trade's market reach.	Strategic Marketing	Consumer Behavior	12	The fragmented nature of the fair trade coffee market, reveals diverse purchasing motives. Using hierarchical value maps and structural modeling, it identifies different consumer value chains influencing fair trade coffee buying behavior.
Yang, SH; Qing, P; Hu, WY; Liu, Y. [80]	<i>Can. J. Agric. Econ.-Rev. Can. Agroekon.</i>	Adapting messaging to Chinese consumers' preferences is crucial for fair trade coffee's success. Emphasizing ethical sourcing, quality, and sustainability through culturally relevant narratives and pricing strategies can enhance consumer engagement, build trust, and drive market adoption.	Strategic Marketing	Consumer Behavior	12	The rapid growth of coffee consumption in China and a positive willingness to pay for fair trade coffee. It also examines potential biases affecting consumer decisions, providing insights into the viability of fair trade in this emerging market.

Table 4. Cont.

Authors	Journals	Focus Publications Marketing and Fair Trade	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Outcomes Main SDG Identified *	Brief Conclusions Studies
De Pelsmacker, P.; Janssens, W.; Sterckx, E.; Mielants, C. [37]	<i>Int. Marketing Rev.</i>	Marketing enhances fair trade product sales by emphasizing ethical sourcing, sustainability, and quality. Tailored messaging that aligns with consumer values, cultural perspectives, and transparency builds trust, increases perceived value, and strengthens market adoption of ethically labeled products.	Strategic Marketing	Consumer Behavior	12	This study highlights consumers' willingness to pay a premium for direct-trade coffee, particularly for attributes that provide social benefits. However, preferences vary significantly based on cultural worldviews, influencing ethical purchasing decisions and market dynamics.
Hindsley, P.; McEvoy, D. M.; Morgan, O. A. [33]	<i>J. Int. Soc. Ecol. Econ.</i>	Marketing plays a crucial role in promoting fair trade products by emphasizing ethical sourcing, sustainability, and direct farmer benefits. Effective strategies, such as storytelling, transparency, and cultural alignment, enhance consumer trust, increase perceived value, and drive ethical purchasing decisions.	Strategic Marketing	Consumer behavior	12	This study demonstrates that consumers are willing to pay a premium for direct-trade coffee, particularly for attributes that provide social benefits. However, cultural worldviews significantly influence purchasing decisions, highlighting the complexity of ethical consumer behavior.
Rubio-Jovel, K.; Sellare, J.; Damm, Y.; Dietz, T. [81]	<i>Sustainable Dev.</i>	Emphasizing sustainability commitments, ethical sourcing, and tangible benefits for farmers increases consumer confidence and encourages responsible purchasing. Transparent communication about certifications and real-life impacts fosters trust, motivating consumers to choose products that align with environmental and social values.	Strategic Marketing	Consumer Behavior	12	This study examines the impact of voluntary sustainability standards in Costa Rica's coffee sector, highlighting their limitations in fully achieving sustainability goals. Modifications in implementation are necessary to balance environmental benefits with socioeconomic improvements for producers and workers.

\* SDGs: 1: No poverty, 3: Good health and well-being, 4: Quality education, 8: Decent Work and Economic Growth; 9: Industry, innovation and infrastructure, 12: Responsible consumption and production.

**Table 5.** Results, Study Application, and Research Limitations/Implications of Studies.

Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Ufer, D; Lin, W; Ortega, DL [50]	Strategic Marketing	Consumer Behavior	134 participants	The 31-item MIDI Scale assessed personality traits, while the BDM mechanism measured consumer willingness to pay.	Personality traits shape consumer preferences, with conscientiousness, extroversion, and agency having the greatest impact.	Understanding consumers' willingness to pay is key to industry profitability, with personality traits playing a vital role in food purchasing and marketing strategies.	Specialty coffee consumers are not representative of the general population, highlighting the need for broader research on coffee demand and consumption habits.
Lappeman, J; Orpwood, T; Russell, M; Zeller, T; Jansson, J [51]	Strategic Marketing	Consumer Behavior, Segmentation	300 usable questionnaires were obtained.	A structured questionnaire assessed fair trade knowledge, followed by a conjoint experiment on willingness to pay for fair trade coffee and a Likert scale evaluation of 30 personal values.	Brand was the main purchase factor (43.58%), while fair trade supporters prioritized humanitarian values over brand loyalty.	Fair trade coffee sales can grow by blending quality with ethical branding, targeting eco-conscious youth willing to pay up to 20% more.	The small sample size limits generalizability and future research could explore generational differences and additional coffee attributes like nutritional value.
Geiger-Oneto, S; Arnould, E] [54]	Macromarketing	Quality Life, cooperativism	Data were collected from 1289 questionnaires,	The surveys covered production, living conditions, education, health, and community participation, assessing social programs, income, savings, and future expectations.	Participants in fair trade coffee marketing in three countries showed better quality of life indicators, with business support (technical assistance and price negotiation) being key to improved participation and life quality.	Participation in fair trade improves producers' quality of life, with varying impacts based on country, product, labeling organization, and marketing channel.	N/A
Darian J.C.; Tucci L.; Newman C.M.; Naylor L. [55]	Strategic Marketing	Consumer Behavior	The study included 500 regular coffee buyers who had tried fair trade coffee.	Seven hypotheses and 12 variables explored factors affecting fair trade coffee purchases, including frequency, knowledge, and barriers.	The main reasons for buying fair trade coffee were improved conditions and direct cooperation, with lack of information being a bigger barrier than price.	Segmenting consumers and improving information and availability are key to promoting fair trade.	Future research could validate key motivations for fair trade purchases and explore their relevance to other product categories.

Table 5. Cont.

Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Hwang, K; Kim, H. [57]	Strategic Marketing	Consumer Behavior	A total of 471 questionnaires were collected	The study used PLS to analyze hypotheses and identify constructs like guilt, empathy, and repurchase intention.	The study found that moral emotions, self-actualization, and empathy drive fair trade coffee consumption, balancing ethical and selfish motivations for happiness.	Fair trade coffee marketing should evoke guilt, empathy, and cater to different consumer types to encourage regular consumption and happiness.	This study has limitations, including self-report bias and the need for a better measure of healthy narcissism, as well as unexplored social motivations for fair trade purchases.
Arnould, EJ; Plastina, A; Ball, D [20]	Macromarketing	Quality Life, cooperativism	The participation of 1.269 coffee farmers	The questionnaire assessed key areas and used statistical tests to compare fair trade farmers with others based on demographics and health.	Participation in cooperatives boosts incomes and improves education, health, and access to care, especially for long-term participants.	Public policies integrating economics, education, and health can enhance fair trade's impact, as seen in Colombia, promoting equitable development despite challenges.	Fair trade participation is linked to better income, education, and healthcare, but causal relationships can not be proven due to the non-random assignment of fair trade conditions.
Arana-Coronado J.J.; Trejo-Pech C.O.; Velandia M.; Peralta-Jimenez J. [58]	Macromarketing	Quality life, Cooperativism	We surveyed 100 coffee farmers.	A regression and factor analysis examined factors like price, education, and trust influencing coffee growers' commitment to cooperatives.	Farmers' uncertainty about payment terms and prices increases sales to local buyers, reducing cooperative sales, with payment delays being a common challenge.	Alternative channels reduce cooperative commitment, requiring strategies like certifications and credit access to ensure liquidity.	N/A
Murphy A.; Jenner-Leuthart B. [59]	Strategic Marketing	Positioning	A total of 150 questionnaires were prepared.	Five hypotheses and measurement scales were developed to assess coffee shop attributes, using an expanded four-item scale, and tested through anonymous customer surveys.	Informed consumers valued taste, fair trade, and atmosphere, with women rating these higher, especially for fair trade cafés.	Promoting fair trade coffee in coffee shops can boost value and profits, acting as a differentiation strategy if it stays within its niche while emphasizing social benefits.	Although the focus group sample is too small to provide reliable and valid statistics.
Arnould E.J.; Plastina A.; Ball D. [60]	Macromarketing	Quality Life, cooperativism	The study involved 1269 participants in Nicaragua, Peru, and Guatemala, focusing on fair trade.	The study, divided into four sections, compared farmers with and without TransFair using ANOVA to assess various aspects of dependency.	Fair trade offers better payments, acting as a buffer against volatility, though results are not causal due to study limitations.	TransFair-supported Fair Trade improves prices, quality of life, and sustainability for producers.	The study's cross-sectional design and sampling challenges limit its ability to track trends, with self-reports serving as opinions, not facts, on community changes.

Table 5. Cont.

Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Chen S.-M.; Huddleston P. [62]	Operational Marketing	Promotion	A survey of 100 university students in the Midwest, USA.	Participants rated sports celebrities and assessed the impact of promotional strategies on fair trade coffee purchase intention.	Sports celebrities influenced fair trade coffee purchase intent, but a “buy one, get one free” coupon had a stronger effect.	Lower-cost promotional strategies, like coupons, can be as effective as celebrity endorsements in driving fair trade product purchase intention.	The results were derived from a student sample, with advertising stimuli consisting of written scenarios without illustrations.
Podhorsky, A. [63]	Macromarketing	Global Marketplace	The study compares money transfers and direct transfers during the 2000–2005 coffee crisis.	A model was developed for the international supply chain with monopolistic competition among producers and ethical product quality valued by consumers.	The fair trade program boosts wages for non-participating farmers but requires balancing fair trade prices for optimal efficiency and consumer welfare.	The model emphasizes the balance between ethical quality and price, revealing the potential for optimal direct transfer pricing to ensure program efficiency.	An empirical analysis of the model’s proposals awaits future research.
Cailleba P.; Casteran H. [64]	Strategic Marketing	Consumer Behavior	This panel includes 5668 households that purchased coffee at least once, with a total of 10,267 bags of fair trade coffee transacted globally.	Finite mixture models, used for over a century, offer precise explanations through segmentation and variables.	The French fair trade coffee market is segmented into three buyer groups, with promotions boosting sales, peaking seasonally, and social status being a key factor.	Targeting higher-income professionals is key for fair trade product growth, with pricing strategies balancing promotions to encourage repeat purchases without reducing regular prices.	Further research is needed on consumer behavior, class transitions, and fair trade’s impact on brand loyalty.
Tedeschi, GA; Carlson, JA [65]	Operational Marketing	Price	The remaining parameters are from 2006 Peru data, where coffee production is notable but does not impact global prices.	We use a short-term equilibrium model to analyze coffee farmers’ market conditions, including credit access and fair trade contracts.	Fair trade improves farmers’ welfare at the expense of local intermediaries, but total welfare remains lower than under perfect competition.	Fair trade can improve profits by reducing reliance on local intermediaries, especially when global prices are low, with additional benefits from organic price premiums.	Future research should explore the real benefits of fair trade using panel data across varying global prices for its global expansion.
Joo S.-J.; Min H.; Kwon I.-W.G.; Kwon H. [66]	Operational Marketing	Efficiency	We analyzed audited financial reports from seven specialty coffee retailers to define the inputs and outputs for Data Envelopment Analysis (DEA).	The article uses DEA to evaluate the efficiency of seven coffee retailers, focusing on the impact of fair trade practices.	The study showed that socially responsible coffee retailers performed better, with higher fair trade prices offset by increased brand recognition.	It assists specialty coffee retailers in shaping future global sourcing strategies by providing insights into how socially responsible sourcing impacts their competitiveness.	Despite our innovative approach, this study is far from perfect due to its reliance on a limited sample, time frame, and proxy measures derived from financial data.

Table 5. Cont.

Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Bacon C. [67]	Macromarketing	Sustainable Trade	The study surveyed 228 farmers to assess the impact of fair trade and organic coffee sales.	The survey evaluated the impact of fair trade and organic coffee sales, incorporating various social factors and validating data through site visits and focus groups.	Farmers sell most of their coffee through cooperatives, which set prices and invest in community development and infrastructure.	Cooperatives need more credit to pay farmers upfront, and joining alternative markets helps reduce price vulnerability, but further investment is needed for specialty coffee growth.	The relationships between price, quality, certification, and cooperative membership warrant further investigation.
Wann, JW; Kao, CY; Yang, YC [68]	Strategic Marketing	Consumer Behavior	300 consumer surveys were conducted in the Taichung area.	The study surveyed consumers of locally grown specialty coffee to explore their preferences and willingness to pay for different premium attributes using a discrete choice method.	Consumers preferred premium local coffee with café-style ambiance, natural landscapes, and cultural packaging while avoiding strong acidity and excessive aroma.	It has been shown that market differentiation labels such as organic, biological, and social labels are preferred and valued more by Western consumers.	Future research should examine consumer willingness to pay for local origin labels and preferences for different coffee processing methods.
Sepúlveda, WS; Chekmam, L; Maza, MT; Mancilla, NO [69]	Strategic Marketing	Market Segment	The 708 coffee consumption surveys used simple random sampling.	An experiment was conducted to evaluate gourmet coffee attributes, including certifications, origin, and price.	Gourmet coffee affects consumer preferences, with Fair Trade certification being more favored, while lowland farmers struggle with bean quality, especially when grown under shade.	The results highlight the need to align coffee certification with consumer preferences and enhance small producers' market access.	The study's sampling method limited its representativeness, and including more cities could clarify the results.
Lee, H; Jin, Y; Shin, H [70]	Strategic Marketing	Consumer Behavior	400 valid surveys were collected.	The study examined consumer intentions to buy fair trade coffee using an extended TPB model with cosmopolitanism, analyzing data in Seoul.	The extended TPB model predicted fair trade coffee purchase intentions, with attitude, norms, and cosmopolitanism as key factors.	Leveraging subjective norms, such as promoting fair trade as "good" or "cool" through celebrity endorsements, could effectively encourage fair trade consumption in East Asia.	This study may have sample bias due to higher education and older ages, and future research could combine surveys with interviews and field observations.

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Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Arnot, C; Boxall, PC; Cash, SB [52]	Operational Marketing	Pricing	451 valid surveys were collected.	We worked with a vendor to implement an experiment where consumers expressed preferences for freshly brewed coffee, including fair trade options.	The results indicate that fair trade coffee has a lower price elasticity than similar conventional products.	Fair trade coffee buyers are mainly influenced by ethical attributes, while conventional coffee buyers prioritize price and quality.	The analysis should be expanded to see if university students and staff have fair trade coffee preferences similar to other consumers.
Cailleba P; Casteran H. [71]	Strategic Marketing	Consumer Behavior	A cohort of 4340 households made 7587 transactions in the first three months of 2005.	We used continuous mixture models, specifically the beta-geometric (BG)/NBD model [82].	Quality coffee consumption can be motivated by civic or ostentatious reasons, not just ethical concerns or a desire for the coffee itself.	To boost FT coffee sales, marketers should focus on attracting new customers, improving retention, and addressing price barriers by offering premium and competitively priced FT coffee.	Our research could be expanded to explore the ethical motivations behind FT product consumption, which may define a lifestyle.
Andorfer, VA; Liebe, U [53]	Strategic Marketing	Consumer Behavior	1515 customers across the three supermarkets.	We used a quasi-experimental design to study the impact of three treatments on fair trade coffee purchases.	The price promotion attracted new FT coffee customers, but they bought for price reasons, not ethics, with no impact from the informational or moral appeal treatments.	The study found that price-sensitive FT consumers were more influenced by price promotions than by ethical labels or information.	The informational treatment and moral appeal are harder to quantify, so an experimental environment with new FT product options in supermarkets would help assess their impact.
Robichaud, Z; Yu, H [72]	Strategic Marketing	Generación z	S/I	This study explores Generation Z's fair trade coffee purchase intentions using structural equation modeling.	Generation Z's ethical consumption is influenced by peer norms, social media, and self-branding, allowing real-time monitoring and sharing.	Generation Z uses ethical consumption to project values and influence their peers.	N/A
Bautista R.A., Jr. [73]	Strategic Marketing	Market segmentation	This study surveyed 97 fair trade and 96 non-fair trade farmers using both quantitative and qualitative methods.	The study used the SCIQ, tested for validity, and applied linear regression to identify predictors of perceived economic performance in agricultural cooperatives.	Farmers struggled with production demands but managed to meet their clients' technical requirements.	Fair trade shows potential for poverty alleviation, but inclusion remains a challenge for those meeting buyer standards.	Further research in different locations and with other products is needed for broader generalizability, as the findings are limited.

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Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Maaya L.; Meulders M.; Surmont N.; Vandebroek M. [74]	Macromarketing	Market Decisions	262 participants completed the survey, with 55% women and 50% under thirty.	A discrete choice experiment assessed consumer preferences for fair trade and organic labels based on attributes like taste, origin, and price.	Fair trade's longer market presence and altruistic behavior drive environmentally conscious consumers to buy products like organic coffee.	Higher willingness to pay based on environmental attitudes emphasizes the need for consumer attitudes in market strategies.	The study's focus on a single product and market limits generalizability, requiring further research on willingness to pay for fair trade and organic labels.
Schollenberg, L [75]	Operational Marketing	Price Analysis	The study analyzes labeled coffee prices from 2005 to 2008 using Nielsen and HUI data.	A revealed preference approach is used, utilizing weekly sales panel data.	Swedish consumers pay a 38% premium for Fair Trade coffee, reflecting greater public awareness than in Italy or the UK.	The study highlights price differences between labeled and conventional coffee, offering valuable market insights for Sweden and the EU.	In the current context of limited comparable data, this study enhances the ongoing analysis and debate.
Schleenbecker, R; Hamm, U [78]	Strategic Marketing	Consumer Behavior	The survey involved 389 consumers.	The IDM method explores consumer decisions by having participants choose between nine Fair Trade coffees with different ethical attributes, including pricing and production methods.	Consumers prioritize price, organic certification, and Fair Trade labeling, with organic quality being especially important. Only child protection stands out as an ethical attribute.	Sellers should recognize the significant value consumers place on an organic logo, for which they are willing to pay a premium.	The method's criticism lies in the large amount of information for participants, highlighting the need for further exploration of ethical attributes in future research.
Durevall, D [76]	Operational Marketing	Price	The coffee sales data were collected by Nielsen from 3088 Swedish stores between March 2009 and February 2012.	Regression analysis compares average prices of Fair Trade and conventional coffee, then evaluates price-cost margins and producer incomes.	Fair trade certification seems inefficient, with most of the premium benefiting roasters and supermarkets, though findings are likely relevant to other markets.	Fair trade product sales have surged, driven by consumer demand and support from the 2030 Sustainable Development Agenda.	N/A
Hejkrlik, J; Mazancová, J; Forejtová, K [77]	Strategic Marketing	Business Environment Analysis	The initial survey was distributed to 120 regular fair trade shoppers at various specialty World Shops.	The quantitative research uses a 23-question survey to assess regular fair trade coffee buyers' views on quality and price, based on their knowledge of fair trade.	Czech consumers widely recognize the BIO label, enabling retailers to charge higher prices for organic products, which are 140% more expensive than conventional ones.	Fair trade quality impacts retail prices, but the efficiency of the price premium for producers is still unclear.	The concept should encompass broader empowerment for small producers, factoring in all external benefits when measuring their return per retail price.

Table 5. Cont.

Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
de Ferran, F [79]	Strategic Marketing	Consumer Behavior	The study used cognitive chaining with 174 shoppers in large and medium stores.	A hierarchical map analysis and partial least squares structural equation model revealed heterogeneity in the evoked motivations and cognitive chain structures.	Buying fair trade coffee is driven by individual factors, with motivations varying from social to product quality or organic traits, depending on the buyer's profile and needs.	This research helps shape positioning strategies by customizing messages for both activists' values and other consumers' focus on product quality.	The methodology used may overestimate behavior due to its utilitarian nature, requiring further research to better understand the triggers and diversity of this purchase.
Yang, SH; Qing, P; Hu, WY; Liu, Y [80]	Strategic Marketing	Consumer Behavior	A survey was conducted with 564 consumers in the city of Wuhan.	The survey gathered data on Chinese consumers' coffee behavior and their willingness to pay a premium for fair trade coffee.	The study found that respondents were willing to pay an average of \$4.40 more for a medium cup of fair trade coffee.	Women, larger families, and consumers who prepare their own coffee are more likely to pay extra for fair trade coffee.	N/A
Winchester M.; Arding R.; Nencyz-Thiel M. [56]	Strategic Marketing	Consumer Behavior	A study was conducted with 202 respondents.	The study examined the consistency between self-reported ethical attitudes and purchasing behavior across three product categories.	Many consumers show ethical attitudes, but their purchasing behavior often lacks consistency, buying both fair trade and non-fair trade brands.	Fair trade brands can compete with national ones if marketers focus on realistic reasons behind consumer choices.	The sample may not represent the entire population, indicating the need for broader cross-cultural studies.
Howard, PH; Jaffee, D [61]	Operational Marketing	Efficiency	We analyzed strategies of three major U.S. fair trade coffee companies and their responses to recent standard changes.	Using data visualization and media content analysis, we examined their strategies, including responses to recent changes in U.S. fair trade standards.	Equal Exchange remains fully committed to fair trade, Starbucks buys a small portion, and GMCR dedicates significant resources to promoting fair trade.	Attracting more small mission-driven companies may be a slower approach, but it could lead to a more deeply transformative impact on the industry's sustainability efforts.	Future research could examine eco-labels with strong barriers to large companies and their impact on sustainability and consumer trust.
De Pelsmacker, P., Janssens, W., Sterckx, E., y Mielants, C. [37]	Strategic Marketing	Market Segment	A sample of 750 Belgian consumers.	They use conjoint analysis to assess factors like ethical issues, label issuer, information, distribution, promotion, and branding of ethically labeled coffee.	Consumers prefer fair trade coffee, valuing its distribution strategy, label type, and issuer.	Consumers prefer European or NGO labels, and additional package information, and show less interest in in-store promotion or brand type, with similar results across sociodemographic groups.	The study contributes by measuring the relative importance of factors previously identified as relevant within a realistic framework of multi-attribute preference formation.

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Authors	Outcomes Marketing Categories	Outcomes Marketing Subcategories	Sample	Instruments, Variables, Methodology	Results	Study Application	Research limitations/Implications
Hindsley, P.; McEvoy, D.; Morgan, O. [33]	Strategic Marketing	Consumer Behavior	A total sample of n = 953 respondents.	Through discrete choice experiments (DCE), our research design isolates the premiums consumers are willing to pay for each attribute of this relatively complex product.	DCE results show consumers prefer direct-trade attributes, with varying willingness to pay based on cultural worldviews.	These results suggest that researchers and ethical product marketers should consider individuals' cultural worldviews when assessing consumer willingness to pay for the product and its attributes.	N/A
Rubio-Jovel, K., Sellare, J., Damm, Y., and Dietz, T. [81]	Operational Marketing	Efficiency	The final sample included 408 producers.	A case study of the coffee sector in Costa Rica to assess the contribution of Voluntary Sustainability Standards (VSS) to achieving the Sustainable Development Goals (SDGs).	VSS alone are not enough for sustainable coffee production; adjustments are needed to balance sustainability with socio-economic benefits.	Social security systems need collaborative approaches and independent evaluations for continuous improvement in their effectiveness.	N/A

N/A = Not available.

The practical applications of these studies include implementing marketing strategies tailored to different consumer segments, focusing on emphasizing ethical values and transparency in Fair Trade production. This can improve brand positioning and increase consumers’ willingness to pay. Additionally, cooperatives and public policies can benefit from the findings on how to improve the social and economic conditions of producers, promoting better health, education, and quality of life [54].

However, the main limitations include the small sample sizes, which make it difficult to generalize the findings to a broader audience. Furthermore, many studies present a self-report bias, which may affect the accuracy of responses about consumers’ ethical motivations. Additionally, the lack of longitudinal studies that track the long-term effects of Fair Trade on both consumers and producers is noted. Therefore, future research should address these limitations by expanding sample sizes and evaluating the sustained impact of Fair Trade over time. The specific details of each study are presented in the table below.

### 3.6. Concentric Studies in Peripheral and Central Areas

In central countries, such as the United States, Canada, France, Germany, Sweden, Taiwan, South Korea, Spain, and China, research is concentrated on strategic and operational marketing, with a focus on enhancing the positioning of Fair Trade products, consumer knowledge, and pricing strategies. These studies explore the dynamics of consumer behavior, particularly the willingness to pay a premium for ethically sourced products, and the role of marketing strategies in driving consumer engagement. The United States, for example, is a key player in both strategic and operational marketing, with research examining how consumer knowledge and ethical values shape purchasing decisions. Similarly, Canada, Germany, and Sweden also explore both strategic and operational aspects, with a strong emphasis on integrating Fair Trade products into the broader market.

In peripheral countries, such as Nicaragua, Peru, Guatemala, Mexico, Costa Rica, Uganda, Tanzania, Colombia, Philippines, Czech Republic, and Belgium, the focus shifts to macromarketing and strategic marketing. Studies in these regions explore cooperativism, quality of life, and the socioeconomic impacts of Fair Trade, especially on health, education, and income levels. Nicaragua, Peru, and Guatemala stand out for their emphasis on the developmental aspects of Fair Trade, with research looking into the benefits of cooperative models in improving the livelihoods of coffee producers. Costa Rica, while showing a strong presence in macromarketing and operational marketing, also offers insights into the operationalization of Fair Trade in agricultural supply chains. Furthermore, Uganda and Tanzania contribute to strategic marketing research, analyzing consumer motivations and the adoption of Fair Trade products in these emerging markets (see Table 6).

**Table 6.** Cross-matrix with respect to concentric studies in peripheral and central areas.

	Macromarketing	Strategic Marketing	Operational Marketing
Central Countries	No cases found	Germany, United States, South Korea, New Zealand, Canada, Sweden, Spain, and Taiwan issues related to Consumer Behavior, Segmentation, Positioning and Sustainability Branding	Sweden, Germany; United States, Canada
Peripheral countries	Nicaragua, Peru, and Guatemala, Mexico., Costa Rica Main topics related to cooperativism, quality of life, and impacts on health and education	South Africa, Uganda, Belgium, Czech Republic, Philippines, Colombia, Main issues related to Humanitarian Values, Fair Trade Knowledge, Willingness to Pay Premium Price	Nicaragua, Uganda, Costa Rica, Tanzania

## 4. Discussion

This study provides a comprehensive review of the literature on Fair Trade marketing within the coffee industry, focusing on macromarketing, strategic marketing, and oper-

ational marketing. It emphasizes the contributions of these areas to the development of organizations and society while analyzing the geographical scope of reported cases, highlighting distinctions between core and peripheral regions. The findings reveal key patterns and notable gaps in the scope and focus of current research.

The analysis of marketing components in the fair trade coffee industry reveals that the three dimensions of marketing—macromarketing, strategic marketing, and operational marketing—play essential but differentiated roles in strengthening and expanding this model. Regarding macromarketing, this approach allows us to understand how marketing decisions impact not only businesses but also society, the global economy, and the environment [54]. In this context, fair trade promotes an equitable distribution of benefits between producers and intermediaries, improving the social and economic conditions of farmers in developing countries, as seen in studies by Arnould et al. [20], and Arana-Coronado [58]. However, the findings show that despite improvements in the income and well-being of producers, a significant portion of the value generated in the supply chain continues to be absorbed by retailers and processors in consumer countries, limiting the direct impact on producers [61,75]. This challenge is linked to the unequal structures of the global market, which continue to favor the most powerful actors, reflecting the critiques of inequity highlighted in various studies, such as those by Murphy et al. [59].

Despite initiatives aimed at improving conditions for producers, global market policies and structures remain imbalanced, creating a cycle of dependence where the benefits of fair trade are not always distributed equitably. This suggests that while the fair trade market is effective in certain respects, it still faces significant challenges related to the redistribution of value along the supply chain. Moreover, it can be argued that fair trade initiatives in many cases are not fully aligned with the economic realities of developing countries, which necessitates a rethinking of global trade structures to ensure a more equitable distribution of benefits. In this regard, studies by Schollenberg [75], and Durevall [76] reinforce this idea, pointing out that inequalities in the supply chain are central to understanding the limitations of fair trade, as not all parties involved receive the benefits proportionally. It is crucial for central countries, which dominate economic and trade decisions, to reconfigure their relations with peripheral countries, where the producers are located, to achieve a fairer distribution of the income generated by fair trade coffee.

Strategic marketing, for its part, has proven essential in positioning fair trade products in an increasingly competitive global market. Consumer segmentation based on ethical and social values is key to attracting an audience that values sustainability and social justice. In this sense, studies such as Ufer et al. [50], and Lappeman et al. [51] have found that personality traits such as social consciousness and extraversion are key factors in determining the willingness to pay a premium price for fair trade products. This type of marketing not only responds to ethical demand but also uses positioning strategies based on authenticity and differentiation [55]. However, significant challenges remain, such as the lack of transparency in marketing campaigns, which generates doubts about the effectiveness of fair trade certifications [78]. In this context, studies by Hindsley et al. [33] show how cultural differences can significantly influence consumer perceptions of the value of fair trade, which suggests that marketing strategies must be adapted to specific cultural contexts to maximize their impact.

Regarding operational marketing, this addresses the tactical aspects of fair trade product commercialization, such as pricing, promotional strategies, and distribution [62]. In this domain, studies such as those by Hwang et al. [57], and Joo et al. [66] have shown that pricing and promotional strategies are essential for encouraging consumption but also highlight that the premium price of fair trade products remains a significant barrier. Despite consumers' willingness to pay more, the unequal distribution of value along

the supply chain continues to be a concern, as retailers and large corporations capture a greater share of this value [75,76]. This phenomenon underscores the need to improve operational efficiency and transparency in marketing processes, as suggested by Tedeschi et al. [65], who argue that clarity in income distribution processes is critical to ensuring that benefits reach producers effectively. Furthermore, transparency of information regarding the social and environmental impact of products is one of the key areas that emerge from the analysis of operational marketing. Consumers positively value strategies for providing clear and accessible information about the sustainability of products, as indicated by Schleenbecker et al. [78], which focuses on the importance of consumer education in marketing campaigns. This approach not only increases trust in brands but also reinforces the consumer's commitment to the ethical values associated with fair trade [65]. However, if the information provided is not sufficiently clear, marketing strategies risk becoming superficial, where consumers do not fully connect with the true value of fair trade.

## 5. Conclusions

This study underscores the essential role of Fair Trade marketing in advancing ethical consumption in core markets while addressing the socioeconomic challenges of producer communities in peripheral regions. Macromarketing research demonstrates that Fair Trade contributes to modest improvements in income, education, and health for producers, though these benefits are often constrained by systemic limitations. While macromarketing plays a key role in highlighting the positive social and economic impacts of Fair Trade on the communities, it also reveals that much of the value generated within the supply chain remains absorbed by intermediaries, particularly in the more developed markets, limiting the tangible benefits for the producers. Strategic marketing has successfully mobilized consumer demand through effective segmentation and positioning strategies, yet the narratives often prioritize individualistic motivations over genuine connections to producer realities. This emphasis on consumer ethics, though essential for driving demand, does not always translate into real and lasting change for the producers, as it fails to fully address the structural imbalances in the global trade system that continue to favor larger corporations over smaller, resource-constrained cooperatives. The virtual absence of operational marketing research further highlights critical gaps in understanding the practical implementation of Fair Trade principles, particularly in underrepresented regions such as Africa and Asia, where operational challenges differ significantly from those in Latin America.

By promoting more equitable trade practices, Fair Trade helps improve the income and quality of life of producers, especially in rural communities in developing countries, thereby strengthening their economic and social well-being. Additionally, Fair Trade promotes environmental sustainability by prioritizing environmentally friendly production methods, reinforcing the impact of SDG 12 (Sustainable Consumption and Production). Furthermore, the strengthening of cooperatives and community networks in these regions facilitates access to education and healthcare services, aligning with the goals of quality education (SDG 4) and ensuring healthy lives (SDG 3). Together, Fair Trade not only benefits producers and consumers but also reinforces the foundations of a more equitable and sustainable global development.

However, the systemic limitations of Fair Trade, including the unequal distribution of benefits in the supply chain, require further exploration and rectification. As Schollenberg [75], and Durevall [76] have pointed out, much of the value generated through Fair Trade remains concentrated in the hands of intermediaries and larger businesses, often leaving producers with only a small portion of the profits. This is particularly true in

markets that dominate the global supply chain, where the benefits are often disproportionately distributed.

To address these limitations, future research must focus on expanding the scope of Fair Trade studies to encompass the diverse socio-economic contexts of Africa and Asia, where challenges differ significantly from those in Latin America. Operational marketing should become a priority area for research, with a focus on optimizing logistical processes, reducing certification costs, and supporting smaller, resource-constrained cooperatives. The transparency and clarity of certification processes will be essential in this regard, as Tedeschi et al. [65], and Schleenbecker et al. [78] stress that consumers increasingly demand transparency in the entire supply chain, not just at the consumer-facing level. Furthermore, strategic narratives in core markets must evolve to authentically represent the challenges and achievements of producer communities, bridging the gap between consumer expectations and producer realities. By addressing these gaps, Fair Trade can strengthen its ethical value proposition, foster deeper connections between consumers and producers, and drive meaningful socio-economic transformations in the most vulnerable contexts.

Finally, Fair Trade has the potential to catalyze not only economic improvement for producers but also a more equitable global trade system that aligns with the broader goals of social sustainability and inclusive economic growth. This vision can only be achieved through continued research, transparency in operations, and the deepening of consumer–producer relationships, ensuring that Fair Trade remains a powerful tool for global equity and sustainability.

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