

Table of Contents

Statutory Declaration	i
List of Figures.....	vi
List of Tables.....	vii
List of Abbreviations	ix
Acknowledgements	x
Introduction	xi
1 E-commerce	1
1.1 Overview	1
1.2 Definition.....	2
1.3 Business Perspective	3
1.3.1 Competitive Forces	4
1.3.2 Creating Value.....	6
1.4 Elements of E-commerce adoption	7
1.4.1 Strategic Aspects.....	7
1.4.2 Operational Issues.....	8
1.4.3 Behavioral Issues	9
1.4.4 Technical Aspects	10
1.5 Effects of E-commerce adoption.....	11
1.5.1 Sales and Sales Growth	12

1.5.2	Profitability.....	12
1.5.3	Market Share	12
1.5.4	Customer acquisition	13
1.5.5	Improved Customer service.....	13
2	Fair Trade	14
2.1	Definition.....	14
2.2	Goals of Fair Trade.....	15
2.3	Supplier Side Structure	16
2.3.1	Producer organizations	16
2.3.2	Importing organizations	17
2.3.3	Labeling organizations	17
2.3.4	World Shops	18
2.3.5	Related Organizations.....	19
2.4	Customer Side Structure.....	19
2.4.1	Consumer education.....	20
2.4.2	Sustainable Development through responsible consumerism	20
3	Objectives and Research Questions.....	21
3.1	General Objective.....	21
3.2	Specific Objectives	21
4	Methodology.....	22

4.1	Research Design	22
4.1.1	Strategic	23
4.1.2	Operational	23
4.1.3	Behavioral	23
4.1.4	Technical	23
4.1.5	Performance	23
4.2	Setting	24
4.3	Sample population	24
4.4	Data Collection Procedure.....	25
4.5	Data Analysis	26
5	Results and Analysis.....	27
5.1	Sample description.....	27
5.2	Elements of e-commerce adoption	29
5.2.1	Strategic Aspects.....	29
5.2.2	Operational Aspects.....	34
5.2.3	Customer's Behavioral Aspects	38
5.2.4	Technical Aspects	40
5.3	Performance Benefits	47
6	Discussion	51
7	Conclusions and Recommendations.....	55

References	57
Appendix A – Structured Online Questionnaire.....	63
Appendix B – Invitation Letter	73
Appendix C – Paid Staff in Fair Trade organizations	74

List of Figures

Figure 1.	Porter's competitive forces	4
Figure 2.	The Value Chain	7
Figure 3.	Effects of E-commerce Adoption	11
Figure 4.	Fair Trade Labeling Logo.....	18
Figure 5.	Average unique visitors per month	40
Figure 6.	Business initiative	41
Figure 7.	Web Site management	42
Figure 8.	Marketing Agreements	43
Figure 9.	E-commerce model.....	45
Figure 10.	Web Site Quality	46
Figure 11.	Web Hosting expenditures.....	47
Figure 12.	Service Quality	50

List of Tables

Table 1.	Profile of organizations	27
Table 2.	Respondent Profile	28
Table 3.	Internet Presence	29
Table 4.	Experience in International Markets.....	30
Table 5.	Dealing with competition.....	31
Table 6.	Risk perception	32
Table 7.	Customer Orientation.....	33
Table 8.	Supplier Relations.....	35
Table 9.	Purchasing Management	37
Table 10.	Customer Service	38
Table 11.	Customer Behavior	39
Table 12.	Average Unique Visitors per Month	40
Table 13.	Business initiative	41
Table 14.	Web Site management	42
Table 15.	Marketing agreements	42
Table 16.	Technical operations.....	43
Table 17.	E-commerce model.....	44
Table 18.	Web Site quality (Descriptive statistics).....	45
Table 19.	Web Site quality (Frequencies)	45

Table 20. Web Site development expenditures46

Table 21. Web Hosting services expenditures.....46

Table 22. Performance Benefits.....47

Table 23. Quality Benefits49

Table 24. Service Quality50

List of Abbreviations

e-Commerce	Electronic Commerce
EFTA	European Fair Trade Association
FINE	FLO, IFAT, NEWS!, EFTA
FLO	Fair Trade Labeling Organizations
FOB	Free On Board
FTF	Fair Trade Federation
FTO	Fair Trade Organization
GNP	Gross National Product
IFAT	International Fair Trade Association
IT	Information Technology
NEWS!	Network of European Worldshops
NGO	Non-Government Organizations
SD	Standard Deviation