



**FACULTEIT ECONOMIE  
EN BEDRIJFSKUNDE**

**HOVENIERSBERG 24**

**B-9000 GENT**

**Tel. : 32 - (0)9 - 264.34.61**

**Fax. : 32 - (0)9 - 264.35.92**

## **WORKING PAPER**

# **Are fair trade labels good business ? Ethics and coffee buying intentions**

**Patrick De Pelsmacker <sup>1</sup>**

**Liesbeth Driesen <sup>2</sup>**

**Glenn Rayp <sup>3</sup>**

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<sup>1</sup> Universiteit Antwerpen Management School and Ghent University

<sup>2</sup> Ghent University, Faculty of Economics and Business Administration and SHERPPA.

<sup>3</sup> Ghent University, Faculty of Economics and Business Administration and SHERPPA.

Corresponding author: Glenn Rayp, Ghent University, Faculty of Economics and Business Administration, Hoveniersberg 24, 9000 Gent, e-mail: [glenn.rayp@rug.ac.be](mailto:glenn.rayp@rug.ac.be)

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