



**UNIVERSITEIT  
GENT**

**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**

**Explicit and Implicit Determinants  
of Fair-Trade Buying Behavior**

**Delphine Vantomme<sup>1</sup>**

**Maggie Geuens<sup>2</sup>**

**Jan De Houwer<sup>3</sup>**

**Patrick De Pelsmacker<sup>4</sup>**

December 2005

2005/350

---

<sup>1</sup> Ghent University, Faculty of Economics and Business Administration, E-mail:  
Delphine.Vantomme@Ugent.be

<sup>2</sup> Ghent University, Faculty of Economics and Business Administration, Vlerick Leuven Gent  
Management School, E-mail: Maggie.Geuens@Ugent.be

<sup>3</sup> Ghent University, Faculty of Psychology, E-mail: Jan.Dehouwer@UGent.be

<sup>4</sup> University of Antwerp, Faculty of Economics and Business Administration, Ghent University, E-  
mail: Patrick.Depelsmacker@ua.ac.be

Note: The Special Research Fund of Ghent University funded this research.