

Go Dutch on fairness: How consumers care about price fairness for the producer when assessing the fairness of price for themselves

Evangelia Tsiapkolis

University Jean Moulin Lyon 3, iaelyon School of Management, UR Magellan

Sonia CAPELLI

University Lyon3, IAE lyon, Magellan, Lyon

William SABADIE

iaelyon School of Management

Lan Xia

Bentley University

Cite as:

Tsiapkolis Evangelia, CAPELLI Sonia, SABADIE William, Xia Lan (2025), Go Dutch on fairness: How consumers care about price fairness for the producer when assessing the fairness of price for themselves. *Proceedings of the European Marketing Academy*, 54th, (124169)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Go Dutch on fairness: How consumers care about price fairness for the producer when assessing the fairness of price for themselves

Abstract:

While inflation has decreased sales of some socially responsible products such as organic ones, products that promote fair remuneration for producers are on the rise. In this research, based on price fairness literature and deontic justice theory, we propose that consumers are interested in these products because of a link between perceived price fairness for the producer (PPFP) and perceived price fairness for the consumer (PPFC): if the price they pay is (un)fair for the producer, then this enables them to assess whether the price is (un)fair for consumers. Through two studies (interviews and experiment), we show that when consumers have information about the producer's fair remuneration, they estimate that a greater share of the price they pay will go to the producer, which enhances PPFP, which in turn improves PPFC, and finally increases purchase likelihood. This research extends literature on price fairness and deontic justice, and develops advices for food brands and legislators.

Keywords: Price fairness, Producer

Track: Pricing & Promotions