

Social Attributes of a Smartphone and their importance to young Taiwanese consumers: an explorative study

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ABSTRACT

This paper investigates the role social attributes play with respect to consumers, using the example of a mobile phone, the 'Fairphone'. This product was developed by a Dutch-based organization applying the Fairtrade concept on a smartphone. In a survey conducted among young Taiwanese, two questions were explored: the key features for making a purchase decision and whether the social attributes of the 'Fairphone' can motivate them for a purchase. In total, 879 usable questionnaires were collected and preliminary results indicate that there is an interest in the 'Fairphone' however, users are not willing to sacrifice functional aspects for fair ones and there is also a strong loyalty to their current smartphone brands. In summary, for the 'Fairphone' to become successful in the Taiwanese market it has to offer a stylish design and popular technical specifications in addition to fair attributes. Additionally, creative advertising is also necessary.

Keywords: social product, Fairphone, ethical consumerism, Taiwan

1. Introduction

In recent years we have seen the emergence of discussion and research on ethical consumerism, which cover topics such as ethical attributes of a product can draw buyers to purchase these items or whether these criteria are irrelevant for the purchase decision. Ethical issues studied in previous research include environmental and labor conditions, animal welfare, fair trade, child and low-paid labor, and suppressing or preventing the formation of labor unions (Auger P., Divinney T., Louviere J., & Burke P. 2010; Carrigan M., Szmigin I., & Wright J., 2004; Uusitalo and Oksanen, 2004; Ubilava D., Foster K., Lusk J., Nilsson T., 2010). Ethical produced products have therefore extended attributes comparable to those labeled 'green products', which only address environmental concerns, such as the type of material used, the packaging, energy use and recyclability (Simon, 1995; Nimse et al., 2007; Durif, F., Bolvin, C., & Julien, C., 2010; Peattie, 1992). There is a general agreement that consumers' social consciousness is on the rise (Auger et al, 2010; Carrigan et al, 2004; Uusitalo and Oksanen, 2004; Fletcher, 1990; Mason, 2000), due to more products being available to consumers as a consequence of globalization and them becoming increasingly similar such that intangible properties start playing a more important role (Lefkoff-Hagius & Mason, 1990). People are also becoming better educated and wealthier, increasingly brand conscious (Harrison, 2003), and have more opportunities to reveal their social preference when engaging in purchasing. In addition, the internet has opened up the opportunity for international groups of consumers to co-ordinate their activities and share their interest and passion for ethical trade. We can also note the introduction of courses on societal marketing and ethics in universities and the publication of code of ethics in multinational firms and professional marketing organizations (Carrigan and Attalla, 2001). With respect to this recent trend, companies have started to design product labels to highlight their interest and respect for ethical issues (Nicholls, 2002; Quazi, 2002).

Whether this increased interest in and knowledge of social matters also translates into the purchasing of ethically produced products is, however, another matter. There is a group of researchers who conclude that ethical interest influence people's purchases, both in a positive and negative way (Carrigan et al., 2004), while others state that there is a gap between attitude and actual shopping behavior (Brenton & Hacken, 2006; Boulstridge & Carrigan, 2000; Roberts, 1996; Ubilava et al. 2010; Uusitalo & Oksanen, 2004). Here consumers seem to face a conflict between their own personal gain and greater collective benefits, although the latter can constitute a personal benefit as well (Uusitalo and Oksanen, 2004).

Major barriers to purchasing ethical products seems to be the higher price of ethical products, the importance of brands to the consumer, the desire for variety, economic and social factors, whether consumers purchase high or low involvement products (Auger et al. 2012; Carrigan, 2001; Uusitalo and Oksanen, 2004) and whether the consumer lives in a developed or developing economy (Auger et al., 2010; Carrigan and Attalla, 2001; Uusitalo and Oksanen, 2004).

The purpose of this paper is to take the topic of ethical consumerism to a country categorized as an emerging economy, Taiwan, and explore what drives young consumers to purchase a specific good and whether ethical components of a product can motivate them for a purchase. This project is exceptional in so far as that research on ethical consumerism is rare and mostly focused on countries of the developed world. For the survey a product the

respondents are very familiar with was selected, namely, a smartphone. There are three reasons for this choice: First, Taiwan has famous mobile phone manufacturers, HTC and Asus. Second, Taiwan has seen a large scale implementation of telecommunications network over the past years and has more than 25 Million mobile phone subscriptions with more than 23 Million on a 3G contract in 2014. For a population of 23 million citizens, this represents a penetration rate of almost 100% (Directorate General of Budget, Accounting and Statistics, 2010; Teng W., Lu H., Yu H., 2009). Looking at an appropriate age group, students were considered suitable as more than 60% aged under 20 and more than 70% aged 20-30 own a smartphone according to a survey conducted in Taipei (Hakuhodo, 2013). Third, the 2013 established social enterprise called 'Fairphone' provides an excellent product for this study. This Dutch company, founded in 2010, started as a project to raise awareness about 'conflict minerals' in electronics and how the sale of these minerals supported the conflict in the DR Congo. Fairphone's mission is to "develop a seriously cool smartphone that is designed and produced with minimal harm to people and planet." and to "make the story behind the production of electronics more transparent, making ethical interventions where possible and giving consumers a choice for fairer electronics." Up to today, the Fairphone team has designed a smartphone and produced 60.000 units in selected factories with conflict free materials, as far as it was possible. They further provide consumers a detailed breakdown of costs, established worker welfare funds, trained factory workers and managers, and developed responsible e-waste recycling programs, in which discarded mobile phones are brought back from developing countries for professional and safe recycling after being dumped there by the first world without much consideration for the effects on local environment and health of local people.

The subjects sampled in this paper were undergraduates at a private university in the south of Taiwan, and the following research questions were addressed:

1. Do Taiwanese young consumers, who are strongly interested in smartphones, search for ethical products in this category? In other words, are they familiar with the Fairphone Project?
2. What are the most important features they look for when purchasing a smartphone? And do they consider any of the social attributes of the Fairphone important?
3. Would they consider purchasing a Fairphone, and if yes, under what conditions?

2. Literature Review

2.1 Ethical consumerism

The interest in and the research on the effect of ethical attributes of products is a rather recent phenomena and not many publications are available on this subject yet. Auger et al. (2008) conducted experiments with consumers in Hong Kong and Australia to test whether the social attributes 'labor practices' and 'animal rights and the environment' could influence their purchase intention. He concludes that, even participants with a social conscience do not ignore practical attributes when selecting products and thus social attributes can only on average influence buying behavior. The results of a choice experiment survey conducted by the same group of authors (Auger et al., 2010) in six different countries show that that 1) social attributes are something consumers only in developing countries care about; 2) it is not relevant whether high- or low involvement products have social attributes;

and 3) social attributes can influence the product selection even when other intangible elements, such as a product brand, are included in the design.

Another choice experiment survey conducted by Ubilava et al. (2010) confirms that consumers are willing to pay higher prices for a product that directly affects their well-being, which was an antibiotic-free pork meat in this case. They were, however, much less willing to pay a premium for products with environmental protection or animal welfare attributes. Brenton & Hacken (2006) raise another possible point for this anomaly in their experiment with Nike's sports products. Some consumers believe that even if products of unethical firms are boycotted in this industry, it might not result in better working or living conditions in the manufacturing countries, and even translate into the opposite. They might even believe that all sportswear producers engage in the same unethical behavior, so switching from one brand to another would not make a difference. What consumers never seem to neglect is the functional aspect of the product. That is, if the product doesn't meet the desired limits of functionality, the social desirable product is not an option, regardless of the contribution it makes for a community (Auger et al, 2008; Carrigan, 2001; Folkes and Kamins, 1999).

Uusitalo and Oksanen (2004) add that Finish consumers seem to be uncertain about which products or firms follow ethical rules and which do not, as this information was difficult to obtain. This conclusion is supported by Carrigan et al (2004) who surveyed elderly consumers. Auger et al. (2010) adds that a possible influential factor in consumers of emerging markets opting for brand products might be their distrust in the information available.

Also, publicity about unethical practices are more often noticed and sanctioned than ethical conduct. Although consumers tend to exclude products of unethical firms as punishment, they tend not to buy products of firms branded as 'ethical' either (Carrigan et al., 2004) The authors also point out another fundamental problem for consumers in the UK - there is no consensus among consumers as to what constitutes a responsible company despite the existence of clear controversies, such as human rights and fair wages. Many consumers even put 'ethical' on the same level as 'legal', meaning that as long as a company is operating within the legal limits, it is perceived as 'ethical'.

Culture seems to be an additional factor influencing whether consumers decide to purchase an ethical product or not (Srnlka, 2004; Vitell, 2003). People in developed countries seem to place more importance on social attributes than consumers from developing ones even though the perception of consumption ethics is fairly consistent among different cultures (Belk et al., 2005). For consumers in developing countries the emphasis appears to be on the brand of products, making it one of the most important factors for the purchase decision (Auger et al., 2010). Auger et al. argues that consumers in these markets may be conditioned to use a brand as a surrogate for quality, so they will use it even though they have additional information. A brand might also have a higher emotional value for those people increasing the overall satisfaction with a product. There also seems consensus that consumers in emerging markets do not even have the luxury or purchasing power to be socially conscious when selecting products and that ethical consumerism is therefore limited to the developed world (Auger et al., 2010; Carrigan and Attalla, 2001; Uusitalo and Oksanen, 2004).

Further, consumers seem to be bewildered by the same company selling ethical and unethical products simultaneously. In Finland there seems to be the additional problem of

availability of shops selling ethical products, making their purchase inconvenient for consumers (Uusitalo and Oksanen, 2004). Carrigan et al. (2004) conclude that in order for fair products to become successful, the attitude towards immoral behavior has to become more dominant in society and there needs to be a cost associated with the purchase of the unethical product (Auger et al., 2008). Also, firms may find opportunities to promote products based on the practice of 'selective ethics', where a product is labeled with just a single ethical claim, such as the case with body shop products and the claim, 'not tested on animals'.

Vitell et al. (1991) Carrigan et al. (2004) conducted a study on the ethical attitude among the elderly consumers in the UK, aged 50 or above to explore possible differences in attitude between generations. Their findings show that ethical thinking and acting is not limited to younger age groups but that older consumers have a strong sense of moral responsibility too, which they show through activism against unscrupulous companies by boycotting their products and selecting those with a 'Fair Trade' label—as long as they meet their personal preference for taste as well. Other points to be highlighted in this study are, that elderly consumers share an 'anti-brand' attitude, are more patriotic and prefer local products, and strong concern for human working conditions, which might be attributed to their long life experiences.

2.2 Environmental Issue

There is an abundance of research showing that people in virtually every country are interested in environmental issues. As this paper uses a smartphone for investigating ethical attitudes, papers focusing on this industry were selected for this section:

The United Nations Environment Program (2015) and Kiddee et al. (2013) have noted that especially developing countries are experiencing a rapid growth in the generation of waste, with electronic waste being one of the major categories and problems for the environment and human health. Mahmud, et al. (2014) investigated the major environmental impacts of the discarded mobile devices and state that the recycling of three main components - the circuit board, liquid crystal display, and rechargeable battery - can compose several environmental problems and that mobile device recycling programs have the potential to minimize the human and environmental costs. The authors also discuss an initiative that aims to boost recycling rates by linking phone recycling to a charity that uses mobile phones to strengthen health services in the developing countries.

Not only do the devices themselves cause environmental problems, but the entire telecommunication system does too as an investigation by Wang, X., Vasilakos, A. V., Chen, M., Liu, Y., & Kwon, T. T. (2012) has demonstrated. They show that The development of Information and Communication Technology (ICT) has significantly enlarged both the energy demands and CO₂ emissions, thereby contributing to the energy crisis and worsening of global warming problems. Therefore they conclude not only that the development of green mobile networks will become a necessity but also that non-technical factors, such as the pricing policies and marketing strategies of the companies, service affordability, user friendliness, and government regulations will play a significant role in the success of the green mobile network technology.

Anex (2000) studied the role external stakeholders can have in environmental issues. The government can initiate technological changes by creating direct incentives for innovation. Based on information sharing between government and industry, some standards can be set to control the level of a pollutant within a particular environment and geographic region in order to contain health and ecosystem risks. The Industrial Development Bureau MOEA in Taiwan for example, introduced product performance inspection systems including environmental labeling on product standards and technical tools (Chiang, et al, 2011). Because of these standards, manufacturers can assess the degree to which they have attained their environmental goals, which can then allow them to better achieve environmental protection thereby improving both their environmental-friendly image and customer relationships. Another method offered is voluntary agreements in which the government sets goals and constrains for selected industries.

Based on qualitative interviews with managers and analysis of codes of conduct and practices of the mobile phone company Sony Ericsson, Zakaria, M., Garanca, Z., & Sobeih, A. (2012) showed that cultural and legal issues affect the implementation of codes of conduct. As a result, authors found that the development of codes of conduct in the mobile phone industry is a constant, never-ending process.

2.3 Green Products

Simon (1995) defined green products as products made with not only increased amounts of highly recyclable and non-toxic materials without animal testing, packaging but which consumes less energy during the production or use process. Green products were similarly defined by Nimse et al. (2007) as those that contain recyclable materials, save many kinds of energy, have minimal packaging, and discharge less toxic substances. Durif et al. (2010) defined "green product" from three perspectives: Academic, industrial and consumer. From the academic perspective, a green product is a product whose design attributes, use recyclable, toxic-free, or biodegradable resources and which reduces environmental toxic damage throughout its entire life cycle. From the industrial perspective, a green product is a product that must respect the "3 Rs" ("reduce", "reuse" and "recycle") is certified by an official entity and is not tested on animals. Biodegradability is also a major component of a green product. From a consumer's perspective, a green product is non-toxic, good for health, socially responsible, and good for the planet. Compared with other products, green products cause less harm to humans and are environmentally friendly. They also offer more long-term development opportunities from a social and economic perspective. Peattie (1992) has argued that any service or product that is significantly superior to traditional products or competing brands at contributing to protecting the environment and social quality can be considered as a green product.

3. Methodology

The questionnaire for this survey comprised two parts. The first part, which consisted of questions addressing elements the respondents considered when purchasing a smartphone, required participants to evaluate 20 items on a five-point Likert scale, ranging from 1=completely unimportant to 5=very important. The items for this list were collected through a brainstorming session with 14 master's students who conducted the survey for this

project. The second part, which addressed the Fairphone Project, first asked respondents whether they were familiar with this topic and then asked them to rate the principles that Fairphone stands for on a five-point Likert scale. A second question asked the respondents to declare whether they would be willing to purchase a Fairphone in ten hypothetical situations, with eight statements in the affirmative and two in the negative. They also had an open option to answer this question.

Questionnaires were collected in two stages: The first set of questionnaires was collected in December 2014, and the second set in April 2015. The target group of this survey, conducted in Chinese, were Taiwanese students as they can be considered as heavy users of smartphones (2010 census - Directorate General of Budget, Accounting and Statistics, Teng et al., 2009). In total, 893 usable questionnaires could be obtained.

4. Findings

The sample comprised 879 usable responses received from a total of 340 completed questionnaires in the first stage and of 600 collected questionnaires (total: 940) in the second one. The sample consisted of 47% male and 53% female participants, who were aged between 14 to 30 years with most people between 18 to 21 (71.9%) years. Participants owning a smartphone amounted to 98.2%, with the top brands owned being 1) Apple (29.2%), 2) HTC (19.7%), 3) Samsung (14.8%), and 4) Sony Ericsson (11.3%).

Table 1 shows the top 10 important mobile phone features of the 20 listed in the questionnaire which were evaluated on a five point Likert scale in the questionnaire ranging from 5 = very important to 1=completely unimportant. The top three are the technical specifications and the high performance, the quality of camera and the durability of the mobile phone and none of the 'ethical' or 'green' attributes listed made it into the top 10.

Table 1: Top 10 mobile phone features important to respondents

Rank	Elements	Mean	Std. Div.
1	Technical specifications – high performance	4.35	.841
2	Durability (shock resistance, long-lasting battery)	4.31	.845
3	Quality of Camera	4.23	.887
4	Operating System	4.19	.851
5	Design/Color	4.13	.896
6	Customer Service	4.08	.878
7	Ease of Data transfer	4.00	.930
8	Ease of use	3.95	.914
9	Price	3.94	.925
10	Size	3.87	.939

One of the most important points of attention in this survey was testing the importance of fair phone features which were named on the Fairphone's website and copied from there into the questionnaire without alteration. The result is summarized in table 2.

Again, respondents could evaluate the features on a five-point Likert scale with 5 = very important to 1=completely unimportant.

Table 2: Top 10 mobile phone features important to respondents

Rank	Description	Mean	Std. Div.
1	Design: Fairphone focuses on longevity and repairability to extend a phone's life.	4.24	0.913
2	The full life-span of mobile phones, including use, reuse and safe recycling is addressed.	4.14	0.912
3	Factory workers work under safe conditions, receive fair wages and are allowed to create a labor union	3.93	0.954
4	Consumers are informed in detail about the production process, of the origin and price of each component.	3.85	0.989
5	Source Materials support local economies and not armed militias in – for example – Africa	3.73	1.050

The top ranking feature of the Fairphone was 'Design: Fairphone focuses on longevity and repairability to extend a phone's life', 'The full life-span of mobile phones, including use, reuse and safe recycling is addressed' and 'Consumers are informed in detail about the production process, of the origin and price of each component' with the least interest in source materials revenue is being used for in the mining country.

Although the Fairphone project had been launched in two years prior this survey, only 8.8% stated that they have heard of it before. The next part of the questionnaires contained questions on whether the respondents would be willing to purchase a Fairphone and, if yes, under what conditions. In total there was a list of 10 items to select from (option for multiple choices) and a choice for an open answer. Table 3 displays the answers to this question:

Table 3: Willingness and Conditions for the purchase of a Fairphone

Rank	Description	Number of respondents
1	Yes, if it has the specs if want	271 (30.8%)
2	Yes, if it has the same operating system as my current phone	233 (26.5%)
3	No, I love my current phone's brand.	203 (23.1%)
4	Yes, if it's cheaper than my current phone	166 (18.9%)
5	Yes, if I can test it in a shop.	151 (17.2%)
6	Yes, if it has about the same price as my present phone	147 (16.7%)
7	No, other things are more important to me about a phone	130 (14.8%)
8	Yes, if the brand becomes more famous	122 (13.8%)
9	Yes!	114 (13%)
10	Yes, if my friends also buy it	84 (9.6%)

If the Fairphone has the desired features 30.8% stated they would be willing to purchase it and 26.5% if it has the same operating system as their current phone. But 23.1% answered that they love their current phone's brand and are therefore not willing to change to another manufacturer. Rank 4 includes 18.9% of respondents stating they would purchase the phone if it were cheaper than their current one and Rank 5 has 17.2% of people willing to give it a thought if they can test it in a shop. Less influence on their intention has the item 'Yes, if my friend also buys it' (9.6%) and only 13% would buy the phone unconditionally.

An additional aspect of the Fairphone is that its production is financed through crowd funding, meaning the phone has to be paid for in advance before the start of the production process. As this asks the consumer to trust the company to a great extent, a question regarding whether respondents mind this method was included, with 58.8% of respondents stating that this is an approach they would not mind.

The next table (4) takes the top five ranked conditions and looks at the profile of the respondents. Several points can be highlighted: The number three ranked item 'No, I love my current phone's brand' has the highest rate of respondents willing to pay top prices for a device, as well as ranking top for paying in cash. In addition, they have the highest number of respondents who do not mind crowd funding. The fourth ranked item 'Yes, if it's cheaper than my current phone' has the largest group of male respondents and those looking out for bargains, or low prices for a phone. They also have the largest group of people financing their mobile phone by paying in instalments. Item number five 'Yes, if I can test it in a shop' is dominated by female respondents, consisting of a many participants looking for phones

priced below TWD 10,000 and mind crowd funding to a large extent. Additionally, they have the largest number of people who have heard of the Fairphone project before. Rank two 'Yes, if it has the same operating system as my current phone' also contains a large number of female respondents and the top ranked item 'Yes, if it has the specs if want' has the largest number of respondents who are against crowd funding.

Table 4: Profile of respondents

Profile	Rank 1 (n = 271)	Rank 2 (n=233)	Rank 3 (n=203)	Rank 4 (n=166)	Rank 5 (n=151)
<i>Gender</i>					
Male	43.5	40.8	46.3	52.4	37.1
Female	56.5	59.2	53.7	47.6	62.9
<i>Maximum amount willing to spend for a mobile phone</i>					
< 5,000 NT	5.2	4.3	3.4	9.0	4.6
< 10,000 NT	25.1	25.8	15.8	34.3	31.1
< 15,000 NT	28.4	27.0	22.7	25.9	23.2
< 20,000 NT	20.3	21.5	19.7	14.5	23.2
< 25,000 NT	10.3	14.2	17.7	9.0	12.6
< 30,000 NT	4.4	2.6	6.9	1.2	2.0
> 30,000	1.1	0.9	1.0	2.4	1.3
Don't care	5.2	3.9	12.8	3.6	2.0
<i>Payment Method</i>					
Cash	73.1	73.0	75.9	66.3	67.5
Instalments	26.9	27.0	24.1	33.7	32.5
<i>Heard of the Fairphone project?</i>					
Yes	6.6	7.7	6.4	10.2	12.6
No	93.4	92.3	93.6	89.8	87.4
<i>Do you mind crowdfunding?</i>					
Yes	57.9	53.6	14.8	51.2	55.0
No	42.1	46.4	85.2	48.8	45.0

5. Discussion

This study examined the interest young adults in Taiwan have in the ethical attributes of a specific product, a smart phone, and whether they would be willing to buy an ethical phone, such as the Fairphone, in the future. First, respondents had to state which features they consider important when purchasing a device. Here the top 3 ranked items were technical specifications, durability and quality of camera. When asked to evaluate the ethical features of the Fairphone respondents ranked the 'Design: Fairphone focuses on longevity and reparability to extend a phone's life' first, second was the item 'Durability (shock resistance, long-lasting battery)' and third 'Factory workers work under safe conditions, receive fair wages and are allowed to create a labor union'. Here we can see that in both questions respondents considered the item durability and that design/ technical specifications as most influential for their product choice. Hence, the top answer to whether they would buy a Fairphone or not is not surprisingly 'Yes, if it has the specs if want'. This supports the findings of Auger et al. (2008), Carrigan (2001), and Folkes and Kamins (1999): Regardless what contribution a product has to the society, the most important factor for consumers is still the functional aspect of an item.

Several authors (Auger et al. 2012; Carrigan, 2001; Uusitalo and Oksanen, 2004) have mentioned that the high price of ethical products constitutes a major barrier to the purchase. In this study, however, 29.2% of respondents presently owned an Iphone, with a price tag of about TWD 24-25,000, almost double the TWD 11-12,000 charged for a Fairphone. In general, the price for a Fairphone is much lower than popular models from Apple, HTC or Samsung, a quite unique aspect among fair trade products.

Auger et al. (2010), Carrigan and Attalla (2001), and Uusitalo and Oksanen (2004) have also commented that being ethical in consumption decisions is a luxury only residents of developed countries can afford. Taiwan however, is categorized as a developing country, and when looking at the expenditure for their current mobile phones young consumers they can very well afford the ethical phone, the Fairphone. There might however be a problem with branding. As Auger et al. (2010) has stated, consumers in developing countries have been conditioned to use a brand as a surrogate for quality, which might explain the popularity of the well established brands preferred by the respondents. Also, in the survey, 23.1% stated they would not be willing to purchase a Fairphone as they love their current brand. Here, the ethical phone will certainly face a challenge, which might be overcome by developing a strong brand endorsed by a well-liked celebrity in advertising campaigns. Finally, the unique financing style of the Fairphone might pose an additional problem as 41.2% do not agree with paying for a phone before the start of the phone's production.

However, it should be noted that even though respondents stated their interest in the Fairphone, it might not lead to actual purchase if this phone was made available and was promoted in Taiwan. The characteristic of this gap between attitude and purchase was mentioned by several authors (Brenton & Hacken, 2006; Boulstridge and Carrigan, 2000; Roberts, 1996; Ubilava et al. 2010; Uusitalo and Oksanen, 2004). But this should not deter organizations offering ethical products such as the Fairphone in the international market, and developing countries in particular. The reasons are manifold: The United Nations Environment Program (2015) and Kiddee et al. (2013), for example, already noted that these

countries are experiencing a rapid growth in the generation of waste, with electronic waste being one of the major categories of waste, which causes problems for the environment and human health. Fairphone can therefore gain an advantage as consumers whose health is directly affected are more willing to buy ethical products (Ubilava et al., 2010). Convincing young consumers in Taiwan to purchase a product by promoting its contribution to society without them being directly affected will be quite difficult though.

In the Millenium Declaration of the UN, issued in the year 2000, the urgency for sustainability was made clear by the statement ‘The current unsustainable patterns of production and consumption must be changed in the interest of our future welfare and that of our descendants.’ Thus, a product like the Fairphone will become a necessity rather than a choice.

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