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Transforming Consumer Values into Eco-Friendly Purchases

A study on young Swedish consumers within the Electronic mobile device market

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Bachelor's Thesis in Business Administration

Title: Transforming Consumer Values into Eco-Friendly Purchases: A study on young Swedish consumers in the Electronic mobile device market

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Abstract

Problem: Although modern people are more aware than ever about the environment and responsible sourcing of raw materials, a gap exists between consumers' preferences on eco-friendly products and their actual purchasing behaviour. Companies operating in the electronic mobile device industry have been unable to bridge this value-action gap and relatively little research has been conducted on this industry.

Topic & Purpose: This paper aims to investigate and discover the preferences and purchasing behaviour of young Swedish consumers operating in the electronic mobile device industry. This paper will focus on purchasing intentions, willingness to pay, and identify which consumption values have the highest effects on these consumers' intent to purchase eco-friendly mobile devices.

Method: A descriptive strategy and a deductive approach were applied in order to understand the impact of consumption values, CSR, brand image, and product information on young Swedish consumers. Eight hypotheses were developed to test the influence of each of these factors. The empirical study was based on a quantitative approach and the data collection was made through an online survey and face-to-face interviews targeted towards young Swedish consumers between the ages of 18 and 28. The data analysis was conducted by using the SPSS program in order to gain numerical values which could be used to analyse the validity of each hypothesis.

Main results: This study discovered two out of five consumption values to have a clearly higher impact on young Swedish consumers' purchasing intentions towards eco-friendly mobile devices. These values were emotional and conditional value, indicating that environmental awareness and situational factors have the highest influence on shaping the consumption values of these consumers. In addition, brand image was seen to be an influential factor for these consumers, as opposed to CSR, or product information. Based on these findings, suggestions for further research were presented.

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1 Introduction

In the first section of this thesis the topic of eco-friendly consumer behaviour will be introduced, along with a background on the electronic mobile device market. This section will also contain the problem and purpose of this thesis, alongside the definitions, delimitations, and academic value of the research.

1.1 Background

In an article published in 1896, a Swedish scientist by the name of Svante Arrhenius claimed that the fossil fuel combustion of that time may eventually have a negative impact on the environment by causing an increase in the temperature of the Earth. In modern times, Arrhenius' warning is sometimes considered to be the first official claim in human history of what is nowadays known as *global warming*.

Since the publication of Svante Arrhenius' article, there has been major scientific progress made regarding how human behaviour is shaping the climate as well as ecosystems all over the globe. And although the information regarding the negative effects of human behaviour are easily accessible for most people in the world, the problems of global warming today have become more significant than ever before, and the earth's rising temperature is not expected to slow down in the near future (Root, Price, Hall, Schneider, Rosenzweig, & Pounds, 2003).

The earth's rising temperature and the consequences it entails for human life, is also one of the underlying reasons why consumers' demand for more sustainable processes within the corporate world has been increasing during recent years (Fatemi, Fooladi, & Tehranian, 2015)

Companies can no longer rely on old and out-dated ways of doing business, but must instead take concepts such as *sustainability* and *corporate social responsibility* into account when designing their future corporate strategies. Because the ones which do not respond to this demand by the consumers are probably not likely to succeed in the long run (Tata, Hart, Sharma, & Sarkar C, 2013).

Consequently, the demand for more sustainable thinking within the corporate world has naturally resulted in a major increase in the sales of eco-friendly products, and it is not uncommon for companies to use environmentally responsible actions as a means to build their brands. As an example, the individual consumer will probably not have to look any further than in their local grocery store to find an abundance of products claiming to be eco-friendly and produced with sustainability in mind. And it seems like this strategy is working. As a matter of fact, over the course of ten years, from 2004 to 2013, the consumption of organic and eco-friendly food has more than doubled in the United States (USDA, 2013)

Within the food sector, a majority of consumers state their preference towards purchasing eco-friendly products over regular products (Barber, Kuo, Bishop, & Goodman, 2012). This demand is likely found in almost all markets, and not just in the food sector, although most people might associate eco-friendly products with this

specific market (Barber et al., 2012). However in 2014 Svensk Handel found that roughly 60% of the (Swedish) consumers thought of eco-friendly products as far too expensive. Therefore, these high prices may act as a barrier in consumers' *willingness* to purchase eco-friendly products.

However, there is one market in which the trend towards shifting into more sustainable products seems to be lacking at first glance, this being the *electronic mobile device market* (including products such as: mobile phones, laptops, tablets etc.). In this particular market, there seems to be only few companies that are producing environmentally sustainable products. Two companies which take the issue of sustainability seriously in this industry are two of the industry giants; Apple and Samsung. Since 2008 a shift has occurred in how these two giants operate with regards to the environment, especially in the use of recycled materials for their products. In their Environmental Responsibility Report, Apple stated that: "*Materials like aluminium, steel, copper, gold, silver, and palladium need to be mined from the earth and processed, which requires extensive land use and generates greenhouse gasses and other emissions. By recycling these materials, we can prevent a significant amount of these impacts.*" (Apple ERR, 2015, p.20) Samsung Electronics Annual Report from 2015 tells a similar story, with emphasis on one of their fundamental principles, which is to minimize environmental impact across each stage of their product life cycle. Their extensive use of eco-friendly materials such as bioplastic and recycled plastic has not gone unnoticed: "*Globally recognized for our products' eco-friendliness, we received green certifications for an accumulated 3,027 product models as of the end of 2014, from 11 nations including Korea, the US, China and European countries.*" (Samsung Electronics AR, 2015, p.34) Innovative companies such as Apple and Samsung enable a strong basis for other companies to follow in the electronic mobile device industry on how to tackle the issue of environmental impact and minimize harms wherever possible.

A Svensk Handel consumer survey from 2013 revealed that seven out of ten consumers value companies which operate in an environmentally conscious and socially responsible manner. Despite such a large percentage, only 25% of Swedish consumers feel as if they receive sufficient information regarding such actions taken by companies in the entire Swedish market (Svensk Handel, 2013). Other notable findings include that among Swedish consumers, roughly 60% viewed eco-friendly products as too expensive, while 40% of consumers were unwilling to pay a price premium for these products. Although seven out of ten valued the environmental steps that some companies take, the survey showed that environmentally, and socially responsible actions were not among the consumers' highest priorities when purchasing products, revealing the value-action gap amongst Swedish consumers. (Svensk Handel, 2014). Instead, in the electronic mobile device segment, the highest prioritized factors when purchasing products were unsurprisingly price, quality, and technical functions of the product itself. (Svensk Handel, 2014).

Consumers have a tendency to state their desire towards purchasing eco-friendly products more often, although in reality, when faced with this opportunity they decide to act in a completely opposite manner (Young, Hwang, K, McDonald, & Oates, 2010). This inconsistency between purchasing intentions and purchasing actions will throughout this thesis be referred to as the value-action gap, which simply put means that there exists a gap between consumers' preferences and actual consumption patterns.

This thesis focuses on the inconsistency between Swedish consumers' consumption values and their actual purchasing behaviour when dealing with eco-friendly mobile devices and what marketers can do to close down this value-action gap.

1.2 Problem

Although modern people are more aware than ever about the environment and responsible sourcing of raw materials, a gap exists between consumers' preferences on eco-friendly products and their actual purchasing behaviour. People tend to state their desire towards purchasing eco-friendly products, but many of them seem unwilling to pay the extra money that is often associated with these types of purchases (Young et al., 2010). This inconsistency between buyer intentions and purchasing behaviour has been evident in the consumer electronics industry, according to contemporary research (McDonald, Oates, Thyne, Alevizou, & McMorland, 2009).

The concept of consumer choice behaviour (Sheth, Newman, & Gross, 1991) has been developed to identify the values behind individuals which dictate their purchasing behaviour. Building on this, Lin & Huang (2011) used the theory of consumption values (introduced by Sheth et. al, 1991) in order to find out which values were the key driving factors towards purchasing environmentally friendly products. Substantial research has also been carried out on the maximum purchase price which consumers are willing to pay when it comes to various types of products (Didier & Lucie, 2008; Franke & Schreier, 2008; Voelckner, 2006; Wertebroch & Skiera, 2002). Furthermore, Barber et. al. (2012) investigated whether or not people are actually willing to pay more for environmentally friendly products. The findings revealed that consumers tend to say that they are willing to pay more, but in reality they are not following this to any larger extent. Young et. al. (2010), however, found that consumers generally care about environmental issues, but are struggling to translate those wants into purchases. Aspects such as financial concerns, a lack of knowledge, and lack of availability were mentioned as key factors which complicate this process. Cherian & Jacob (2012) state that in order to encourage the consumption of green products, information regarding the benefits need to reach the consumers. However, their research also shows that the consumers generally have little knowledge about the actual effects of such a purchase.

The discrepancy between attitudes on environmental issues and consumer buying behaviour might be a consequence due to a lack of availability of eco-friendly products on the market, a lack of information, and the disbelief towards environmental claims made by manufacturers (De Pelsmacker, Driesen, & Rayp 2005). This gap between the stated attitude and the actual purchasing behaviour of potential environmentally aware consumers has been termed the "halo effect" (Wheale & Hinton, 2007). The lack of information is a major barrier for consumers who wish to purchase green products (Young et al., 2010), this lack of information being most prevalent for computers, televisions, DVD players and hi-fi systems in the consumer electronics industry (Young et al., 2010). Few companies within the consumer electronics industry use CSR as their main strategy for creating value for their customers, or as a means towards building their brand image.

In the electronic mobile device market, relatively little research has been made regarding the aspects of environmental sustainability. McDonald et. al. (2009) looked closer on the whole electronics industry in terms of environmental sustainability. They

found that the market of electronic mobile devices was the market with least associated research regarding the focus on sustainability in products, brands, retailers and issues.

As a result of this, a gap has been identified in the current literature regarding how consumers in the electronic mobile device market value environmentally friendly products. As stated earlier, consumers tend to say that they want to purchase more eco-friendly products, however, the reality shows that this is often not the case (or at least not to any significant extent) due to a struggle to translate this want into actual purchases. This raises the question of how a business within the electronic mobile devices market can convince the consumers that premium-priced green products will give them more value than a cheaper, less environmentally-friendly one through marketing.

1.3 Purpose

This research aims to investigate and discover the preferences and purchasing behaviour of young Swedish consumers in the electronic mobile device industry (which includes products such as laptops, mobile phones, and tablets) through an empirical study and by analyzing existing literature, with an emphasis on sustainability and environmental behaviour. This paper will focus on purchasing intentions, willingness to pay, and identify which consumer values have the highest effects on young Swedish consumers' intent to buy eco-friendly mobile devices, as well as investigate which factors (CSR, brand image and product information) may have an influence in narrowing down the value-action gap of consumers.

1.4 Research questions & Hypotheses:

RQ1: Which consumption value(s) have the strongest effect for young Swedish consumers towards acquiring environmentally sustainable electronic mobile devices?

H1: Functional value has a positive effect on purchase intention towards eco-friendly mobile devices

H2: Social value has a positive effect on purchase intention towards eco-friendly mobile devices

H3: Epistemic value has a positive effect on purchase intention towards eco-friendly mobile devices

H4: Emotional value has a positive effect on purchase intention towards eco-friendly mobile devices

H5: Conditional value has a positive effect on purchase intention towards eco-friendly mobile devices

RQ 2: Could marketers use *brand image*, *CSR practices*, or *product information* beneficially to narrow down the value-action gap of young Swedish consumers in eco-friendly mobile device purchases?

H6: CSR has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

H7: Brand image has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

H8 Product information has positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

For this thesis, 8 hypotheses will be used in total. The authors believe that these hypotheses can be used in order to break down the research questions and gain a more accurate image on which aspects of each research question actually result in a positive effect, either towards purchase intention (RQ1), or willingness to purchase (RQ2). Through breaking down the first research question into five separate hypotheses, the authors can identify which consumption values have a positive effect and which ones do not. This same logic applies for the second research question, in which the three hypotheses can be used to identify the effects of brand image, CSR, and product information separately. The hypotheses also make it easier for the authors to interpret the results from their survey, and turn these results into quantifiable numbers for each individual hypothesis.

1.5 Definitions

Mobile devices = within this thesis, the terms *electronic mobile device market* will be mentioned often. When we are talking about mobile devices, we will be referring to products such as laptops, mobile telephones, tablets, and so on.

Eco-friendly products = with the terms *eco-friendly products*, we will be talking about a unique type of product within the mobile devices segment. Eco-friendly products are products which have undergone extensive environmental measures, such as responsible sourcing of materials through processes such as recycling, as well as products which contain a vast amount of materials that can be recycled after the product has reached the end of its life-cycle. Due to these measures, eco-friendly products are also often associated with a price premium compared to more conventional products.

Product information = when we are discussing product information within this thesis, we will be referring to aspects associated with eco-friendly products, which might include eco-labelling, more information about a product's green aspects, and so on.

Conventional products= by conventional products, we are referring to products which have not been through the same extensive environmental measures in their material sourcing and manufacturing processes as eco-friendly products have.

1.6 Delimitations

Due to the limited amount of time, the authors have delimited the scope of this thesis to the research of consumer behaviour when purchasing eco-friendly mobile devices without focusing on the functionality and performance of these mobile devices, or the production and disposal of the aforementioned products.

1.7 Disposition



2 Theoretical Framework

In this part, the literature that will serve as an underlying framework for answering the research questions will be presented. Various models and theories which relate to this study will be explained in this section.

2.1 Consumer Behaviour

2.1.1 Value-action gap

When it comes to grey consumers (aged 45 years and older), consumption values have been directly seen to explain consumer choice behaviour (Sheth et al., 1991). These consumption values, including functional, emotional, cognitive, social, and conditional values hold strong emphasis on consumers' decision making. However, consumption values do not automatically transfer into consumer choice behaviour with all age groups, and sometimes a discrepancy occurs between these values and purchasing behaviour, which is also known as the value-action gap.

One example of this gap comes from the UK, where up to 30% of consumers report their concern towards environmental issues (Defra, 2006), but this concern rarely translates into green purchases. Within the food sector, evidence of the value-action gap can be seen to have a stark contrast between attitudes towards organic food and actual purchasing behaviour of organic food. Hughner, McDonagh, Prothero, Shultz, & Stanton (2007) point out that in general, between 46 and 67% of the population have a favourable attitude towards organic food, however only between 4 and 10% of these consumers actually turn these attitudes into purchases. When it comes to the electronic mobile device industry, concrete figures about the value-action gap have been hard to come by in existing research, which is something the authors aim to shed some light into later on in this paper during the findings and analysis sections.

In order to change consumer behaviour towards more sustainable consumption in the future, it is vital to understand which factors cause green consumption values to have a weaker influence on the decision making process when purchasing products (Young et al., 2010). Extensive research suggests that factors such as *brand strength, culture, demographic characteristics, finance, habit, lack of information, lifestyles, personalities, or trading off between different ethical factors* can explain why green consumption values have a weaker influence on an individual's purchasing behaviour (Biel and Dahlstrand, 2005; Sener and Hazer, 2008; Wheale and Hinton, 2007). Some of these factors will be taken into account when investigating the value-action gap of Swedish consumers in the electronic mobile device industry.

2.1.2 The Consumer Buying Decision Process

When consumers seek out to purchase more complex products (eg. mobile telephones), and not routine products (eg. toothpaste), they should know that the actual purchase decision is just one part of a much larger buying process. This five-step process is known as The Consumer Buying Decision Process. It consists of: 1. Need recognition/problem recognition, 2. Information search, 3. Evaluation of alternatives, 4. Purchase decision, and 5. Post-purchase behaviour (Parment, Kotler, & Armstrong, 2011).

During the first step, *need recognition/problem recognition*, a potential buyer recognises an existing problem or need, which they need to address. There are two factors which can trigger this need in people, these being *internal stimuli* and *external stimuli* (Parment et al., 2011). Internal stimuli becomes a factor when a person's needs rise high enough to become a drive, while external stimuli can be triggered by eg. an alluring ad campaign, which creates a want towards purchasing a particular product.

As the consumer has developed a need for purchasing a product, the next step which takes place during their buying process is called *information search*. During this stage, the consumer can obtain information from a wide variety of sources, including *personal sources* (eg. family, friends), *commercial sources* (eg. advertising, manufacturer websites), *public sources* (eg. mass media, internet searches), or *experiential sources* (eg. trying out the product at a retail store) (Parment et al., 2011). Especially among younger people, being the target segment in our study, Parment et al. (2011) argue that the most effective information sources tend to be personal sources.

When the information search is over and the best alternatives from a consumer's standpoint are left, it is time to *evaluate the alternatives*. At this stage in the buying decision process, the consumer usually ranks his/her alternatives based on brand preferences and product features. This ranking process then, in turn, turns into purchase intentions. Before purchase intentions can turn into *purchase decisions*, there are generally two factors which can influence this transition, these being *attitudes of others*, and *unexpected situational factors*. Attitudes of others refer to the opinions, recommendations, and influences of others on your actions, meaning that for example in a situation where a consumer is set out to purchase a Samsung mobile phone, he/she receives positive word-of-mouth from a friend, which in turn makes them change their mind to buy instead an Apple iPhone. Unexpected situational factors refer to situations where a purchasing decision is influenced by for example an unexpected change in a consumer's financial situation, changing their purchase decision.

After the purchase decision has been made and the product has been purchased, the final step called the *post-purchase behaviour* takes place. This refers to the after-sales support that a customer may look for, due to potential dissatisfaction with their purchase. The issue of dissatisfaction with a purchasing decision usually occurs when the *consumer's expectations* and the product's *perceived performance* do not match up (Parment et al., 2011). In order to resolve some of this dissatisfaction, it is imperative for after-sales staff and marketers to provide adequate customer support, in order to avoid negative word-of-mouth, which especially in an online-context can prove to be extremely harmful for a brand's image.

2.1.3 Green consumer purchasing model

Developed by Young et al. (2010), the green consumer purchasing model summarizes the five stages a consumer goes through when purchasing an eco-friendly product. These are: (1) General Green values and knowledge, (2) Green criteria for purchase, (3) Barriers and facilitators, (4) Product purchase and (5) Feedback. This model can be seen as an eco-friendly extension to the *consumer buying decision process*, since they share some similarities together.

The first stage of the process is on how the consumers' green values affect their motivation to pursue the green criteria placed on products, which is influenced by the knowledge about relevant issues and previous purchase experiences the consumer has gained. During the second stage the consumer decides what primary and secondary green criteria the product shall be expected to hold to. The consumer finds these criterias from examining the ethics of the product or manufacturer. The most common criteria among consumers is the environmental performance of the product (Young et al., 2010).

Stage three includes the barriers and facilitators which the consumer will face during the process. Barriers may affect the consumers' green criteria for a product if they are too strong (eg. price and lack of information, or lack of time), which might also explain the value-action gap. Factors such as eco-friendly labels, availability, and the sense of guilt from the consumer influences the purchase decisions by facilitating the consumers' green criteria (Young et al., 2010).

The final two stages, product purchase and feedback are highly connected. As each experience from purchasing an eco-friendly product generates knowledge, which is then fed back into the consumer's green values and overall knowledge about eco-friendly products. This, in turn, will influence their next eco-friendly purchase (Young et al., 2010).

2.1.4 Purchase intention

Purchasing intention refers to what a consumer thinks he/she will buy (Blackwell Miniard, & Engel, 2001). A consumer with a higher purchasing intention towards a particular product will display a higher rate of purchasing said product, compared to those who show no intention (Brown, 2003). Wee, Ariff, Zakuan, Tajudin, Ismail, & Ishak (2014) suggest that consumers' intention towards purchasing a product within a certain category, for example eco-friendly products, is the first step to creating demand for these eco-friendly products. Although, it should be mentioned that consumers' intention to purchase eco-friendly products does not necessarily translate into actual purchases.

Depending on how a consumer perceives their own purchasing activity will impact their personal satisfaction, own self-image and whether or not it is an inconvenience can influence the intention to purchase a product. When the purchasing activity has a negative impact on self-image, or when the effort to purchase a product is too great, the intention to purchase will be low (Barber et al., 2012).

2.1.4.1 **Purchase intention for eco-friendly products**

A consumer's intention to purchase eco-friendly products over non eco-friendly products has been conceptualized by Rashid (2009) as the probability and willingness for a person to prefer the purchase of a product which has eco-friendly features based on their own preferences.

Previous studies have discovered that consumers with a higher level of awareness and concern for the environment have a greater probability and willingness to purchase eco-friendly products. (Manaktola & Jauhari, 2007; Ali, Khan, Ahmed, & Shahzad, 2011). If the consumer displays a positive attitude towards the environment, the intention towards purchasing eco-friendly products becomes higher and more frequent (Straughan and Roberts, 1999). On the other end of the spectrum, consumers who display lower purchase intention towards eco-friendly products are more concerned about their personal satisfaction and convenience than the societal benefits of environmental purchases (Barber et al., 2012). Before a consumer forms their purchase intention towards acquiring an eco-friendly product, he/she will go through a trade-off evaluation process. During this process, the consumer considers the purchase's potential consequences on the environment, and if they find it satisfactory, the process concludes in a purchase intention towards acquiring the eco-friendly product (Follows and Jobber, 2000; Thogerson and Grunert-Beckmann, 1997; Barber et al., 2012).

Consumers with environmental concerns have displayed a positive influence on purchasing intention towards eco-friendly brands. This concern can also have an effect on consumers' brand attitude, whether or not the brand carries a green image. A brand can play a role in facilitating the effect of environmental concern on consumers' purchasing intention towards eco-friendly products (Hartmann and Apaolaza-Ibáñez, 2011). Also, the awareness of using products from brands with a green image has a positive influence on purchase intention through the environmentally utilitarian benefits (Roe, Teisl, Levy, & Russell, 2001; Hartmann and Apaolaza-Ibáñez, 2011).

In addition, the psychological benefits combined with utilitarian environmental benefits enhance purchase intentions and attitudes towards eco-friendly brands. In order for consumers to identify a meaningful level of benefits, both psychological and environmental, a supply of relevant and satisfactory information through brand communication should be brought to the consumers (Hartmann and Apaolaza-Ibáñez, 2011).

2.1.5 **Willingness to pay**

Didier and Lucie (2008) and Voelckner (2006) define willingness to pay as "the maximum price a customer is willing to pay". The maximum price a customer is willing to pay correlates to the relationship between the attitude towards a particular product and the value which customers attach to that product in addition to the current demand for that type of product. The higher value a customer places on a product and its demand to acquire the product, a consumer's willingness to pay increases until the maximum price is reached (Voelckner, 2006; Grimmer and Bingham, 2013). The maximum price a customer would be willing to pay can become lower in times, for example when a customer has to choose between their attitudes/values and the financial

constraints which they are facing. In these situations paying more for a product that meets their values, for example their environmentally friendly desires, become less attractive (Hampson and McGoldrick's, 2011).

A consumer who is critical of their own consumption and expresses high purchasing intention towards products which will reduce environmental impact, improve their own image, and increase the welfare of others, displayed a willingness to pay up towards 40% higher than what they paid in reality (Barber et al., 2012). Consumers who exhibited a low purchasing intention towards eco-friendly products, on the other hand, showed a lower willingness to pay and were less concerned about their effects on the environment as well as how these purchases will impact their own image (Barber et al., 2012).

2.1.6 Price and Quality

For any given product a consumer has perceived value. Two of the factors which make up the perceived value are quality and price. For businesses, the price element is what brings in revenue from the product, while for consumers the price can be seen as an indicator of quality (Chekima, Wafa, Igau, Chekima, & Sondoh, 2016). However, a consumer can find value through quality and price in two different ways (Zeithaml, 1988). The consumer can either find the highest value when price is at its lowest point, or when a good balance between quality and price occurs in the eye of the beholder. For consumers to determine whether the products are of low price or if they are in a balance between price and quality, the consumer goes through an evaluation process (Ordóñez, 1998). During the evaluation process the consumer sets an expected price for a product by determining quality and the price-quality correlation of the product. During this process the consumer compares the actual price of the product with the price that he/she expects the product to cost (Ordóñez, 1998).

In the price-quality equation for eco-friendly products, consumers can be forced into making unwanted trade-offs in certain important attributes such as price, performance, and quality in comparison to more conventional “brown” alternatives (Olson, 2013). This trade-off which consumers have to make when considering eco-friendly products can limit their intention to purchase a product due to the price-quality correlation, since eco-friendly products typically carry a higher price compared to conventional products and might also include a performance, or quality reduction (Olson, 2013; Zhao, Gao, Wu, Wang, & Zhu, 2014). Consumers with the lowest concern for current environmental issues and lack of awareness towards the environmental benefits of making eco-friendly product purchases have shown to be the most price sensitive consumer group, which believe that eco-friendly products are far more expensive than their conventional counterparts (Maheshwari & Malhotra, 2011).

However, a study conducted by Hopkins (2009) was able to draw a different conclusion, in which he downplayed the impact which the price-quality correlation had on consumers' purchasing decisions. Instead, there were other factors such as choice and availability which had the highest impact on reducing purchase intention. Only 11% of the respondents thought the price was too high for eco-friendly products. Quality was displayed to have an even lower impact, since 2% of the respondents thought the quality was not insufficient compared to conventional products. According to Chekima et al.,

(2016), sellers should be reminded that an appropriate price for eco-friendly products is still a necessity, and an incremental price difference of 5 to 40 percent would downplay the price-quality correlation for the consumer.

2.1.7 The theory of consumption values

Sheth et al.'s (1991) theory on consumption values explains why consumers choose to purchase a product, or why they don't. It also explains why a consumer prefers one brand over another one, as well as one product type over another. The theory can be applied to choices concerning all types of products and brands. There are three fundamental propositions that hold true to the theory and consist of; (1) "consumer choice is a function of multiple consumption values", (2) "the consumption values make differential contributions in any given choice situation", (3) "the consumption values are independent" (Sheth et al. 1991).

A decision may be influenced by any or all of the five consumption values which the theory identifies, these being: functional value, social value, emotional value, epistemic value, and conditional value. Each of the five consumption values depend upon the various factors presented in models by famous psychologists such as Maslow, Katona, Katz, and Hanna.

2.1.7.1 Functional value

Functional value is defined as the perceived value a consumer acquires from a product based on its functional, serviceable, or performance aspects, such as the product's price, reliability, or durability (Sheth et al., 1991; Lin and Huang, 2012). Functional values have traditionally been the presumed primary driver for consumer choice behavior. This assumption has been built upon the underlying theory of economic utility, also expressed as the "rational economic man" (Sheth et al., 1991). However, within existing research there have been inconsistencies about the significance of functional value, especially in relation to green products. Suki and Suki (2015) shows that functional values have an insignificant impact on the consumer while both Catoi, Vrânceanu, & Filip (2010) and D'Souza, Taghian, Lamb, & Peretiatko (2007) have shown opposite results.

H1 Functional value has a positive effect on purchase intention towards eco-friendly mobile devices

2.1.7.2 Social value

Consumers can acquire perceived value from a product's association with one, or a number of specific social groups. The association can be both positively or negatively influenced through the stereotyped demographic, socioeconomic, and cultural-ethnic social groups. Personal image concern and peer-opinion can create a profile of a consumer's choice imagery that forms the consumer's social value. Products which are most driven by consumers' social values are goods and products that are either highly visible or shared with others, because these types of products possess symbolic and prominent value (Sheth et al., 1991). Studies on consumption values and eco-friendly

products have shown that the social value carries a significantly positive impact on consumers' choice behaviour (Lien, Huang, & Chang, 2012; Suki, 2013; Suki & Suki, 2015).

H2: Social value has a positive effect on purchase intention towards eco-friendly mobile devices

2.1.7.3 **Epistemic value**

The desire to satisfy knowledge, curiosity, or originality of a product's ability is what makes up the epistemic value for consumers. Therefore, new experiences or change of pace can provide the consumer with epistemic value. This is why a consumer operating under pure curiosity can change from Brand A to Brand B or Product A to Product B (Sheth et al., 1991). Research from Lin and Huang (2012) and Suki and Suki (2015) have since confirmed that consumers which are more likely to try something new are consumers who are bored with their routine purchases.

H3: Epistemic value has a positive effect on purchase intention towards eco-friendly mobile devices

2.1.7.4 **Emotional value**

A product's ability to create feelings or affective states is what makes up the emotional value in the theory of consumption values. The association with certain products or brands can trigger strong feelings and emotions in some consumers. Emotional responses such as romance or comfort are frequently associated with products and services, which can explain certain fondness for a product because of emotional response from a consumer's childhood (Sheth et al., 1991). Lin et al. (2012) have shown that consumers' purchasing decisions and the outcome from said decisions have an impact on their future emotional value towards eco-friendly products and services.

H4: Emotional value has a positive effect on purchase intention towards eco-friendly mobile devices

2.1.7.5 **Conditional value**

Value derived from a specific situation or set of circumstances facing the choice maker is what creates the conditional value. Therefore, the conditional value of a product or service will frequently vary based on the current situation faced by the consumer. This is why consumers will value a certain product on a seasonal, emergency, or once in a lifetime basis (Sheth et al., 1991).

H5: Conditional value has a positive effect on purchase intention towards eco-friendly mobile devices

2.1.7.6 Independence among values

The five consumption values identified above are independent of each other, meaning that all five consumption values do not need to be obtained in order for consumers to choose a particular product or service. While it would be desirable for a seller to maximize all five values, it is not often practical since consumers are usually willing to accept less of one consumption value in favor for acquiring more from another. Nevertheless, in some occasions a choice may be positively influenced by all of the five consumption values (Sheth et al., 1991).

2.1.7.7 Differential Contributions

In Sheth et al.'s (1991) theory, the five consumption values make different contributions during different times and depending on the specific situation a choice needs to be made. In some situations the social, and functional value will be the main contributors while the remaining three (emotional, epistemic and conditional) play no role at all. While in other situations conditional and epistemic values might be principal influences. The same goes for different consumers and identical products, where one consumer may be mostly influenced by emotional value and another one by social value, meaning that consumers may be driven by different values in their choices.

2.2 Marketing

2.2.1 Corporate Social Responsibility

In this thesis, corporate social responsibility (CSR) will be defined as “a business system that enables the production and distribution of wealth for the betterment of its stakeholders through the implementation and integration of ethical systems and sustainable management practices” (McWilliams, A., Siegel, D., & Wright, P. M., 2006).

The number of companies engaging in activities with the intended purpose of “making the world a better place” has increased in recent years. Some areas which corporations are diving into include initiatives to increase the economic empowerment of girls and women around the world, fighting violations against human rights, and reducing the negative environmental impact of companies (Forbes, 2014).

Modern consumers tend to state that the socially responsible actions taken by (or not taken by) a company affects the consumer's decision on whether to purchase that specific company's products or not. As a natural consequence of this, there has been an increase in the number of companies which are using CSR as a marketing tool and as a means to build their brand in recent years (Forbes, 2014).

There are valid reasons for any company which wishes to increase their performance to implement a marketing approach that is, to some extent, based on promoting the company's engagement in various CSR practices. Fatemi et al. (2015) state in their research that corporate social responsibility is especially effective for companies who wish to build long-term growth. Fatemi et al. (2015) also found in their research that

CSR activities tend to increase the probability of a company's survival, reduce their cost of capital, as well as generate long-term cash flows.

However, any company that is tempted to use social responsibility only as a means to increase their financial performance should take caution. The reason for this is because research has shown that companies which miss out on clearly defining what social responsibility is to them and do not set up a clear strategy on how to implement social engagement in the organization tend to perform financially worse than companies which do not miss out on this aspect (Sheehy, 2015).

Furthermore, Tata et al. (2013) suggest that in order for the CSR engagement of a company to have the best possible effect, making financial profits should not be their main purpose. Instead, companies should view any increase in financial performance as an eventual outcome that is not affecting their decision on whether or not to pursue with their CSR engagement. Tata et al. (2013) recommend that the company should design strategies with the primary goal of making financial profits by acting in a sustainable manner. In other words, any non-genuine shortcuts in a company's CSR engagement will be harmful for the company in the long run.

However, when Nawroth (2013) investigated the topic of CSR she argued that consumers tend to be reluctant to believe in any claims made by companies which do not back up their statements with evidence. In other words, if a company which is promoting themselves as socially responsible is not authentic, this will most likely be brought to light sooner or later. Nawroth (2013) also points out that if this happens, it will create a backlash, which will have a negative impact on the company.

H6: CSR has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

2.2.2 **Brand image**

A company's brand image is the sum of impressions about that company in the minds of the consumers, which have developed over the time the consumer has been aware of that brand. Such impressions could be based on real events, but also on imaginary events. As an example of this, rumors that are not necessarily true (both negative and positive ones) about a company does play a role in building a certain image of a specific brand (Grohs & Reisinger, 2014).

The perception of a brand which is shaped in the mind of a consumer has a major effect on the consumer's willingness to either purchase products from that particular brand or not. Brand images help guide consumers in their purchasing process, and is a very important factor in distinguishing a product from other rivals (Lien, Wen, Huang, & Wu, 2014).

A strong and positive brand image influences the consumer's purchase intentions by increasing the likeability that the consumer will want to purchase that brand. The reasons for this is because the levels of perceived risks associated with the purchase are lowered and the levels of perceived trust for the company behind the brand is increased, which in turn increases the consumer's perceived value associated with the purchase.

This will also in many cases increase a consumer's willingness to pay premium prices for a product or service with a specific brand attached to it (Chiang & Jang, 2007).

However, on the other hand, a negative brand image will reduce the likelihood of the consumer wanting to purchase the product or service. In this case, the consumer will be less likely to trust the company behind the brand and the perceived risks associated with the purchase will be higher in the mind of the consumer. This will in turn affect the perceived value associated with the purchase, which will be lower than it would have been if the consumer would have had positive associations linked to the brand (Chiang & Jang, 2007).

H7: Brand image has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

2.2.3 **Brand Equity**

The concept of brand equity is one that has developed over time, and it is one that may be defined differently in different literature. However, the basic idea of the concept is that it suggests that brands are financial assets, and that top management within firms should also treat them in that way (Keller, 1993).

Since the introduction of the concept of brand equity, the signification of it has developed into a number of concepts. However, brand equity is commonly defined in terms of the marketing effect that are uniquely attributable to one specific brand (Keller, 1993). In other words, companies may experience different outcomes from marketing activities on products that are identical in all senses with the exception of the brand that is associated to the products.

The asset dimensions that can be drawn from brand equity are mainly brand loyalty, brand awareness, perceived quality and brand associations (Aaker, 1991). Brand loyalty describes the effects on customer's positive attitude towards a brand based on purchasing that brand consistently over time, and the customer's feeling that only this specific brand may satisfy his or her needs. Brand awareness describes how well consumers recognize a certain brand and how well they are able to categorize it into product categories. Perceived quality is defined as the customer's perception of the overall quality of a certain brand's products compared to other alternatives (Aaker, 1991). Lastly, brand associations describes the psychological associations made in the minds of the consumers regarding a specific brand. This may include things like product attributes, classes, and countries of origin.

2.2.4 **Green Marketing**

The term "green marketing" is one that is often related to a company's CSR engagement. A green marketing approach consists of marketing products and services by stressing any environmentally friendly aspects of those products (Papadopoulos, Karagouni, Trigkas, & Platogianni, 2010).

However, the concept of green marketing often goes further than just finding any aspects regarding a product which could be marketed as "green". Companies can also modify products and change production processes as well as making packaging more

sustainable in order to genuinely make the product more environmentally friendly (Papadopoulos et al., 2010).

It may not be hard for the reader to understand the actual benefits of such a marketing approach, since a majority of consumers appreciate green technologies and benefits. However, problems may arise when there is a trade-off on technological attributes of the products for more environmentally friendly processes (Olson, 2013).

2.2.5 Lack of information/knowledge

The aspect of lack of information/knowledge will be referred to several times throughout this paper. The concept of lack of information/knowledge refers to the difficulty for many consumers to truly understand how the promoted CSR engagement will benefit the people to whom the actions are aimed at (Young et al., 2010).

One example of such a situation could be a company that claims to be donating a portion of their earnings to an organization that works in order to fight poverty. In this case, the consumer may not be familiar with that particular organization, and he or she may not understand how the money will be used, more specifically how this will help the people that the money is used for. He/she may then decide upon choosing to purchase another product which he/she benefits more from, since this process may be more easily understood by the consumer (Young et al., 2010).

Another aspect related to this term is a sense of disbelief towards the ethical claims made by a manufacturer from a consumer's point of view. The consumer may choose not to purchase a specific product since he or she simply does not believe that the claims and statements made by the manufacturer are genuine (De Pelsmacker, 2005).

Lin & Huang (2012) investigated this concept in their study by asking a group of consumers why they decided not to purchase a “green alternative” in various cases. The results revealed that in 48% of the cases, the purchaser did not understand whether or not the product was environmentally friendly or not. In 25% of the cases, the customer lacked information regarding what a green product actually is. 22% of the consumers stated that they did not know where to purchase such products and 5% said that they did not have any interest in products that are considered to be environmentally friendly (Lin & Huang, 2012). Therefore, lack of information/knowledge appears to have a large impact on how a consumer views a particular product.

H8: Product information has positive effect on consumers’ willingness to purchase premium priced eco-friendly mobile devices

3 Methodology

This section will provide the reader with details on how the data related to the thesis has been acquired. Furthermore, the underlying reasons for how to use the acquired data will be presented.

The purpose behind any research is to find an answer to an issue in a systematic way, in order to increase the knowledge surrounding that particular issue (Saunders, Lewis & Thornhill, 2016). Due to this, the topic for this thesis fits within the paradigm of

research, since the authors aim at increasing knowledge about the consumption values of young Swedish consumers and how information impacts purchasing intentions and behaviour concerning eco-friendly mobile devices. Within a research paper, discerning between method and methodology is important in order to explain the research itself and how this research will be conducted. Methodology includes research strategy, philosophy, approach and technique, meaning how the research will be undertaken. Method, on the other hand, describes how data itself will be collected, including the techniques and procedures which are used during this process.

The authors of this thesis believe that a positivist research philosophy is ideal for this type of study, since their research is based on existing theory which has been used as a basis for developing hypotheses. Positivism deals with working in an observable social reality, focusing on strictly scientific empiricist methods designed to yield pure data and facts, producing law-like generalisations uninfluenced by human interpretation or bias (Saunders et al., 2016). According to Crotty (1998), a positivist should attempt to remain neutral and detached from their research and data in order to avoid influencing their findings, meaning that they should aim to undertake research in a value-free way. Saunders et al. (2016) emphasize that in the case of Internet questionnaires, such as the survey which was conducted for this study, the researchers' values should not have an influence on the respondents' answers since the researchers have already determined the list of possible responses as a part of the design process of their questionnaire. In addition, the positivism philosophy is vital for this type of study, since the authors will need to be able to make quantifiable observations from the survey, which can then be subject to statistical analysis.

3.1 Quantitative research

Quantitative research is usually associated with positivism, specifically when it's used with highly structured data collection techniques (Saunders et al., 2016). It deals with numbers, logic, as well as an objective stance towards the subject itself. Usually associated with a deductive approach, quantitative research uses data to test theory.

Quantitative research examines the relationships between different variables, which can be measured numerically and analysed through a series of statistical and graphical techniques (Saunders et al., 2016). In this study, the authors seek to measure the value-action gap of Swedish consumers in numerical values, and analyse the statistical results of their findings through the SPSS program. For the quantitative research, the authors conducted what is known as a mono method quantitative study. This means that a single data collection technique was used, which in this case was a survey, which underwent a quantitative analytical procedure in order to create meaningful data. Since data within quantitative research is collected in a standard manner, it was highly important to ensure that the questions used in the survey were expressed clearly, in order for every participant to understand them in the same way (Saunders et al., 2016). Common understanding among respondents should thus increase the validity of the authors' research.

3.2 Research Purpose

Research purposes can often be classified into four separate categories: exploratory, descriptive, explanatory, and evaluative (Saunders et al., 2016). The most fitting option should be selected based on how the research questions themselves are formulated. An exploratory purpose is useful if you wish to understand a particular issue, problem or phenomenon, and you are unclear of its precise nature. A descriptive purpose is useful when attempting to gain an accurate profile of events (i.e. what has happened and why), persons, or situations, which can be quantifiable into accurate data about a particular phenomenon. An explanatory purpose is most often used in studies where the main emphasis is on understanding the causal relationships between different variables in a particular situation (Saunders et al., 2016). An evaluative purpose is used to assess how well something works, such as the effectiveness of a business strategy or initiative.

Based on these four categories and the type of research that is being done for this thesis, the authors chose to adopt a descriptive purpose for this study. Since descriptive research is preplanned and structured in its design, the information collected can be statistically inferred on a population, in this case, young Swedish people between the ages of 18 and 28. Descriptive research is usually used when the research in question aims to better define an opinion, attitude, or behaviour which is held by a certain group of people about a particular subject (Saunders et al., 2016). This allows the authors of this thesis to measure the significance of the respondents' answers to the overall population. Since the authors' aim is to understand the consumer behaviour of young Swedish people, the descriptive purpose is optimal for their requirements.

3.3 Research Approach

Research approach can be divided into three groups; deductive, inductive, and abductive. When a research starts with a theory, which in most cases is developed after reading academic literature, and is followed by designing a strategy to test hypotheses from that theory, a deductive approach is used. In cases where research starts when primary data collections are used to explore a phenomenon and later used to generate or build a theory, an inductive approach is used. Likewise, when using an abductive approach, data collection is used to explore a particular phenomenon in order to either modify an existing theory or generate a new theory.

For this research a deductive approach has been chosen, since this area of research already contains theories. This has been taken into consideration and has been used to form the theoretical framework for this study. With a deductive approach, the theoretical framework is developed before the researchers collect categorical primary data for the cause of the research (Saunders et al., 2016). The purpose with a deductive approach is to create a set premises from chosen theories that can explain the underlying relationships between different variables and question them in an unbiased manner, which is executed through the hypotheses testing within this research. The development of these hypotheses is mainly based on consumption values, and how aspects such as CSR, brand image, and product information relate to these values, which will be tested and analyzed by the primary data collected. The quantitative findings will enable an analysis through calculating statistical regularities into measurable variables and connecting them to existing theories. According to Saunders et al. (2016), this is in line with what a deductive approach should be.

3.4 Data collection

As mentioned in section 3.3 this is a deductive research, with an aim at explaining relationships between the variables of the consumption values and marketing within the eco-friendly mobile device market. Secondary data is collected through previous research, while primary data is collected through a survey, both of which are done in order to fulfill the purpose of this research (Saunders et al., 2016).

3.4.1 Primary Data

The reason why researchers collect primary data is due to its possibilities in receiving specific and relevant data regarding the research topic (Saunders et al., 2016). For the empirical study, a survey on Swedish consumers' buying behaviour, the authors collected primary data through a quantitative method. Collecting primary data helps answer the research questions in a more purposeful manner. It gave the authors greater control on their research topic, since they could not rely that much on data from previous research, as it mostly focused on different industries than the electronic mobile device segment which is what this thesis aims to investigate. In order to ensure that the primary data would be valid, the authors made sure to have only respondents that are within the selected sampling group, only allowing Swedish respondents between the ages of 18-28 to partake in the survey. The only flaw in this method of data acquisition comes from the fact that it was highly time-consuming, since the authors were required to develop and execute their own collection of data from the sources themselves. This was implemented through contacting individuals in answering the survey questions, through face-to-face questionnaires, and online surveys instead of acquiring information that has already been stated in prior research.

3.4.2 Secondary Data

The authors used a qualitative method for acquiring secondary data for the theoretical framework, which was used as a backbone for this thesis. Secondary data refers to the existing data from prior research that researchers gather in order to gain further analysis of their research topic (Saunders et al., 2016). For this study, secondary data was collected mostly through the Jönköping University library website (Web of Knowledge) and Google Scholar, but in some cases previous course books by authors such as Parment et al. (2011) were used when explaining models and theories within the theoretical framework section. The secondary data consisted mostly of peer-reviewed literature, when the authors conducted research through academic articles, which needed to be properly analyzed in order to confirm that the data presented was up-to-date, reliable, of high quality, and matched the purpose of this research, meaning that the authors could use it to some extent in answering their research questions. However, simply due to the sheer amount of literature out there, there is a possibility that some important prior research might have been overlooked during the literature search process. Some previous research has been discarded by the authors during this process, since it did not pass their validity evaluation, which looks into the suitability of the presented data in helping the authors answer their research questions.

3.4.3 Sampling

When gathering data for a research question becomes too impracticable, too costly, or takes too much time to include an entire population to study, sampling can be used as a means of achieving a general idea about a particular segment of people (Saunders et al., 2016). Although there are two different types of sampling techniques which can be used for data acquisition, these being *probability sampling* and *non-probability sampling*, the authors decided to focus on non-probability sampling for their survey. The reason behind this choice was quite simple, since unlike probability sampling, non-probability sampling does not involve random selection. The authors had a clear understanding about which group of people they wanted to sample for this research. Since they sought to understand the consumer buying behaviour of Swedish people, the authors decided to focus on young Swedes, between the ages of 18 and 28 in order to get a general idea of how young Swedish people make purchases within the eco-friendly mobile device segment, and which values drive these decisions.

The authors decided to implement *self-selection sampling* for the survey, meaning that they stated their need for Swedish participants through a certain media, and then collected the data from the respondents which decided to volunteer (Saunders et al., 2016). A link to the survey was posted on the internet on the social media website Facebook, where individuals could choose to either participate or not. The authors chose to conduct this survey almost completely online, since they viewed it to be the most cost-efficient way of reaching their intended target group, as well as being advantageous to them due to their limited time-frame for conducting and analysing the survey. However, the authors met up with a few people in person as well, in order to achieve a greater variety of respondents.

There is a minor downside to using self-selection sampling when conducting this type of survey, since the results might be biased to a degree. The reason why this might be is because the volunteers may have had more interest towards the topic than regular consumers, giving a slightly distorted view about the sample group, which is not representative of the entire population (Bajpai, 2011). However, considering the limited resources and short time-frame, the authors believe that this sampling method is the most effective for reaching their target group - young Swedish consumers between the ages of 18 and 28.

3.4.4 Survey

In order for the authors to collect data in a standardized way in order to measure responses from a sampling group, a survey approach is the most favorable. A strategy to collect primary data through a survey allows the authors to collect a quantitative amount of data which can later on be analyzed in a qualitative manner using either descriptive, or inferential statistics. A survey strategy, in this case a web-based one, is also more cost-effective than other methods of collecting quantitative primary data (Saunders et al., 2016).

The survey which was conducted for this thesis consisted of a web-questionnaire in which each participant answered the same closed questions in a prearranged order. Given a limited amount of answering possibilities in a structured survey, the probability of misinterpretations are smaller. This was a self-complete survey where the

respondents read and answered the questions themselves (Saunders et al., 2016). The survey was posted throughout different online channels and offline where an interviewer asked people on the street to fill out the survey. Both methods were used in order to get as high a number of respondents as possible during a limited timeframe. With the chosen approach the distortion or fraudulency of the respondents' answers is generally low, because the respondents remained anonymous. This reduced the risk of respondents giving answers which they believe to be the socially correct ones, instead of their actual opinions (Saunders et al., 2016).

3.4.5 Survey design

Before respondents began answering the survey, brief introductions of the research topic and purpose were presented. The motivation for why the topic and purpose were introduced was to highlight the reason for the respondents as to why their answers are important for this particular research.

The survey was divided into two parts, where the first part of the questions were focused on helping the authors receive data for their first research question on the consumption values of Swedish consumers. In the second part of the survey, the questions were designed to gather data about how respondents view the availability and information regarding green products. Throughout the survey, questions with a number of alternative answers were used where the respondents could only choose one of the options provided. However, the first seven questions were designed to gain more information about our population in terms of demographics (e.g. income, education, consumption patterns and age) as well as find answer from respondents' who match our sampling group.

All of the questions had been designed to collect primary data which would help the authors answer their research questions by using a rating approach. For each rating question a likert-scale type of rating was used, in which the respondents were asked on a six-point scale how strongly he or she agreed with the statement (Saunders et al., 2016). A six-point scale was used in order to force either a somewhat negative or positive response.

3.4.6 Data Analysis

After gathering the quantitative primary data through the survey, the next step in the process was to analyze the data itself. The answers provided were transformed into numerical values which could be analyzed. Numerical data are those who can be measured or counted numerically as quantities (Brown & Saunders, 2008). This means that numerical data is more precise than categorical data, since you can assign a position for each data value on a numerical scale. The numerical values extracted from the survey are classified as ratio data, since the numerical values can calculate the relative difference or ratio between any two data values for a variable. It can also measure where the difference between two values is meaningful (Saunders et al., 2016). Where the difference between variables is the same, eg. a difference in mean between one and two is the same as three and four, which is needed in order to be able to draw an analysis from the empirical findings.

With the research questions in use for this thesis, the use of descriptive statistics enable the authors to describe and compare variables numerically, as the use of central tendency and dispersion data analysis will enable the authors to answer the research questions and hypotheses stated. The use of central tendency (eg. mean) can show in a numerical value how much different factors influence young consumers.

The SPSS data analysis program was used in order to calculate the values from the survey in a manner deemed satisfactory by the authors. The SPSS program enabled them to transform the respondents' answers into descriptive statistics, clarifying the preferences and differences of the respondents in their purchasing behaviour.

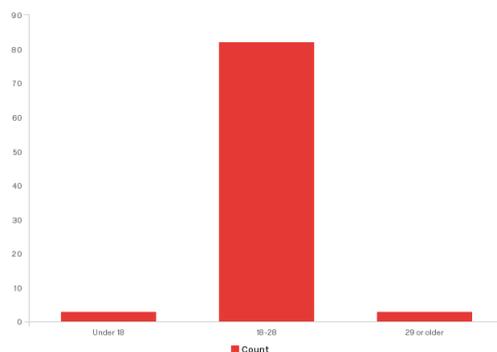
4 Empirical findings

This section will cover the empirical findings which have been gathered from the survey conducted for this study. This will include data from the quantitative research.

4.1 Demographics

The survey had a total of 88 respondents, six of which were removed due to not being in the required sampling group (Graph 1). The respondents were divided between 42 (51%) male and 40 (49%) female respondents (Graph 2).

Graph 1



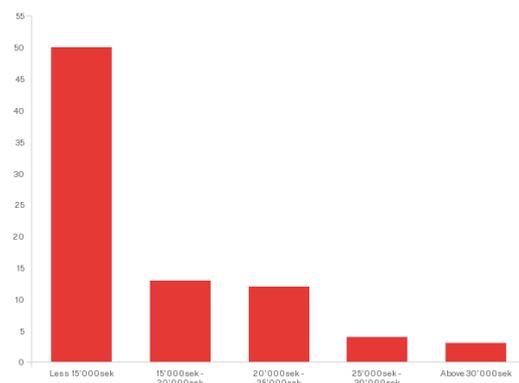
Graph 2



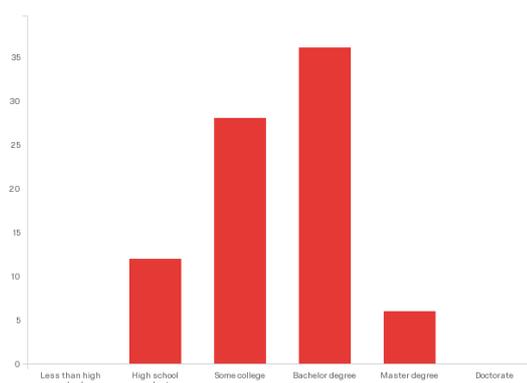
4.1.1 Level of Education and Household Income

85% of the respondents stated that they had either started, or completed an education higher than upper secondary school, such as college or university (Graph 4). A large majority of the respondents answered that they have a monthly income below 15'000 sek (Graph 3).

Graph 3



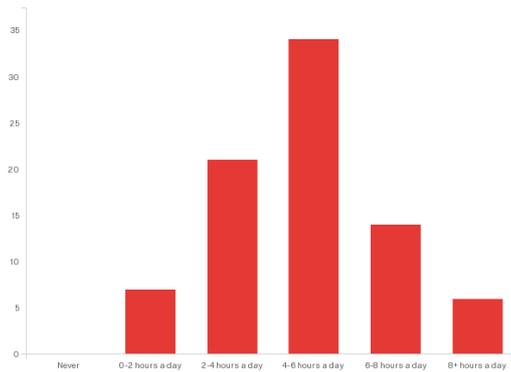
Graph 4



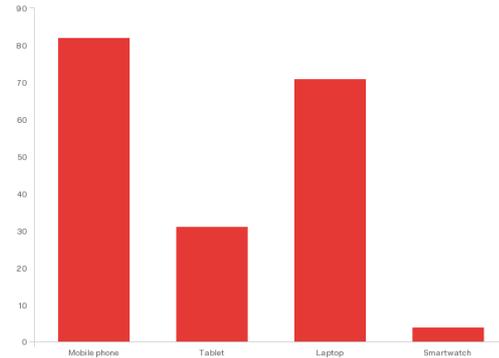
4.1.2 Consumption habits and electronic mobile devices

In questions five to seven, the respondents answered what type of mobile devices they use, how often they purchase these devices, and to which extent they are being used on a daily basis. All of the 82 respondents in our sampling group revealed that they have and use mobile phones, while laptops came in a close second with 71 (87%) of our respondents having them (Graph 6). Altogether 69 (84%) of our respondents answered that they use their mobile devices for significant periods of time throughout a day (Graph 5). Our sampling group's replacement pace for their mobile devices showed that 81 respondents replace their product within an interval between 1 year and the product's breaking point, with 72% replacing after a two year period (Graph 7).

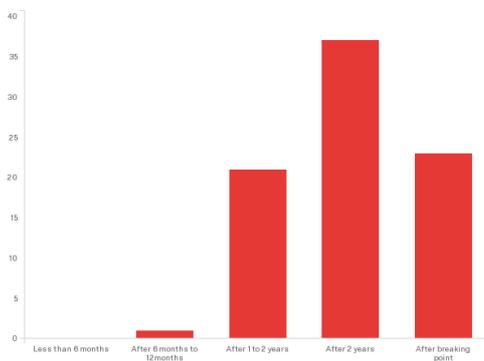
Graph 5



Graph 6



Graph 7



4.2 Cronbach's Alpha

The authors take into consideration the different types of questions when using SPSS in order to verify that the questions are reliable for this research. Therefore, a Cronbach's Alpha test is used for this thesis, the result is estimated to be 0.859.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.865	23

George and Mallery (2003) present different levels of consistency reliability, which is shown in the following table 13. The reliability value (0.859) is higher than (0.8) which indicates that the reliability of this research is considered to be good.

Detailed information about the number of observations can be found in the appendix.

4.3 Descriptive result

The results were based on a six-point Likert Scale approach, which was used in order to compute mean values from the survey respondents' answers. When the mean value was above 4, it implied that the hypotheses were supported somewhat in these situations, while a mean value around 4.5 confirmed the validity of these hypotheses conclusively. The authors formulated all of their hypotheses in a positive way (eg. *Functional value has a positive effect on purchasing intention towards eco-friendly mobile devices*), making it extremely easy for the readers of this paper to comprehend the presented findings. Simply put, the higher the mean value for a given hypothesis, the higher the implication is that the hypothesis is correct.

The authors used p-values to distinguish between the gender of the survey respondents. If the p-value was 0.05 or less, it meant that the answer could be applied to the entire population with a 95% confidence.

4.4 Functional value

H1: Functional value has a positive effect on purchasing intention towards eco-friendly mobile devices

Q8: Would you expect an eco-friendly product to be as functional and reliable as a conventional product?

Q9: Would you agree that eco-friendly products offer adequate value for their price?

Q10: Would you agree that eco-friendly products have a fair market price compared to conventional products?

After combining the results of all questions related to functional value from the survey, a mean value could be drawn in order to find indications on how it affects a young consumer's purchasing intention towards eco-friendly mobile devices. The combined mean value from the respondents' answers on functional value equaled 4.17, displaying a slightly positive effect towards purchasing intention, albeit not being strong enough to support H1 (Table 9). Neither could a significant difference between male and female respondents be found, as the p-value equals 0.310 (Table 10 & 11).

Within the functional value there is a disparity, which may have skewed the result in a negative way. The young consumers display indications that the functionality and reliability of an eco-friendly product is of great of importance to them when comparing to conventional products, therefore giving Q8 a higher numerical mean value = 4.77. Whereas for the pricing of eco-friendly products they do not believe it offers a fair market value, therefore a low numerical mean value = 3.71 for Q10 is received. This means that H1 cannot be supported due to a low numerical value, which is a possible consequence of questions "taking out" each other.

4.5 Social value

H2: Social value has a positive effect on purchasing intention towards eco-friendly mobile devices

Q11: Do you believe that purchasing an eco-friendly product would make a good impression about yourself to others?

Q12: Do you believe that purchasing an eco-friendly product would make a good impression about yourself to friends/family?

Q13: Would you be more willing to buy eco-friendly products based on the suggestions of your friends/family?

Social value scored a mean of 4.25 (table 9), indicating that social values do not have a clearly distinguishable positive effect on young consumers' purchasing intention towards eco-friendly mobile devices. The result from the survey does not indicate any disparity between the impact of close relationships (eg. family, friends) and everyone else (other people) on purchasing intention since both score almost identical means (4.24 and 4.27) close to the total mean (Table 2). Similar to the functional value, no significant difference between male and female could be found within social value (Table 10 & 11), as the p-value equals 0.438.

4.6 Epistemic value

H3: Epistemic value has a positive effect on purchasing intention towards eco-friendly mobile devices

Q16: Are you willing to search extensively for information regarding product alternatives before choosing to buy a particular product?

Q17: Do you often seek out new products after they become available?

Based on the respondents' answers, the findings imply that epistemic value does not have a positive effect on young Swedish consumers' purchasing intention towards eco-friendly mobile devices, since it scored the lowest mean of 3.6, being lower than that of any other consumption value (Table 9). As with the previously mentioned values, no substantial difference could be seen between males and females (Table 10 & 11), since the p-value equals 0.065 for the epistemic value.

When examining the questions for epistemic value on an independent level, the willingness to seek out new products had the most negative effect towards the intention to purchase an eco-friendly device. In both questions the responses were fairly evenly distributed between the options 2-5 (Graph 8), which is why the overall epistemic value and the questions for epistemic value display the highest standard deviation among the values (Table 4 & 9).

Based on the findings of this survey, H3 can not be supported since the epistemic value has not shown a positive effect on purchasing intentions towards eco-friendly devices in the young sampling group.

4.7 Emotional value

H4: Emotional value has a positive effect on purchasing intention towards eco-friendly mobile devices

Q14: Do eco-friendly purchases make you feel like a better person as opposed to buying conventional products?

Q15: Do you feel as if you are contributing to a greater good when purchasing eco-friendly products?

Through the use of SPSS a mean for the emotional value was calculated to determine whether or not an indication could be found that emotional value can positively affect purchasing intention. A mean of 4.56 implies that there is a strong indication from young Swedish consumers that emotional value can have a positive effect on their purchasing intention (Table 9). When examining questions aimed at determining the impact of emotional value, young consumers seem to believe that *contribution to the greater good* has the greatest influence within their emotional value parameter (Table 3). Although the entire sample group of this study received a high mean for emotional value, in similar fashion with the aforementioned values no significant difference in results could be drawn between males and females since the p-value equals 0.803 (Table 10 & 11).

In conclusion, these findings on the influence of emotional value imply that emotional value has a positive effect in shaping young consumers' purchasing intentions with regard to eco-friendly devices, therefore supporting H4.

4.8 Conditional value

H5: Conditional value has a positive effect on purchasing intention towards eco-friendly mobile devices

Q18: Would you buy eco-friendly products instead of conventional products under worsening environmental conditions?

Q19: Would you buy eco-friendly products instead of conventional products if eco-friendly products were more readily available?

Among the five consumption values tested, conditional value scored the highest average mean of 4.65 (Table 9). Within the conditional value questions, the aspect of *readily available eco-friendly devices* appeared to have the strongest positive effect of all (with a mean of 4.89) for young consumers, showing a clear interest in purchasing eco-friendly devices over conventional devices (Table 5). As with the rest of the consumption values, no significant difference between males and females could be found since the p-value equaled 0.402 for conditional value (Table 10 & 11).

Based on this survey's findings, conditional value appears to have a significantly positive effect on young consumers' purchasing intention towards eco-friendly devices, meaning that H5 is supported.

4.9 RQ1

Which consumption value(s) have the strongest effect for young Swedish consumers towards acquiring environmentally sustainable electronic mobile devices?

H1; Not supported

H2; Not supported

H3; Not supported

H4; Supported

H5; Supported

Based on the findings from the survey conducted for this thesis, conditional value and emotional value seem to have a positive effect towards purchasing intention on eco-friendly mobile devices. Based on the survey findings, it appears that if eco-friendly products were more readily available it would have the single most positive effect for the young sample group of this study. For the remaining three values, the authors could not significantly determine either a positive effect, nor a negative one, based on the respondents' answers. This means that the results for these three values are inconclusive, which is why H1-H3 can not be supported.

4.10 CSR

H6: CSR has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

Q28: Does a company's CSR actions have a positive influence on how you perceive their brand?

Q29: Do you trust the environmental claims that are being made by many manufacturers about their products?

Q30: Do you feel that manufacturers provide enough information about their eco-friendly products to the public?

The survey responses show an indication that young consumers see a company's CSR actions as a positive influence on their purchasing intentions, as can be seen in table 7 where the mean equals 4.1 for Q28. However, due to consumers' lack of trust towards a company's CSR claims, coupled with not enough information, CSR does not display an overall indication to having a positive effect on purchasing intention and consumers' willingness to pay for eco-friendly products (Table 9 & 7). By looking at table 9, which shows that the overall mean for CSR is 3.49, it shows that CSR does not display a positive influence on consumers' willingness to pay. This overall mean for CSR is brought down by the lack of trust, which is displayed by a mean of 3.35 (Table 7), and not enough information is provided by companies, which is displayed by a mean of 3.02 (Table 7). Within the sampling group male and female respondents show no significant difference between them, which is displayed by a p-value of .099 from the t-test (Table 11).

Due to the findings of the survey, H6 is not supported since CSR has not shown to have a positive effect to any significant degree for young consumers' willingness to pay the current price-premium associated with eco-friendly devices.

4.11 Brand image

H7: Brand image has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

Q25: Does a company's brand influence your purchasing decision?

Q26: Would you be willing to pay more for an eco-friendly brands' products?

Brand image has shown to have strong indications towards having a positive effect on young Swedish consumers' purchasing intention and willingness to pay a premium for eco-friendly devices, as the results show a mean of 4.89 (Q25, Table 6) in the brand specific question. The respondents' answers show an indication that brands have a more positive effect on young female consumers (15 & 16), as female respondents displayed a mean of 5.15 while males showed a mean of 4.64. This difference is confirmed with a t-test, which concludes a p-value of 0.038. The result from the t-test indicated that the difference between males and females regarding the effects of branding can be recreated with a 95% confidence within a larger population. However, when combining multiple branding effects into one mean, there is no significant difference between male and female respondents (Table 10 & 11), as the p-value equals 0.203.

When asked whether the respondents would be more willing to pay more for an eco-friendly brand's products, the mean value was 4.06 (Q26, Table 6), meaning that a slight indication exists about its importance to these consumers, although not a significant one.

By combining all questions related to brand image, the overall mean value becomes 4.48 (Table 9), which indicates that brand image has a positive influence on young Swedish consumers' buying behaviour. Therefore, the authors conclude that H7 is supported.

4.12 Product information

H8: Product information has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

Q23: Would eco-friendly labelling on mobile devices make you more likely to purchase them?

Q24: Do advertisements on the benefits of eco-friendly products influence your purchasing behaviour?

Q27: Would you prefer to receive ecological product information before making high-involvement purchases?

The responses of the sampling group used for this study show a slight positive indication that they want to receive ecological product information, which is displayed by a mean value of 4.26 (Table 8). However, neither eco-labelling or advertising show a significant positive increase in their willingness to pay for eco-friendly products, as displayed by a mean value of 4.07 and 3.96, respectively (Table 8). When combining the answers of the different factors which make up product information, an overall

mean value of 4.09 can be found (Table 9). Within the sampling group, male and female respondents show no significant difference between them, which is displayed by a p-value of .981 from the t-test (Table 11).

Based on the findings from the survey, H8 is not supported, since product information has not shown to have a positive effect to any significant degree for young consumers' willingness to pay the current price premium for eco-friendly devices.

4.13 RQ2

Could marketers use *brand image*, *CSR practices*, or *product information* beneficially to narrow down the value-action gap of young Swedish consumers in eco-friendly mobile device purchases?

H6; Not supported

H7; Supported

H8; Not supported

The descriptive statistics concluded from the questions in the survey which revolved around marketing indicate that brand has a positive effect on young Swedish consumers' willingness to pay. As opposed to males, females showed a slightly more positive attitude towards the influence of brands when it comes to their purchasing decisions. Neither CSR or product information (e.g. eco-labeling) appear to have a positive effect on young Swedish consumers' willingness to pay.

5 Analysis

This section will analyze the data collected from the two previous sections. The analysis will be based on the empirical findings from the survey as well as the theoretical framework which was introduced earlier in this paper.

5.1 Consumption Values

Functional value

H1: Functional value has a positive effect on purchasing intention towards eco-friendly mobile devices

For functional value, testing the validity of the H1 revealed some interesting findings about the value system of the young segment group used for this study. Contrary to existing research (Sheth et al., 1991), in which functional value was seen to be the primary driver for consumer choice behaviour, the sample group for this study did not identify functional value as one of their key consumption values. Therefore, the true importance of functional value in shaping consumer behaviour should be questioned, much as more recent research by Suki (2015) has in fact done. Suki's (2015) research claimed that functional value has an insignificant impact on the consumer, which complements this paper's findings to a degree as the mean value for the functional value in the survey equaled 4.17 (Table 9). Albeit this result shows a slightly positive implication that functional value affects purchasing intention towards eco-friendly

mobile devices, the implication is so minor that the authors can not identify it as supporting their H1 to any conclusive manner.

The authors discovered that for their sampling group certain aspects of functional value were higher in importance as opposed to others. For example, the matter of an eco-friendly product's functionality and reliability compared to a conventional product scored a relatively high numerical mean value of 4.77 (Table 1), whilst the fairness of eco-friendly products' price scored a low mean value of 3.71 (Table 1), when compared with the price of more conventional products. Although the sampling group was made up of only 82 Swedish respondents between the ages of 18 to 28, which means that absolute conclusions can not be made about the entire population, it can be argued that the extreme differences indicate that consumers generally trust the reliability of eco-friendly products while not seeing enough added value in them to justify their premium price compared to conventional products. When looking at this claim through the price/quality aspect of Zeithaml (1988), it can be argued that young Swedish consumers do not believe that eco-friendly mobile devices have a good balance between quality and price. Therefore it seems that the public's perception on eco-friendly products' unnecessarily high pricing remains unchanged.

Due to the inconclusive nature of our respondents' mean value of 4.17 towards functional value, we must state that H1 can not be supported, even though a slightly positive indication towards its influence is present in our findings.

Social value

H2: Social value has a positive effect on purchasing intention towards eco-friendly mobile devices

Prior research concerning the significance of social value on eco-friendly products has identified social value to carry a significantly positive impact on the choice behaviour of consumers (Lien et al. 2012; Suki, 2013; Suki & Suki, 2015). This is largely due to the impact of certain social networks, such as family and friends, which can have a major influence on individuals' decision making when purchasing new products. Also, the image which people want to project about themselves to the outside world can be seen as an influence factor in peoples' social value system. Interestingly enough though, this susceptibility to outside influences was not as clearly evident in the respondents' answers as you might think.

In fact, the social value from the 82 respondents scored a mean of 4.25 (table 9). This means that the authors can not stand behind claims made in earlier research about social value's "significant" impact on consumer choice behaviour, since it is not evident in the sample group used for this study. The survey findings indicate that social value has no clearly distinguishable positive effect on young consumers' purchasing intention towards eco-friendly mobile devices, although a slight indication of its influence is seen. The reason for this outcome might be a consequence of the young age of the sampling group used for this study, meaning that young adults might be less likely to be influenced by the suggestions and opinions of others, as opposed to more mature consumers.

Another interesting finding was the apparent similarity between the impact of close relationships (e.g. family, friends) on young consumers, and the impact of random people on young consumers, which scored almost identical means of 4.24 and 4.27, respectively (table 2). This implies that even close social networks are not that influential to the purchasing intentions of young consumers, which is a fascinating observation since one might hold the presumption that family and friends have a large impact on consumer behaviour. According to the survey findings, input from family and friends do not have such a large influence on young Swedish consumers.

Since no clear evidence was apparent in the survey findings about social value's positive influence towards purchasing eco-friendly mobile devices, the authors must conclude that H2 is not supported.

Epistemic value

H3: Epistemic value has a positive effect on purchasing intention towards eco-friendly mobile devices

The third hypothesis of this thesis dealt with the positive influence of epistemic value on purchasing intention towards eco-friendly mobile devices. Since epistemic value is mostly made up of knowledge satisfaction and curiosity, Sheth et al. (1991) identify that those consumers who operate under pure curiosity have a tendency to shift between different brands and products without repeated purchases from any particular brand. However, this tendency to make random product and brand changes was not evident in the survey findings, indicating that young Swedish consumers between 18 and 28 are somewhat brand dependent, possibly due to the trust which has been established towards a particular brand's products during prior purchases.

In fact, epistemic value scored a mean of only 3.6 in this sample group, being the lowest of any consumption value (table 9). Especially the consumers' willingness to seek out new products had the most negative effect towards purchasing intentions. This means that the sample group of this study showed a tendency towards making repeated purchases from a particular manufacturer/brand, instead of expressing any desire towards trying out the competitors' alternatives. It seems as if the sample group is in general satisfied with their past purchases and brand choices, supporting recent research (Lin & Huang, 2012; Suki, 2015) which concluded that consumers who are bored with their routine purchases are more likely to try something new. Since our respondents showed very little interest towards shopping outside of their preferred brands, the authors must state that based on the survey findings, epistemic value does not seem to have a positive effect on purchasing intention towards eco-friendly mobile devices. Therefore, H3 is not supported.

Emotional value

H4: Emotional value has a positive effect on purchasing intention towards eco-friendly mobile devices

Emotional value is derived from a product's ability to create feelings and affective states in consumers (Sheth et al., 1991). It is often triggered by strong associations with

a particular brand and its products. Since the authors of this thesis want to know how strong this emotional attachment may be among young Swedish consumers, the fourth hypothesis of this study dealt with emotional value's potential positive influence on purchasing intention.

As this study's respondents' views towards epistemic value already showed, they had a tendency towards repeated purchases from a particular brand. This customer loyalty was highly evident in emotional value, since it scored a high mean value of 4.56 (table 9), suggesting that emotional value holds a strong influence on purchasing intention. The survey findings showed that the aspect of "contributing to a greater good when purchasing eco-friendly products" was the highest influencer in emotional value (table 3). From this discovery the authors can deduce that young Swedish consumers appear to be not only well aware of environmental issues, but also feel a desire towards reducing environmental impact in their consumption patterns. The respondents' view on how their purchasing makes them feel about themselves indicates that H4 is supported, meaning that emotional value in fact has a positive influence on purchasing intention towards eco-friendly mobile devices.

Conditional value

H5: Conditional value has a positive effect on purchasing intention towards eco-friendly mobile devices

Conditional value is derived from a certain set of circumstances facing the consumer, meaning that it can vary depending on the situation that is being faced by the consumer. According to Sheth et al. (1991) this will make consumers value a particular product differently based on their changing needs as well as making certain products more attractive on a seasonal basis.

The survey findings revealed that among all the consumption values tested, conditional value had the most positive effect on purchasing intention, with an average mean of 4.65 (table 9). With a mean of 4.89, the aspect of having eco-friendly products more readily available had the strongest positive effect within the sample group of this study (table 5). This suggests that there is a genuine interest towards eco-friendly products among young consumers in Sweden, however a general consensus exists that there aren't enough eco-friendly devices on the market at the present state. Based on this finding the authors argue that in order to turn the consumption patterns of young consumers towards more environmentally friendly products in the future, more manufacturers need to bring out eco-friendly products into the market. This would increase the number of product alternatives on the market, and in turn increase the satisfaction of young consumers by making the prospect of eco-friendly products more attractive to them.

The respondents' positive attitude towards conditional value indicates that H5 is supported, implying that conditional value has a positive effect on purchasing intention towards eco-friendly mobile devices for young Swedish consumers.

RQ1

RQ1: Which consumption value(s) have the most positive effect for young Swedish consumers towards acquiring environmentally sustainable electronic mobile devices?

In order to have a concrete answer to the first research question, the authors analysed each consumption value to see which ones of the first five hypotheses are supported, and which ones are not. It was found that H1-H3 (functional, social, and epistemic value) do not have a clearly distinguishable positive effect on young Swedish consumers towards acquiring eco-friendly mobile devices. This is due to the discovery that for each of these three consumption values the mean values from the survey respondents' answers were inconclusive, meaning they were not strong enough for the authors to be able to support H1-H3. However, the research revealed that H4 and H5 (emotional and conditional value) appear to be strongly supported. H4 scored a mean value of 4.56 (Table 9), and H5 scored a mean value of 4.65 (Table 9), meaning that both emotional value and conditional value appear to have a strong positive influence on young Swedish consumers between the ages of 18 and 28 when it comes to purchasing eco-friendly mobile devices.

For functional value, the most important discovery made by the authors was that young Swedish consumers trust eco-friendly products to be as functional and reliable as their conventional counterparts, however they believe that they are priced unfairly compared to their conventional counterparts. Based on the price/quality aspect of Zeithaml (1988), the authors argue that this reveals how young Swedish consumers do not believe eco-friendly mobile devices to have a fair balance between quality and price.

Regarding social value, the authors discovered that its impact on choice behaviour is not as significant as previous research has suggested (Lien et al. 2012; Suki, 2013; Suki & Suki, 2015), as well as no apparent difference was seen between outside influences and more personal influences (eg. family, friends). It is possible that the young target group of this study is not as susceptible to the opinions of others, meaning that they are not as likely to be influenced by external influences, regardless of their proximity.

For epistemic value, the authors found out the unwillingness of young Swedish consumers to seek out new products. This might be a consequence of certain brand preferences and the pattern of making repeated purchases from these brands without trying out competitors' offerings. Another conclusion that could be drawn from this is the possibility that the young target group of this study is satisfied, and not bored with their purchasing behaviour, which would explain their dislike towards diversifying their consumption habits.

When it comes to emotional value, the authors discovered that young Swedish consumers generally feel as if they are contributing to a greater good when purchasing eco-friendly products. The authors believe this view is strongly influenced by the consumers' environmental awareness and desire to reduce environmental impact in their consumption patterns. This finding supports previous studies (Manaktola & Jauhari, 2007; Ali et al., 2011) which stated that consumers with a higher level of awareness and concern for the environment are more willing to purchase eco-friendly products.

With regards to conditional value, the authors discovered that young consumers in Sweden have a clearly distinguishable interest towards acquiring eco-friendly products, although they feel as if there are not enough availability and variability of these types of products in the market at the present moment. More widespread availability and a wider range of product options should therefore make eco-friendly product purchases more frequent among young Swedish consumers.

During the stage of evaluating product alternatives in the Consumer Buying Decision Process (Parment et al., 2011) the lack of availability (conditional value) of eco-friendly mobile devices is likely to work as a barrier for this study's target population. According to Young et al. (2010), this type of barrier may have an influence on consumers while they evaluate potential product alternatives, which in turn affects their purchasing decisions, creating a value-action gap between consumption values and purchasing actions. The authors believe this value-action gap could be narrowed by speaking to the emotional values of consumers about the environmental attributes of products, aspiring them to change their behaviour as a consequence of feeling a sense of guilt if they would not opt for the eco-friendly product alternative. This sense of guilt could influence purchasing decisions, by facilitating the environmental criteria of consumers (Young et al., 2010).

In order to create demand for certain products, in this paper's context eco-friendly products, prior research (Wee et al., 2014) suggests that consumers' intention towards purchasing these products should be first ignited. The findings from this thesis indicate that for young Swedish consumers, emotional and conditional values have the most positive effect in influencing these purchasing intentions, suggesting that these value should be catered for before these purchasing intentions can be changed into actual consumer demand towards eco-friendly products.

Another interesting finding which was made based on the survey respondents' answers was that regardless of consumption value, there were no distinguishable differences between the male and female respondents' answers. This might be due to the locality of the sampling group, meaning that a similar cultural background might help in explaining the shared views towards the environment and eco-friendly products between both genders.

Based on the findings of this study, there is a strong indication that regardless of gender, the consumption values which have the strongest influence on young Swedish consumers are emotional and conditional value.

5.2 Marketing

CSR

H6: CSR has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices.

When the quantitative and qualitative research related to how a company's CSR actions affect consumers' willingness to pay higher prices is compared, one will find that the

results are pointing in a similar direction, which in turn indicates that a change in manufacturers' CSR approaches is likely needed.

The survey conducted for this thesis provides a slight indication that young Swedish consumers in the electronic mobile device market see a company's CSR actions as a slightly positive influence on how they perceive a company's brand, which is seen by a mean value of 4.1 (Table 7). However, prior research has shown that forming a brand image is to a high degree an irrational process (Grohs & Reisinger, 2014), which people have little control over. This means that it is hard for any person to explain how he or she shapes a picture of a specific brand as a consequence of that company's CSR actions, since irrational processes are in their very nature not easy to follow or explain.

The mean value of 4.1 is not significant enough to be taken as a truth, although there is a slight indication that a company's CSR actions have a positive influence on how young Swedish consumers perceive a brand. Therefore, the authors believe that a clear statement regarding whether or not a company's CSR actions have a positive influence on consumers could not be given with enough credibility. The authors suggest that instead it should be recognized that a brand building process is irrational (Grohs & Reisinger, 2014) and further research should focus on identifying different ways to access this information which does not include the risk of biased answers.

However, the answers of the people who took part in the survey also showed that there is a slight indication that they find it hard to trust the CSR claims made by companies (Table 7), as well as that it seems to be hard to understand what the effects of these claims are. These findings are strengthened by existing research on the topic. Existing literature points out that a lack of information and trust regarding the CSR claims made by a company has a big effect on the consumer's purchasing processes as well (Young et al., 2010; De Pelsmacker, 2005; Nawroth, 2013). The authors of this thesis cannot find any apparent reason why the target group's answers should be questioned here, therefore the authors suggest that their answers may be used as a means to strengthen existing research. Based on this, the authors claim that a lack of information about the environmental claims made by manufacturers appears to be a fact.

Instead of focusing on communicating *more*, the authors suggest that manufacturers should focus on communicating in a more credible manner and show consumers how their environmental actions make a difference. Once a combination of *belief* in manufacturers' environmental claims, combined with a knowledge of where to purchase eco-friendly products is achieved, it can be argued that the demand of these products will increase substantially.

When the respondents were asked whether they feel that manufacturers provide enough information to the public about their eco-friendly products, the result was an extremely low mean value of 3.02 (Table 7), meaning that the participants did not believe that companies provide enough information regarding their eco-friendly products to the public. These findings support previous research (Young et al., 2010) that there is a difficulty for consumers to understand *how* the promoted CSR engagement will benefit the people to whom the actions are aimed at. This brings yet another aspect to previous statements regarding the trustworthiness of claimed CSR actions made by companies. In some cases, it may not be a question of distrust towards the company, but instead

simply that the consumers do not understand how the claimed CSR actions will help. Therefore, the authors recommend that manufacturers which wish to use CSR as a means to promote their products and brand should focus on increasing the credibility of their claims *and* identifying and acting upon ways of explaining *how* their actions can be beneficial to the public.

Based on the survey findings and the existing research presented in this section, the authors conclude that hypothesis 6 cannot be supported. However, the authors suggest that CSR should be seen as a dynamic concept and if the identified ways presented regarding how a manufacturer may change their approach when promoting CSR (increasing trustability in the claimed actions and specify more precisely why these actions do good) are followed, CSR could have a more positive impact on young Swedish consumers in the future than it has right now.

Based on the findings of our survey and the existing research presented in this section, the authors conclude that hypothesis 6 cannot be supported. However, we suggest that CSR should be seen as a dynamic concept and if the identified ways presented on how a manufacturer may change their approach when promoting CSR (increasing trustability in the claimed actions and specify more precisely why these actions do good) are followed, hypothesis 6 may likely be supported in the future.

Brand Image

H7: Brand image has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices.

Regarding the brand image of any company, the survey conducted for this thesis found indications that it has an effect on consumers' purchasing intention and willingness to pay premium prices for eco-friendly mobile devices. This could be seen when respondents were asked whether a company's brand influences their purchasing decisions, which scored a mean value of 4.89 (Table 6), being a very strong indication. When asked about whether the respondents would be more willing to pay more for an eco-friendly brand's products, the mean value was 4.06 (Table 6), meaning that a slight indication exists about its importance to these consumers, although not a substantial one.

A strong and positive brand image influences consumers' purchase intentions and is a key driving factor for the likeability that the consumer will want to purchase one specific brand instead of the other (Lien et al., 2014; Keller, 1993), since it helps distinguish between the various brands on offer. In addition, Chiang & Jang (2007) state that a positive brand image may in many cases increase the likelihood that a consumer is willing to pay premium prices for a product with a specific brand attached to it. Therefore, the authors want to point out that brand has a major effect on consumers' willingness to purchase a particular product instead of a competitor's.

Chiang & Jang's (2007) findings may be argued to contradict the previous claim made by the authors of this thesis, that CSR does not have a positive influence on consumers' willingness to purchase premium priced eco-friendly mobile devices. However, the authors would suggest that this instead confirms their previous statement that CSR is a dynamic concept, and that it could be used as a means to strengthen a specific brand *if* it

is done differently than it is done by a majority of manufacturers today. According to Grohs & Reisinger (2014), brands are a sum of impressions in the minds of the consumer regarding a specific company. This sum may of course be affected by many different aspects, including CSR, but in a majority of cases today, the authors suggest based on previous research conducted by Aaker (1991) that companies should instead focus on identifying unique and innovative ways of building brand equity by creating strong brand associations and brand loyalty for their specific brand over their competitors.

The results of the survey (overall mean of 4.48 for the questions related to brand image), which can be backed by prior research presented in this section, shows that hypothesis 7 is supported. Therefore, the authors would like to conclude that brand image has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices.

Product information

H8: Product information has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices

The mean values for the questions related to product information are not sufficient enough to support the hypothesis that product information has a positive effect on consumers' willingness to purchase premium priced eco-friendly mobile devices.

When asked whether eco-friendly labelling on mobile devices make respondents more likely to purchase them, the answers resulted in a mean value of 4.07 (Table 8), indicating that eco-friendly labelling on mobile devices may affect the consumer's purchasing process, but only to a very small degree. The authors argue that this is a result of other more important factors affecting consumers in these high-involvement electronic purchases. One example of these factors is the brand of the product, which can be supported by the mean value of 4.89 (Table 6), displaying strong indications that brand image is a strong influence in the purchasing process of young Swedish consumers.

Regarding the aspect whether advertisements on eco-friendly products' benefits influence the purchasing behaviour of young Swedish consumers, the respondents did not believe that advertisements on the benefits of eco-friendly products influence their purchasing behaviour significantly, which is evident in the low mean value of 3.96 (Table 8). The authors regard this as a surprising result, since Young et al., (2010) stated that a lack of information regarding how the environmental claims made by manufacturers will benefit the public is a substantial issue which affects the purchasing choices of many consumers. What could be argued here is that advertising is not the correct way to get information out to the consumers which are in disbelief towards the environmental claims made by companies.

When the respondents were asked if they would prefer to receive ecological product information before making high-involvement purchases, the answers resulted in a mean value of 4.26 (Table 8), indicating, but not to any conclusive degree, that they would prefer to receive this information before making high-involvement purchases.

When it comes to young consumers, which is the target group used for this study, Parment et al., (2011) state that in the information search stage of the purchasing process, the most effective information sources tend to be personal sources. However, since the findings of this study do not show support for what Parment et al. (2011) have said, the authors suggest that in order to influence the purchasing process of young Swedish consumers, companies should focus on creating emotional value for the consumers through their marketing operations. Although this research paper will not cover this particular method in further detail, the authors believe their findings to be a good indicator on which areas further research should emphasize.

The authors are able to conclude that the respondents' answers indicate their preference towards receiving ecological product information before making high-involvement purchases. However, the findings also indicate that eco-friendly labelling and advertisements on the benefits of eco-friendly products do not seem to be the most influential approaches for communicating this information. Based on these findings, although there seems to be a slightly positive implication that product information has a positive effect on consumers' willingness to pay, the implication is too insignificant, meaning that the authors must conclude that hypothesis 8 can not be supported.

RQ2

RQ2: Could marketers use *brand image*, *CSR practices*, or *product information* beneficially to narrow down the value-action gap of young Swedish consumers in eco-friendly mobile device purchases?

With the purpose of answering the second research question, CSR, brand image, and product information have been analyzed in order to see which of the last three hypotheses are supported, and which of them are not. Based on the survey findings, the authors have concluded that H6 and H8 are not supported. This means that neither CSR, nor product information has a positive effect on young Swedish consumers' willingness to purchase premium priced eco-friendly mobile devices, if they are performed in what could be seen as traditional ways. However, for both concepts, the authors are able to present alternative perspectives to the traditional views, which are likely to increase the influence of CSR and product information during the consumer buying process. As for H7, the authors saw evidence to support the hypothesis, as the mean value equaled 4.48. This means that brand image has a positive effect on young Swedish consumers' willingness to purchase premium priced eco-friendly mobile devices

Regarding CSR, the most important findings displayed that it does not increase young Swedish consumers' willingness to purchase premium-priced eco-friendly products to any significant degree. This is on one hand due to a lack of trust from the consumers' perspective regarding the credibility of the focal company's claimed CSR engagement, but also that consumers find it hard to understand *how* the claimed actions will benefit the public (Young et al., 2010; De Pelsmacker, 2005). The authors suggest that marketers should aim their efforts on increasing the credibility of those claims and increase the focus on informing how those claims will benefit the society, before focusing on communicating *more*. If this is done successfully in the future, the authors believe that CSR is likely to have a more positive effect on young Swedish consumers' willingness to purchase premium priced eco-friendly mobile devices than it has today.

The authors' findings related to the effects of brand image showed that the concept has strong influences on young Swedish consumers' purchasing processes, which complements the findings of (Lien et al., 2014; Chiang & Jang, 2007) regarding other consumer groups. However, young Swedish consumers did not show as strong indications about their willingness to pay more for an eco-friendly brands' products. In other words, eco-friendly brands are unlikely to outcompete the consumer's own preferred brand if it costs more. Based on these findings, the authors suggest that in order to be more successful in influencing young Swedish consumers' purchasing processes, eco-friendly companies should focus on finding ways to distinguish their brand from their competitors, for example by catering to the emotional values of these consumers, so that the issue of price becomes less significant to them since they receive additional value from the purchase.

As for product information, Young et al., (2010) stated that a lack of information regarding how the environmental claims made by manufacturers will benefit the public is one of the key factors behind the reason why some people decide to not purchase eco-friendly products. The responses from the survey also indicated that young Swedish consumers prefer to receive information regarding the environmental aspects of products before making high-involvement purchases. However, the survey participants did not state a preference towards receiving this information through advertisements, nor eco-labelling. Therefore, the authors suggest that companies should appeal to the emotional values of young Swedish consumers in their marketing operations, in order to increase consumers' willingness to purchase premium priced eco-friendly mobile devices.

Out of CSR, brand image, and product information, brand image appears to have the strongest influence during the evaluation of alternatives stage of the Consumer Buying Decision Process for young Swedish consumers in the electronic mobile devices market. However, eco-friendly brands have shown to be unable to outcompete the consumers' own preferred choices of brands. If an eco-friendly company wishes to change this scenario, it is most likely a good idea to focus on speaking to the consumption values that influence a consumer's buying process the most. The authors' earlier suggestion for increasing the demand of eco-friendly products by catering to the emotional values of consumers is potentially a strategy that will be successful when it comes to creating a strong eco-friendly brand as well. If a company is able to build a brand which speaks strongly to consumers' emotional values, the authors believe this brand is likely to be able to compete with consumers' own preferred brand choices even when a premium price is associated with the product, due to emotional value's strong impact on buyer behaviour. This would support the claims made by Hartmann & Apaolaza-Ibañez (2011), who stated that brand can play a role in facilitating the effect of consumers' environmental concerns into purchase intentions towards eco-friendly products.

The authors suggest that using CSR as a means to influence the information search stage of the consumer buying process is not likely to be a successful strategy due to the issues regarding credibility and a lack of information regarding how this will benefit society. If this disbelief in the authenticity grows too strong and creates a negative backlash, it may even be argued that this might create a barrier which stops consumers

from purchasing the focal company's products. Although this thesis will not cover specific actions on how marketers may increase the credibility and informational aspects of their company's CSR claims, the authors suggest that CSR may very likely work as a facilitator in the future if it is done differently. Because once a belief in the claimed CSR actions is established, the authors believe that the focal company's CSR engagement will be a strong influencer on consumers' emotional values and therefore become a brand building activity which may increase consumers' demand for eco-friendly products.

Regarding product information and the communication of eco-friendly attributes, traditional means of marketing such as advertising and eco-friendly labelling are not desired by young Swedish consumers, according to the findings of this study. However, since the same consumers stated that they like to receive the information, one might assume that advertisements and eco-friendly labelling are not activities that consumers consider to be trustworthy. Therefore, building a brand image that is only based on the communication of eco-friendly and emotional aspects should be deemed more trustworthy by young Swedish consumers. In this case, the brand could influence these consumers during the information search step of the consumer buying process, and also be able to compete with the consumer's own preferred choices of brands.

6 Conclusions

In this part, the most important findings of the thesis will be presented. Furthermore, both research questions of the thesis will be answered as well as the purpose of this study.

Two research questions were formulated in order to investigate which consumption values have the most positive effect on young Swedish consumers' purchasing intentions, as well as discover how marketers could use brand image, product information, and CSR practices for their benefit in order to narrow down the value-action gap of these consumers when it comes to eco-friendly mobile device purchases. The authors started by investigating the current state of eco-friendly product consumption, and identified the most relevant aspects which have an influence on consumers' purchasing decisions which were exemplified in the theoretical framework. This, in turn, was used as a backbone in formulating the questions used for the survey, which was conducted for this study in order to understand all the factors that may shape young Swedish consumers' eco-friendly product purchases. The purpose behind this was to discover how the value-action gap of these consumers could be narrowed, and how this information could be used by marketers.

RQ1: Which consumption value(s) have the most positive effect for young Swedish consumers towards acquiring environmentally sustainable electronic mobile devices?

When it comes to the differences between the five consumption values, the investigation of this thesis identifies two consumption values to have a clearly distinguishable effect on influencing young Swedish consumers. Based on the survey conducted for this thesis, the sample group revealed that emotional value as well as conditional value have the strongest influence on Swedish consumers between the ages of 18 and 28 when they are purchasing eco-friendly mobile devices. This indicates that environmental

awareness and situational factors are the most important contributors in shaping the consumption values of the young target group of this study, which then influences their eco-friendly purchasing.

RQ2: Could marketers use *brand image*, *CSR practices*, or *product information* beneficially to narrow down the value-action gap of young Swedish consumers in eco-friendly mobile device purchases?

Out of CSR, brand image, and product information the authors discovered that brand image is the most influential means that a marketer may use in order to narrow the value-action gap for young consumers in the Swedish electronic mobile devices market. CSR practises and product information might be effective in influencing young Swedish consumers if implemented differently, since a lack of information and distrust towards CSR claims appear to act as a barrier for eco-friendly product purchases among this consumer segment today.

7 Discussion

The final section of this thesis will include findings which have not been addressed in earlier parts of the thesis yet. Hence, this section will provide the reader with the limitations of this study, as well as the areas which should be looked into in further research. Finally, the ways in which the findings of this thesis can be used in practice will be discussed.

7.1 Limitations

Although the authors believe that this research is valid and reliable, there are some limitations in this thesis which have been identified by the authors. It is important to acknowledge these limitations as they can have an effect on the interpretation of the thesis.

One major limitation of the research is the sample size which was used to understand Swedish consumers between the ages of 18 and 28. Since the sample used for this thesis consisted of only 82 respondents, the authors recognize that no conclusive statements can be made about the entire population based on the small number of respondents used for this study. Therefore, the findings from this thesis can not be used as concrete evidence or facts that can be used in explaining consumer behaviour of all Swedish people between 18 and 28, although indications can be drawn about their behaviour.

In addition, another limitation of this study is the way in which the survey was conducted for this research. Since all of the survey questions used were such that they could be answered on a six-point likert scale, this research does not go further in-depth to the question of ‘‘why’’ a consumer acts in a certain way. Meaning, that the respondents did not provide personal explanations to their consumption habits. This type of questioning should be addressed in future research, however the authors of this thesis only wanted responses which could be quantified into actual data, which is why the six-point likert scale was used. Understanding the reason why consumers act in a certain way would give a more wholesome picture of the young Swedish consumer segment which was used for this study, according to the authors.

7.2 Future research

The authors of this thesis believe that there are some areas into which future research should look at in order to further understand young Swedish consumers. The first suggestion revolves around how exactly companies could increase the credibility of their CSR claims. This is based on the opinion which seemed quite common among the respondents of this study, which is that young Swedish consumers generally do not seem to trust the claimed CSR actions that are being implemented by companies. Further research could address how these people could be made more informed about these claimed CSR actions, and how companies should inform consumers about these actions in order to increase the trust among this consumer segment. Also, understanding why these consumers do not trust the CSR claims would be important to understand for both companies and marketers alike.

Since this lack of trust was not only apparent towards the CSR claims made by companies, but also towards the way in which eco-friendly products are being marketed at the present moment, the authors believe that future research should address the issue of how to make marketing more trustworthy for the consumer. Because the findings of this paper did not identify social value as such a strong influence on consumers as earlier research has stated, the authors believe that future research could study whether this is a consequence of the consumer segment used for this study. Since young Swedish consumers did not appear to be influenced by other people to any significant degree, it would be important to understand if this is due to the age or the locality of the consumer group, meaning if it can be applicable to the entire population, or if it is due to the product category used for this study. Although previous research has identified personal sources to be the most influential sources of information to young consumers, further research should be made on whether this actually is the case, since it was not evident in the young consumer group used for this study.

As this thesis pointed out, young Swedish consumers seem to value brand image above other aspects such as CSR and product information. Future research could address the question of why exactly brand image is so important to these people, whether it is due to emotional attachment towards the brand or if it is due to the image that people want to project about themselves to the outside world by using the products of a particular brand. Since emotional value appeared to have an impact on consumer behaviour based on the respondents used for this study, the authors recommend further research being done on how to speak to the emotional values of consumers. Finding a concrete answer for this should prove beneficial to marketers.

7.3 Contributions and practical implications

One of the major contributions of this study is the notion that not a lot of research has been conducted previously about the relationship between consumer behaviour and eco-friendly products in the electronic mobile device industry. In addition, no research regarding this relationship has ever been done before which focuses specifically on the Swedish electronic mobile device market and young Swedish consumers operating within it. The authors would also like to point out that no previous research seems to tackle the mystery of young Swedish consumers' consumption values, which is why the

authors believe that the major impact which emotional and conditional values seem to have for this consumer segment is an important contribution within this paper.

A few practical implications which can be drawn from this research include how companies should change the way they are currently communicating about their CSR practices to the public. This research indicates that more effort should be put on how to increase the quality of companies' CSR communication, how it could be made more credible, and how the CSR practices should be informed to the society which actually benefits from these actions.

The final practical implication of this study is that in order to be more appealing among young Swedish consumers, more companies operating in the electronic mobile device industry should focus on appealing to the emotional side of these people. This way marketing would be more effective towards this consumer segment, as well as a stronger connection between a brand and the consumer could be established.

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9 Appendix

9.1 Survey

Hi!

This survey aims to uncover the purchasing behaviour of young Swedish consumers, especially their views towards eco-friendly mobile devices. Just to clarify, by eco-friendly mobile devices we will be referring to products such as mobile phones, tablets, and laptops, which have used loads of recycled materials in their manufacturing process in order to minimize their carbon footprint (e.g. the Fairphone). When we talk about conventional products in this survey, we are referring to your average Android mobile phone, which hasn't been through such steps.

Thank you for taking the time to fill out our survey.

Q1. Age?

Q2. Gender?

Q3. Monthly income?

Q4. Level of education?

Q5. How often do you purchase a mobile device?

Q6. How often do you use a mobile device?

Q7. What mobile devices do you own/use?

Q8 - Q30, answering alternatives

Strongly disagree - disagree - somewhat disagree - somewhat agree - agree - strongly agree

Functional value

Q8 Would you expect an eco-friendly product to be as functional and reliable as a conventional product?

Q9: Would you agree that eco-friendly products offer adequate value for their price?

Q10: Would you agree that eco-friendly products have a fair market price compared to conventional products?

Social value

Q11: Do you believe that purchasing an eco-friendly product would make a good impression about yourself to others?

Q12: Do you believe that purchasing an eco-friendly product would make a good impression about yourself to friends/family?

Q13: Would you be more willing to buy eco-friendly products based on the suggestions of your friends/family?

Emotional value

Q14: Do eco-friendly purchases make you feel like a better person as opposed to buying conventional products?

Q15: Do you feel as if you are contributing to a greater good when purchasing eco-friendly products?

Epistemic value

Q16: Are you willing to search extensively for information regarding product alternatives before choosing to buy a particular product?

Q17: Do you often seek out new products after they become available?

Conditional Value

Q18: Would you buy eco-friendly products instead of conventional products under worsening environmental conditions?

Q19: Would you buy eco-friendly products instead of conventional products if eco-friendly products were more readily available?

Choice behaviour

Q20: Would you consider switching products due to ecological reasons?

Q21: If you had a higher salary or income, would you buy eco-friendly products more often?

Q22: Would you like to purchase more eco-friendly products in the future?

Marketing

Q23: Would eco-friendly labelling on mobile devices make you more likely to purchase them?

Q24: Do advertisements on the benefits of eco-friendly products influence your purchasing behaviour?

Q25: How much does the brand of mobile devices influence your purchasing decision?

Q26: Do you feel as if there is enough information about eco-friendly products out there?

Q27: Would you prefer to receive ecological product information through marketing before making high-involvement purchases?

Q28: Does a company's CSR actions have a positive influence on how you perceive their brand?

Q29: Do you generally trust the environmental claims that are being made by many manufacturers about their products?

Q30: Do you feel that manufacturers provide enough information about the effects of their eco-friendly products to the public?

9.2 Tables

Table 1

Funcitonal Value		Statistic	95% Confidence Interval	
			Lower	Upper
Q8	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.77	4.44	4.92
	Std. Deviation	.972	.743	1.223
Q9	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.05	3.81	4.34
	Std. Deviation	.967	.823	1.069
Q10	N	82		
	Minimum	1		
	Maximum	6		
	Mean	3.71	3.50	3.93
	Std. Deviation	1.024	.850	1.160
Valid N (listwise)	N	82		

Table 2

Social Value		Statistic	95% Confidence Interval	
			Lower	Upper
Q11	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.24	4.05	4.50
	Std. Deviation	1.128	.890	1.293
Q12	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.27	4.05	4.50
	Std. Deviation	1.134	.879	1.300
Q13	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.26	4.01	4.47
	Std. Deviation	1.052	.913	1.206
Valid N (listwise)	N	82		

Table 3

Emotional Value		Statistic	95% Confidence Interval	
			Lower	Upper
Q14	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.35	4.15	4.61
	Std. Deviation	1.047	.830	1.186
Q15	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.77	4.56	4.97
	Std. Deviation	1.058	.822	1.203
Valid N (listwise)	N	82		

Table 4

Epistemic Value		Statistic	95% Confidence Interval	
			Lower	Upper
Q16	N	82		
	Minimum	1		
	Maximum	6		
	Mean	3.77	3.41	4.05
	Std. Deviation	1.382	1.213	1.551
Q17	N	82		
	Minimum	1		
	Maximum	6		
	Mean	3.45	3.19	3.64
	Std. Deviation	1.288	1.152	1.399
Valid N (listwise)	N	82		

Table 5

Conditional Value		Statistic	95% Confidence Interval	
			Lower	Upper
Q18	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.41	4.16	4.64
	Std. Deviation	.993	.738	1.227
Q19	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.89	4.70	5.06
	Std. Deviation	.889	.749	1.035
Valid N (listwise)	N	82		

Table 6

Brand	Statistic	95% Confidence Interval		
		Lower	Upper	
Q25	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.89	4.68	5.19
	Std. Deviation	1.122	.848	1.313
Q26	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.06	3.77	4.24
	Std. Deviation	1.035	.889	1.192
Valid N (listwise)	N	82		

Table 7

CSR	Statistic	95% Confidence Interval		
		Lower	Upper	
Q28	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.10	3.80	4.29
	Std. Deviation	1.096	.912	1.266
Q29	N	82		
	Minimum	1		
	Maximum	6		
	Mean	3.35	3.13	3.53
	Std. Deviation	.986	.841	1.131
Q30	N	82		
	Minimum	1		
	Maximum	6		
	Mean	3.02	2.82	3.35
	Std. Deviation	1.018	.837	1.156
Valid N (listwise)	N	82		

Table 8

Product Info	Statistic	95% Confidence Interval		
		Lower	Upper	
Q23	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.07	3.84	4.29
	Std. Deviation	1.075	.865	1.262
Q24	N	82		
	Minimum	1		
	Maximum	6		
	Mean	3.96	3.72	4.20
	Std. Deviation	1.059	.873	1.189
Q27	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.26	4.01	4.47
	Std. Deviation	1.098	.960	1.282
Valid N (listwise)	N	82		

Table 9

Descriptive Statistics		Statistic	95% Confidence Interval	
			Lower	Upper
Fun_Mean	N	82		
	Minimum	3.00		
	Maximum	6.00		
	Mean	4.1748	4.0282	4.3497
	Std. Deviation	.71861	.60423	.81322
Emo_Mean	N	82		
	Minimum	1.00		
	Maximum	6.00		
	Mean	4.5610	4.3926	4.7762
	Std. Deviation	.93092	.72254	1.13751
Soc_Mean	N	82		
	Minimum	2.00		
	Maximum	6.00		
	Mean	4.2561	4.1035	4.4789
	Std. Deviation	.87379	.72459	1.05371
Epi_Mean	N	82		
	Minimum	1.00		
	Maximum	6.00		
	Mean	3.6098	3.3879	3.8211
	Std. Deviation	1.12772	.95581	1.29979
Con_Mean	N	82		
	Minimum	1.50		
	Maximum	6.00		
	Mean	4.6524	4.5011	4.8234
	Std. Deviation	.76048	.57894	.90468
Brand_Mean	N	82		
	Minimum	2.00		
	Maximum	6.00		
	Mean	4.4756	4.3257	4.6984
	Std. Deviation	.78135	.63645	.91726
CSR_Mean	N	82		
	Minimum	1.67		
	Maximum	6.00		
	Mean	3.4919	3.2831	3.6583
	Std. Deviation	.75944	.63079	.89724
Product_Mean	N	82		
	Minimum	1.33		
	Maximum	6.00		
	Mean	4.0976	3.8800	4.3713
	Std. Deviation	.89272	.72761	1.00616
Valid N (listwise)	N	82		

Table 10

Group Statistics					
	Gender?	N	Mean	Std. Deviation	Std. Error Mean
Fun_Mean	Male	42	4.2540	.71306	.11003
	Female	40	4.0917	.72398	.11447
Emo_Mean	Male	42	4.5357	1.00846	.15561
	Female	40	4.5875	.85401	.13503
Soc_Mean	Male	42	4.1825	.80716	.12455
	Female	40	4.3333	.94281	.14907
Epi_Mean	Male	42	3.8333	1.11348	.17181
	Female	40	3.3750	1.10795	.17518
Con_Mean	Male	42	4.5833	.81836	.12628
	Female	40	4.7250	.69752	.11029
Brand_Mean	Male	42	4.3690	.93090	.14364
	Female	40	4.5875	.57610	.09109
CSR_Mean	Male	42	3.6270	.80041	.12351
	Female	40	3.3500	.69573	.11001
Product_Mean	Male	42	4.0952	.86261	.13310
	Female	40	4.1000	.93431	.14773

Table 11

Independent Samples Test	Levene's Test for Equality of Variances		t-test for Equality of Means		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	F	Sig.	t	df			Lower	Upper
Fun_Mean	.001	.981	1.023	80	.16230	.15872	-.15355	.47816
Emo_Mean	3.878	.052	1.022	79.668	.16230	.15878	-.15369	.47830
Soc_Mean	.131	.718	-.251	80	-.05179	.20687	-.46346	.35989
Epi_Mean	.018	.892	-.779	78.939	-.05179	.20603	-.46188	.35831
Con_Mean	.062	.804	-.842	80	-.14167	.16831	-.47662	.19329
Brand_Mean	7.069	.009	-1.270	79.051	-.14167	.16766	-.47538	.19204
CSR_Mean	.338	.563	-1.284	68.893	-.21845	.17197	-.56069	.12378
Product_Mean	.067	.797	1.675	80	.27698	.16596	-.05329	.60726
			-.024	79.353	.27698	.16539	-.05220	.60617
			-.024	80	-.00476	.19846	-.39970	.39018
			-.024	78.692	-.00476	.19885	-.40058	.39106

Table 12

Cronbach's Alpha coefficient	Consistency
>0.9	Excellent
0.89>0.8	Good
0.79>0.7	Acceptable
0.69>0.6	Questionable
0.59>0.5	Poor
<0.5	Unacceptable

Table 13

Random	Statistic	95% Confidence Interval		
		Lower	Upper	
Q20	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.35	4.09	4.56
	Std. Deviation	.998	.858	1.122
Q21	N	82		
	Minimum	2		
	Maximum	6		
	Mean	4.71	4.36	4.97
	Std. Deviation	1.242	1.011	1.405
Q22	N	82		
	Minimum	1		
	Maximum	6		
	Mean	4.90	4.68	5.08
	Std. Deviation	.964	.767	1.202
Valid N (listwise)	N	82		

Table 14

Item Statistics	Mean	Std. Deviatio N
Would you expect an eco-friendly product to be as functional and reliable as a conventional product?	4.77	.972
Would you agree that eco-friendly products offer adequate value for their price?	4.05	.967
Would you agree that eco-friendly products have a fair market price compared to conventional products?	3.71	1.024
Do you believe that purchasing an eco-friendly product would make a good impression about yourself to others?	4.24	1.128
Do you believe that purchasing an eco-friendly product would make a good impression about yourself to friends/family?	4.27	1.134
Would you be more willing to buy eco-friendly products based on the suggestions of your friends/family?	4.26	1.052
Do eco-friendly purchases make you feel like a better person as opposed to buying conventional products?	4.35	1.047
Do you feel as if you are contributing to a greater good when purchasing eco-friendly products?	4.77	1.058
Are you willing to search extensively for information regarding product alternatives before choosing to buy a particular product?	3.77	1.382
Do you often seek out new products after they become available?	3.45	1.288
Would you buy eco-friendly products instead of conventional products under worsening environmental conditions?	4.41	.993
Would you buy eco-friendly products instead of conventional products if eco-friendly products were more readily available?	4.89	.889
Would you consider switching products due to ecological reasons?	4.35	.998
If you had a higher salary or income, would you buy eco-friendly products more often?	4.71	1.242
Would you like to purchase more eco-friendly products in the future?	4.90	.964
Would eco-friendly labelling on mobile devices make you more likely to purchase them?	4.07	1.075
Do advertisements on the benefits of eco-friendly products influence your purchasing behaviour?	3.96	1.059
Does a company's brand influence your purchasing decision?	4.89	1.122
Would you be willing to pay more for an eco-friendly brands' products?	4.06	1.035
Would you prefer to receive ecological product information before making high-involvement purchases?	4.26	1.098
Does a company's CSR actions have a positive influence on how you perceive their brand?	4.10	1.096
Do you generally trust the environmental claims that are being made by many manufacturers about their products?	3.35	.986
Do you feel that manufacturers provide enough information about the effects of their eco-friendly products to the public?	3.02	1.018

Table 15

Group Statistics							
	Gender?	N	Mean	Std. Deviation	Std. Error Mean		
Does a company's brand influence	Male	42	4.64	1.303	.201		
	Female	40	5.15	.834	.132		

Table 16

Difference Men and Female Independent Samples Test													
		Levene's Test for Equality of Variances			t-Test for Equality of Means			Sig. (2-tailed)		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df						Lower	Upper	
Does a company's brand influence	Equal variances assumed	10.098	.002	-2.087	80	.040			-.507	.243	-.991	-.024	
	Equal variances not assumed			-2.109	70.175	.038			-.507	.240	-.987	-.028	