

The Influence Toward the Quality of Life When Technology Meets Handmade Goods and Services

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ABSTRACT

For improving the quality of life and health condition of Taiwanese, we promote handmade candles in order to service our consumers. We plan to use the convenience of technology and enhance our publicity more in the offering. We hence conducted an investigation on organic enterprises that included organic product acceptance and cognition. The result was that Taiwanese accept organic candles which can improve their physical and psychological health. On top of that, Taiwanese regard the quality of life as an important part of life. The enterprises as start-up business are willing to promote zero-carbon emission and the quality of life to Taiwanese as well.

Keywords: *Organic Products, Quality of Life, Technology, Purposive Sampling*

1. INTRODUCTION

Will you be delighted and love deeply if you can put someone into the world of phytoncide or lavender field of essential candle? The Little Match Girl's fantasy will come true and we enter a joyful and incredible world for sure. Even in deepest nights, the lambent of a candle and its sweet scent may make people relaxed and ease a whole day's stress.

We as community moms are interested in starting a start-up business. We also believe in the convenience of modern technology. Thus, we combine the two industries together. Apparently, we have to decide what kind of products we are going to sell in the future. Before that, we considered some following questions: How do people ease stress and cheer-up by using handmade products? Can modern technology assist in promoting products to the market quickly and efficiently? What kind of benefit when technology meets handmade products?

Besides, by following the goals of the author in 2018, we can take more care over organic products and green enterprises as a start, and be willing to promote zero-carbon emission and the quality of life among Taiwanese as well. We also want to keep the perseverance strategies whatever the conditions of obstacle, challenge and setback we will meet [3], such as tech-marketing.

According to the study conducted by Markman and Baron (2015), customers have individual differences and a variation of choice will be made by commercial, value and popularity. Though, we notice that the healthy and natural products will be able to meet the value among customers [1]. Thus, we propose to launch a business that features essential oils and organic candles which can then promote a therapeutic life. Moreover, it will also improve the effects of aromatherapy [5;10] and dysmenorrhea-healing [7] for sure.

With the touch of a lighted candle, a tough day will be embzzled with precious moments as a quality of life.

However, some inferior candles are gradually eroding the health and safety of customers, such as respiratory disease or fire [10]. We hope to achieve our goals as organic entrepreneurs to provide naturally essential oil candles and service our customers.

Before that, we still wanted to conduct a marketing research for realizing the modern convenient technology as well as the acceptability of customers. Therefore, this article aimed to study the organic, essential oils, and handmade products and services that can be accepted by customers, so as to benefit the businessmen and become an important piece of information. The objectives of this study were: 1. to investigate the influence of technology and organic craft candles among Taiwanese. 2. to investigate the influence of technology, organic craft candles and quality of life among Taiwanese. For checking these matters, we have conducted a survey in order to obtain solutions for the problems mentioned above.

2. MANUSCRIPT

2.1 *The Benefits of Lighting a Candle at Home*

2.1.1 *Remove the odor from bathroom*

Many people use chemical sprays such as air fresheners in the bathroom. However, these chemicals are not good for human body when they breathe. At that time, people can put a candle in the bathroom and light it for a while every day, so it will easily remove the smell of the bathroom.

2.1.2 *Increase the scent of the room*

Put a small scented candle in the living room and often light it. The special plant's essential oil in the candle will

volatilize into the air during the burning process. This aroma is very soft, has no stimulating effect, and can last for a long time. Even the furniture the living room will always have a good smell.

2.1.3 Improve sleeping quality

Some people don't sleep well at night. Perhaps bedrooms are more closed at night and the air is stuffier. Light a candle in the bedroom to get rid of the stagnation in the bedroom before going to bed, then turn off the lights, listen to the music in the dim candlelight, that will make you sleep [11].

2.2 Digital Disruption and Organic Craft Candles

Candle materials are made of wax, animal fats and other fuels. Animal Fats Candles are made from animal fat, usually tallow. The tallow vaporization temperature is around 230 degrees, and the ignition point is slightly higher than 300 degrees. The main active ingredient is triglycerides. Beeswax is the Chinese word for "wax" from the worm. Beeswax is essentially free of triglycerides, but a higher ester is formed from a 16-carbon acid (palmitic acid or palmitoleic acid) and a 30-carbon higher alcohol. An ash insect produced in Sichuan will secrete a kind of ash on the ash tree. The texture is white and delicate. The cetyl ester of palmitic acid contains 16 carbons.

Plant wax is mainly produced in tropical palm trees, lacquer trees, candelilla, sugar cane, etc., which is more stable than animal wax sources. Among them, palm wax is highly similar to whale wax. In the beginning of the 19th century, French chemist Schaeffler found that stearic acid obtained by hydrolysis oils was more suitable for candles than oils containing mainly triglycerides [12].

Taiwan is an industrialized country that practices product mechanization. However, some Taiwanese hope to get rid of chemical appliances which pose a threat to health and may as well pollute the environment. Modern consensus has it, that all human beings, as we are all living in a globalized society, should be responsible for environmental protection, whereas manufactures may not be able to reach this collective objective. Therefore, we visualize by going back to the healthy era of hand-made organic herbal material to improve the quality of life.

Craft productions were popular and there used to be a home economy for most households before contemporary industrialization. Sometime after the magnificent industrialization took place though, people became aware of the side effect which mechanical output brought to the nation. This kind of production inevitably pushed humans far away from the nature and health. It turned out that some people had then begun to urge themselves to head back towards more environment-friendly ways as soon as possible. Yet at the same time, they did not wish to give up the convenience of modern technology to protect the next generation from harm.

Essential oil candles attract the attention of our sense of smell [2]. The sense of smell is one of the five sensory organs that connect with the body, soul and spirit. Therefore, its effect on our emotions, feelings, and physical wellbeing should not be underestimated. Essential oils are able to heal and nourish the mind, body, and spirit. With the view to live healthy lives, prevent diseases, and relax, customers will be motivated to buy our products [1]. Essential oil candles are made of soy wax and beeswax for the aspect of being environment-friendly by using non-toxic natural soy wax, coconut oil and beeswax. The remaining burned wax can be used for massages and skin care nursing at the same time. Plus, the remaining bean shells can be converted into animal fodder.

There is a global essential oil production identification of H.E.B.B.D. which includes [1] extract essential oil from real organic plant indeed [2] no insecticides at all [3] no chemical addition [4] no artificial synthetic oil. We abide by these rules while making fragrance candles. The aromatherapy will contribute to the peace of mind. We wish to produce candles that will emit a sufficient amount of fragrance. This is why we did not only adjust the technique of blending flavours, but also increased the percentage of essential oil addition to 12% (the percentage of essential oil addition to a candle is fixed at a certain figure, for it may flash burn and pose a threat to lives), which means that a 100g aromatic candle will contain 12 milliliters of natural, fragranced essential oils.

We have now produced our main vintage product. The problem remains: how are we going to effectively promote and sell the candles? The solution comes down to technology. Digital disruption, by definition, is the change that occurs when new digital technologies and business models affect the value proposition of existing goods and services. So, what makes the organic candles produced right now different from those produced before the evolution of modern technology? We now have multiple ways of expanding our user groups such as making good use of the Internet and different apps. With the help of global networks, which brings the world together, we can successfully advertise the benefits of therapeutic candles and products likewise.

According to the explanations above, the first hypothesis can be developed as follow: there is a positive influence of technology and organic craft candles among Taiwanese.

2.3 Organic Enterprise and Quality of Life

Quality of life (QOL) is the general well-being of individuals and societies outlining negative and positive features of life. It observes life satisfaction including everything from physical health, family, education, employment, wealth, religious beliefs, finance and the environment. QOL has a wide range of contexts including the fields of international development, health care, politics and employment [12].

Organic enterprise is a major business of the team. We as a teamwork, try to diversify our business variety. There are alternate business blueprints such as sachet, perfume, soap,

shampoo, lotion and moisture, etc. to diversify our green enterprise. Furthermore, internet, app device and web community are excellent tools for marketing in the modern world, so that we can use it perfectly. Recently, we focus on craft candles production and selling. It's not only to reduce carbon emission but also to improve environment as well as the health of Taiwanese.

Therefore, the second hypothesis can be developed as follow: there is a positive influence of technology, organic craft candles and quality of life among Taiwanese.

3. MATERIALS AND METHODS

3.1 Data Collecting and Statistical Analysis

There was a 30-samples pre-test conducted in 2018. The Cronbach's coefficient was 0.84 and the validity was 0.79. Thus, we conducted a formal survey and 200 random samples in western Taiwan were collected from communities and a respondent rate of valid samples was 75% (150). The credibility of Cronbach's α coefficient, KMO was 0.713, and the effective coefficient was 0.624. The SPSS 20.0 software was used as a statistical tool. The methods contain a descriptive analysis, a factor analysis, and a correlation analysis.

The demographic statistics distribution is presented simply, such as most of the respondents were females (136/91%), college (142/95%), married (120/80%), employed (142/95%), monthly income (around NTD30,001 to NTD60,000 each month) (141/94%), and monthly payment (around NTD23,001 to NTD38,000) (139/93%).

Table 1: Demographic Profile of the respondents (N=150)

Variable	Frequency	Percentage (%)
Gender	Female	91
	Male	9
Education	High	1
	College	95
Marital Status	Graduate & Above	4
	Married	80
Monthly Income	Single	20
	≦NTD30,000	3
	NTD30,001-60,000	94
	≧NTD60,001	4
Family Monthly Payment	≦NTD22,000	2
	NTD22,001-37,000	93
	≧NTD37,001	5

3.2 The Factor Analysis and Credibility Analysis

There are thirty-two items in the questionnaire including three parts of digital disruption conceptions, quality of

handmade candles and health cognition. Three variables were extracted by using the factor analysis including the quality of craft candles, convenient technology and quality of life. The total VAR percentages is 64.47% and each of them are 56.53%, 5.19% and 2.75%, respectively. The Cronbach's α coefficient, KMO is 0.75 (see Table 2).

Table 2: The Factor Analysis and Credibility Analysis (N=150)

Variables and components	Quality of craft candles	Technology	Quality of life
Eigenvalue (EV)	9.02	4.02	1.09
Variation percentage (%)	56.53%	5.19%	2.75%
Cumulative VAR percentage (%)	56.53%	61.72%	64.47%
Cronbach's α credibility coefficient		0.75	

3.3 Pearson-Correlation Analysis

According to Table 3, the quality of craft candles is significantly related with technology and quality of life. There are inferences that the technology has a positive relationship with quality of craft candles and quality of life.

We see the hypotheses 1: There is a positive influence of technology and quality of craft candles among Taiwanese and Hypothesis 2: A positive influence of technology, quality of craft candles and quality of life among Taiwanese has been satisfied.

There are many studies on realizing the quality of life and health in different areas [9;4;8] and have a similar result with this study (see Table 3).

Table 3: Correlation analysis convenience technology, quality of craft candles and quality of life (N=150)

Variables and components	Correlation	Quality of craft candles	Technology	Quality of life
Physical and Psychological Health	Pearson Correlation	1	0.327**	0.43**
	Sig. (2-tailed)	.000	.000	.000
Convenient Technology	Pearson Correlation	0.327**	1	0.257**
	Sig. (2-tailed)	.000	.000	.000
Quality of Life	Pearson Correlation	0.43**	0.257**	1
	Sig. (2-tailed)	.000	.000	.000

Note: n = 150 responses; *p < 0.05, **p < 0.01 (2 - tailed)

4. CONCLUSION

Candles are made of wax or other fuels, and have a wick in them. They can burn continuously after ignition. Candles are generally used for lighting, but they have gradually been replaced by electric lights after the power revolution. Nowadays, candles are mostly used as backup lighting in the event of power outage. Candles are also used on festivals or other special days and in places of worship. Local gatherings or collective mourning events often burn candles. Traditional Chinese weddings will burn red candles as a sign of joy; funerals will burn white candles as a sign of mourning. In addition, candles are also used to increase the temperature [12]

Candles are the magic wands of fairies. With a flick, they turn our world into a cosier and gentler place. Essential oil candles are delighting and give us happiness, just as taking a carefree stroll in the tranquil of a forest. We seek a smooth state-of-mind and peaceful environment to live rather than a tense lifestyle. We have the right to pursue happiness, like the quality of life that should be cultivated anytime and

anywhere. Therefore, we combine modern and traditional craft together and to extract essential oil from herbal, vanilla and fruit by using technical skill and equipment, for example. Furthermore, we use application to market the delicate craft to someone who needs and promote commercially the therapeutic effect such as to prevent from cold, to improve body immunity, to promote the digestion, to drive away mosquitos, to ease-off sleeplessness, depression and respiratory, to get rid of unsweet and strengthen the heart function, by using technical devices on the internet, FB, IG, e-mail, and etc [6]

May be people wonder there are so many candles sold on the internet and general stores. Will our community moms' candle products be popular for some customers when they have a variety of choices? We are confident of our handmade candle products, because we can provide our customer's the convenience, time-saving, therapeutic and organic stuffs, of which other stores and products may not have. Handmade candle internet store is our community moms' first try and we will keep producing organic products continuously for our customers in the future.

According to the result of hypothesis tests, we inferred that technology is able to support the production of organic craft candles, and organic products can improve the quality of life of Taiwanese. We take quality of candles and quality of life as an important part of life. For improving the quality of life and health condition of Taiwanese, we start the internet repossession business for selling organic craft candles. We learn from some researches that the local green products could reduce carbon emission around 40% per year and cut our energy bills quite significantly. It is good news to promote the quality of life of Taiwanese. Hence, our group develops a financial plan to raise money as soon as possible for the start up around NTD300,000 in order to pay for the initial cost. Once more, we spread the business concept to Taiwanese internet community and instruct the processes to be free-of-charge to some communities or organizations that are interested to our start-up business. We are willing to work for Taiwan in order to be environmentally friendly and even for the world in the future.

It's glad that we take advantage of modern technology for selling our products by internet. We community moms use some spare time after family matters to make candles and make extra money for the family as well. It is a best part that we have to have the by-work, in which we can stay home, do not need to spend much time or to apply part-time job. The enterprise also improves us as community moms' in the matter of quality of life as well as improving our physical and psychological health.

Finally, we believe that fragrant scent breeze gives people strength when they are suffering from the setback of life. Entrepreneurs will promote the quality of life of Taiwanese as a repossession. In short, we have got the result that technology can improve the quality of life by selling the organic craft candles in Taiwan. We follow the results of the study in 2018, we take more care over organic products, green enterprise and health condition for our family as a start-up business and we are willing to promote zero-carbon emission and the quality of life of Taiwanese as well.

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