This study focuses on the Taiwan and China consumer's impression in exploring the quality attributes of SHANZHAI MOBILE PHONES. The Refined Kano's model is used to classify the quality attributes of SHANZHAI MOBILE PHONES in order to generalize improvement index and clarify whether there exist differences in between consumers' perspectives. First, this study from the literature review and product attributes of SHANZHAI MOBILE PHONES, items are found as the critical characteristics of the quality attributes of SHANZHAI MOBILE PHONES. Second, questionnaires of Refined Kano's model were distributed to classify the quality attributes of SHANZHAI MOBILE PHONES. After classifying the quality attributes of SHANZHAI MOBILE PHONES, the innovation adoption and demographic variables are used to make statistical inference. According to the analytical results, Taiwan classified 7 of them are identified as high value-added attributes, 2 of them are critical attributes. China classified 8 of them are identified as high value-added attributes, 1 of them are critical attributes, 1 of them are highly attractive attributes. The result from innovation adoption and demographic indicates that, from the consumers' perspectives, there is a some significant difference towards the quality attributes. Finally, the integration of research to improve the improvement index table in order to provide businesses in that industry to understand the minds of consumers expect the quality attributes of SHANZHAI MOBILE PHONES, and then to design more in line with consumer products.

Keywords : Shanzhai Mobile Phones、Quality attributes、Refined Kano’s model


Sun Li (2009) ,What revolution “Shanzhai” technology have made. 2009-06-11


