

A comparison of different requirements of shanzhai mobile phones attributes from Taiwanese and Chinese customer innovati

周彥志、蔡翠旭

E-mail: 345498@mail.dyu.edu.tw

ABSTRACT

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

Table of Contents

中文摘要.....I	英文摘要.....III	致謝詞.....IIV	內容目錄.....IV	表目錄.....VIII	圖目錄.....X	第一章 緒論.....1
第一節 研究動機.....1	第二節 研究目的.....3	第二章 文獻探討.....4	第一節 產品屬性.....4	第二節 創新採用.....7	第三節 KANO 模式.....9	第四節 精化KANO模式.....14
第五節 山寨機.....21	第三章 研究方法.....24	第一節 研究架構.....24	第二節 操作型定義與衡量.....25	第三節 研究設計.....27	第四節 資料分析方法.....28	第四章 研究結果.....30
第一節 樣本資料結構描述.....30	第二節 信效度分析.....37	第三節 台灣與大陸KANO模式分類.....38	第四節 台灣與大陸精化KANO模式分類.....42	第五節 重要度與滿意度分析.....46	第六節 人口統計變數要素檢定分析.....53	第五章 結論與建議.....67
第一節 研究結果.....67	第二節 研究意涵與建議.....68	第三節 研究限制.....68	第四節 建議後續研究方向.....69	參考文獻.....71	附錄A 台灣問卷.....77	附錄B 大陸問卷.....80

REFERENCES

- 一、中文部份 范淑敏(2010)，中國山寨市場與地方升級:以上海張江高新區域為例，國立台灣科技大學都市計畫研究所博士論文。郭惠華(2009)，從山寨手機現象，看IC設計業產品規劃與營運式，IEK產業情報網。翁瑞迪、方盈潔、馬振剛、張蕙蘭（2006），手機使用者對第三代行動電話創新採用意願之研究:以台北市大學生為例，中華傳播學會2003年會論文。曾俊豪、麥倍嘉、周永捷（2003），線上遊戲之採用因素分析，中華傳播學會2003年會論文。Mark E. Parry著，林宜萱譯，策略行銷管理:發揮產品優勢、打入利基市場的高效策略，台北:麥格羅 希爾國際出版公司，2002。
- 二、英文部分 Amabile, T. M. (1988). A model of creativity and innovation in organization. In B.M. Staw, and L. L. Cummings (Eds.), *Research in Organizational Behavior*, 10, 123-167. Aldine Publishing Company. Atkin, D.J., Jeffres, L.W. and Neuendorf, K.A. (1998). Understanding internet adoption as telecommunications behavior. *Journal of Broadcasting and Electronic Media*, 42(4), 475-490. Cooper, Rober G. and Elko J. Kleinschmidt, (1991). *New Product : The Key Factors in success*. Damanpour, F., and Wischnevsky, J. D. (2006). *Research On Innovation In Organizations: Distinguishing Innovation-Generating From Innovation-Adopting Organizations*. *Journal Of Engineering and Technology Management*, 23, 269-291. Dhar, Ravi and Steven J. Sherman, (1996). The Effect of Common and Unique Features in Consumer Choice, *Journal of Consumer Research*, 23(12), 193-203. Donthu, N. and A. Garcia(1999), The Internet Shopper, *Journal of Advertising Research*, 5, 52-58. Frankel, E. G. (1990). *Management of Technological Change*. New York: Kluwer Inc. Goldsmith, R. E. and Hofacker, C. F. (1991). Measuring consumer innovativeness. *Journal of Academy of Marketing Science*, 19(3), 209-221. Headley, D. E. and Choi, B. (1992). Achieving Service Quality for Strategic Planning and Analysis in Service Firms. *Journal of Applied Business*

Research, 10, 24-34. Herzberg, F., Mausner, B., and Snyderman, B. (1959). *The Motivation to Work*. New York, John Wiley and Sons, pp. Holak, Susan L. (1988). Determinants of Innovative Durables Adoption an Empirical Study With Implications for Early Product Screening, *Journal of Product Innovation Management*, 5, 50-69. Hsu, C. (2000). Determinants of Mature Traveler ' s Motorcoach Tour Satisfaction and Brand Loyalty. *Journal of Hospitality and Tourism Research* 24 (2), 223-238. Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36. Kano, N. (1979). On M-H property of quality. Nippon QC Gakka, 9th Annual Presentation Meeting. Japan, 21-26. Kano, N., Seraku, N., Takahashi, F., and Tsuji, S. (1984). Attractive quality and must-be quality. *The Journal of the Japanese Society for Quality Control*, 14(2), 39-48. Kotler, P. (1994). *Marketing Management: Analysis, Planning, Implementation and Control*. (8th ed). N.J: Prentice-Hall Press. Kotler, P. (1996). *Marketing management: Analysis, Planning, Implementation, and Control*. (7th ed). N.J: Prentice Hall. Kotler, P.(2002), *Marketing management: Analysis, planning, implementation and control*. (11th ed). Harlow: Financial Times/Prentice Hall. Kotler, P. (2003), *Marketing Management*, Prentice Hall. Lefkoff-Hagius,Roxanne and CharlotteH.Mason(1993) Characteristic, Beneficial, and Image Attributes in Consumer Judgments of Similarity and Preference, *Journal of Consumer Research*, 20, 100-110. Lin, C. A. (1998). Exploring personal computer adoption dynamics. *Journal of Broadcasting Media*. 42, 95-112. Mantel, Susan Powell and Frank R. Kardes (1999). The Role of Direction of Comparison, Attribute-based Processing, and Attitude-based Processing in Consumer Preference, *Journal of Consumer Research*, 25(4), 335-352. Matzler, K. and Hinterhuber, H. H. (1998), How to make product development projects more successful by integrating Kano ' s model of customer satisfaction into quality function deployment. *Technovation*, 18(1), 25-38. Lionberger, H.F. (1960), *Adoption of New Ideas and Practices*. The Iowa State University Press. OECD (Organization for Economic Cooperation and Development) (2006) *OECD information technology outlook: information and communication technologies*, Paris: Organization for Economic Cooperation and Development. Peter, Drucker. (1985). *Innovation and entrepreneurship : practice and principles*. New York: Harper and Row Publishers, Inc. Porter, M. (1990). *The competitive advantage of nations*. New York: The Free Press. Robertson, T. S. (1967). The Process of Innovation and Diffusion of Innovation. *Journal of Marketing*, Vol. 36, No. 1, pp. 14-19. Rogers, Everett M. (1983). *Diffusion of Innovation*. (3rd ed). New York: Free Press. Rogers, E. M. (1995). *Diffusion of innovations* (4th ed). New York : The Free Press. Ryan, B. and Gross, N.C. (1943). The Diffusion of Hybrid Seed corn in Two Iowa Communities, *Rural Sociology*, vol.8, 15-24 Schoell, W. F. and Guiltian, J. P. (1990). *Marketing: Contemporary Concepts and Practices* (4th ed). Boston: Allyn and Bacon. Schvaneveldt, S. J., Enkawa, T. and Miyakawa, M. (1991), Consumer Evaluation Perspectives of Service Quality: Evaluation Factors and Two-Way Model of Quality, *Total Quality Management*, Vol. 2, 149-161. Stanton, W.J., Etzel, M.J., amd Walker, B.J., (1991), *Fundamentals of Marketing*, McGraw-Hill, New York. Strutton, H, David and Lumpkin, James, R. (1994), An Applied Investigation of Rogers and Shoemakers ' s Perceived Innovation Attribute Typology When Marketing to Elderly Consumers, *Journal of Applied Business Research*,10(1), Winter:118-131 Sun Li (2009) ,What revolution " Shanzhai " technology have made. 2009-06-11 Tornatzky, L. G., and Fleischer, M. (1990), *The Processes of Technological Innovation*. D.C.: Lexington Books. Wilkie, W. C. and Pessemier, E. A. (1973). Issues in marketing ' s use of multiattribute attitude models. *Journal of Marketing Research*, 10, 428 – 441. Williams Lisa R. and Rao Kant(1998). Information Technology Adoption: Using Classical Models to Predict AEI Software Implementation. *Journal of Business Logistics*, 19 , 1-16. Xiaobo and Wu Wei Zhang (2009). *Business Model Innovations in China: From a Value Network Perspective*. paper presented at: *US-China Business Cooperation in the 21st Century: Opportunities and Challenges for Entrepreneurs*, 15 April, Indiana University, available. Yang, C. C. (2003). Establishment and applications of the integrated model of service quality measurement, *Managing Service Quality*. 13(4), 310 – 324. Yang, C. C. (2005). The Refined Kano ' s Model and Its Application, *Total Quality Management*. 16(10), 1127 – 1137. Yuan GAO (2010). An analysis of Chinese " Shanzhai " economics," Lund University's Department of Economics