Current Chinese Consumer Purchase Behaviour

Case: Shanzhai Mobile Phones

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This study demonstrates the factors which influence consumer behaviour in general, and the role that the brand plays in the consumer buying process. The target of this thesis is the Chinese mobile phone market. The objective is to outline the current Chinese consumer behaviour when the Shanzhai mobile phone is launched. In addition, it focuses on what Chinese consumers think about Shanzhai. Also the dynamics of Shanzhai brought on the market are discussed.

The theoretical approach for the study is based on concepts of consumer behavior, the consumer buying process and the brand image facet.

In order to collect empirical data, a quantitative research technique was used. An online survey was carried out and sent out by Internet. The questionnaire was designed in accordance with the theoretical framework. Secondary data was gathered for analyzing social and cultural influences, the Shanzhai phenomenon. Primary data was used to illustrate current Chinese consumer behaviour when it comes to purchasing mobile phones. A total of 152 responses were obtained.

The result shows that Chinese consumer behaviour is strongly influenced by its social and cultural environment; different gender causes different behaviour; the outer appearance of the mobile phone seems to be the chief factor which affects consumers' buying decision. The brand is highly appreciated in urban areas, but not much rurally. The Shanzhai incompletely equals fake; consumers still remain the old image of Shanzhai which is the imitation, low quality and so forth; development of Shanzhai is in the transitional period and application of 3G brings more resistances to Shanzhai industry.

Key words
Shanzhai phenomenon, mobile phones, Chinese consumer behaviour

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1 Introduction

Mobile phone industry has been developing for decades and new technologies have been increasingly applied in mobile phones as well. Additionally, more and more mobile industry entrants have risen to prominence in the mobile market. Especially, after the year of 2000, mobile phone industry is called as 'the booming industry' which describes its rapid development.

Nowadays, in the Chinese mobile market, there is a fast developing group which is constituted by medium and small mobile enterprises. This group is named as Shanzhai (山寨手机 in Chinese). With its advantage of price, short product life-cycle, instant reaction from market and other features, Shanzhai group has occupied a big market share in China and also in some other countries, such as India, Pakistan and etc. In 2007, the output of Shanzhai mobile in China was 150 million. (According to the statistics of Ministry of Industry and Information Technology of China, in 2007, the total mobile phone production of China was about 560 million, 55% of global production and exported 483 million). (Mitt.gov.cn 2009)

Shanzhai is the hottest phenomenon in China and not only manifests in mobile industry. It can be seen everywhere. Shanzhai laptops, Shanzhai digital cameras, watches, handbags, even Shanzhai celebrities fully fill the headlines of Chinese newspapers. Apparently Shanzhai has become a subculture in China.

Some people say, when Shanzhai mobile becomes stronger enough it will ruin the regular mobile market. In this research, author intends to find out:
- What is the effect that Shanzhai brings into the mobile market?
- What is the current Chinese consumer behavior of mobile purchasing?
- What kind of image does Shanzhai mobile have?
- Does the brand image of mobile phone influence on consumer behavior?

Thus, this study concentrates on the customer behavior in mobile business when Shanzhai mobile is threatening the regular mobile market; and the brand image of Shanzhai (regarding Shanzhai group as a brand when compared with other famous brands).

This study will explore these issues by analyzing influential factors of mobile consumer behavior. It will seek to increase our understanding of consumer behavior changes occurring when Shanzhai comes. It is also the core of this research.

1.1   Research problem

The former Vice-President of Network guest of Motorola Corporation, Ren Weiguang says, 'Shanzhai Mobile brings unfair competition to the market'. Nevertheless, what he ignores is: there is no more core technology in mobile manufacturing; nowadays, the key to success in mobile phone battles is the originality of marketing method and understanding of consumer behavior. (Conglin Jin 2009). The existent of Shanzhai speeds up the process of restructuring Chinese mobile market- 'Survival of the fittest'. On the other hand, it enriches the customers buying choices.

It can be guessed that there would be an alteration in mobile consumer behavior when Shanzhai generates a different buying pattern. Hence, this research studies the factors which have influence on buying behavior of mobile consumers in China. The research problem can be formed as a question: What factors do influence on Chinese mobile consumer behavior when today Shanzhai mobile appears? Research problem can be solved by the answers from the following sub-questions:

1.   What kind of image does Shanzhai present to consumers?
2.   Which factors do consumers consider when they purchase mobile handsets?
3.   Which factors make consumers to choose or not to choose Shanzhai products?
4.   What kind of dynamics the Shanzhai phenomena will bring into the mobile market?

Those questions would be answered by conducting a questionnaire to the mobile phone consumers. The results are presented in chapter five.

1.2   Aims and Limitation

This study aims at presenting the current Chinese mobile consumer behavior, especially when Shanzhai mobile appears. There has been no official research concerning Shanzhai mobile. With the result of this research, Shanzhai mobile industry could be demonstrated feasibly. Furthermore, author intends to illustrate the current development of Chinese Shanzhai mobile industry and try to give readers a clear definition of Shanzhai Mobile. To provide for analysis on the key dynamics to take place in mobile industry as the Shanzhai phenomena intensifies.

Limitation to the research is that only Chinese consumer behavior is discussed in the survey, even though, Shanzhai business has been spread outside of China. The reason for the limitation is that studies on consumer behavior could partly present Shanzhai culture. Additionally, Shanzhai phenomenon could be a huge topic which can hardly be captured in a bachelor thesis like the one at hand.

1.3   Structure of the Thesis

The thesis begins with the introduction of this study. Within the first part, the research problem, aims and limitations are introduced conjointly.

Chapter 2 presents the overview of whole Shanzhai mobile industry in China. Firstly, a clear definition is given; secondly, more details of Shanzhai mobile are discussed, in order to give a clear image of Shanzhai to readers. Thereafter, a brief history of Shanzhai and its current development are told.

Chapter 3 describes the theoretical framework of this study. Theoretical framework is based on main concepts of consumer buying behavior, consumer buying decision making process

and brand image. It aims to explain the factors which influence on consumer buying behavior, how the buying decisions are made and what the importance of brand image is.

Research approach and methods which were used in this research are presented in Chapter 4. In addition, how the survey was carried out, and the discussion about how data was collected and analyzed can be found as well.

The presentation of main findings is in Chapter 5. Conclusion and suggestions for further research are discussed in the following chapter 6.

2 Introduction of Shanzhai Mobile

Ten years ago, only a few of mobile brands could be seen in China, like Nokia, Motorola, Ericsson and one or two Chinese local brands. But today, great changes have occurred in the mobile market, an example that can fully approve the prosperous of present mobile industry in China: there are at least 187 brands are listed in www.youren.com mobile brands category.

Chinese mobile brands can be categorized into three:

1. Foreign brands from outside of China like NOKIA, SAMSUNG and etc.
2. Local brands like Lenovo, Amoi, TCL and etc.
3. Shanzhai mobile

Shanzhai is a Chinese character which literally means village and countryside that out of government jurisdiction. Today, the meaning of Shanzhai has been expanded. Shanzhai means the products which are produced by small workshops and factories. The features are cheap, poor after-sale services, quality can not be guaranteed and so on. Sometimes it equals the pirate and the imitation. Shanzhai has become the non-mainstream culture in China.

Mostly, Shanzhai mobile (in Chinese: 山寨机, pinyin: Shanzhai ji) seems to be fake or unlicensed. In reality, a clear definition of Shanzhai has never been given officially thus far. Dr. Kan Kaili (Beijing University of Posts and Telecommunications) presents his opinion about the definition of Shanzhai mobile. He defines the Shanzhai mobile into three categories:

1. **Contraband mobile phones**

    Some brands such as Blackberry that has not entered China mainland market. Because of some using limitations, those products cannot use in China without getting cracked. Somehow, this situation leads the emergence of certain quantity of contraband mobile products in Chinese market.

2. Mobiles which are manufactured in workshops and to imitate creations and designs from well-known brands

Mostly, this group pirates from well-known brands, for instance, the similar functions or appearances and titled similarly like NOKLA, Blockberry and so forth.

3. Small brands- which are not famous yet

An example: TianYu(K-touch) is a developing mobile manufacturer. Three years ago, it was still a member of Shanzhai group and pirated ideas from big brands; and today, it ranks the second biggest mobile manufacturers in China. TianYu unveils that in 2008 its total sales volume was 17 million. (Benephon 2009)

In this study, only last two categories are discussed. Because of that they are more representative of Shanzhai culture. Furthermore, the history and development of these two groups also can partially introduce the China's tech-economic growth in these years.

2.1   Brief history of Shanzhai

The years before 2006, Shanzhai mobile was only known in Canton region, south China's Guangdong province. It started entering people's daily life since 2007.   There are two hands boosted the development of Shanzhai Mobiles:

1. Chinese government abolished the license on producing mobiles in 2007 which lowers the barrier of mobile phone producing. It encourages a great number of Shanzhai mobile manufactures to come to downstage from the backstage.
2. MediaTek, Inc.

2.1.1   License of mobile producing

In 2007, Chinese government abolished the license on mobile producing which existed nine-year long. Before that, there were some strict requests to obtain a license. It required the companies had about 25 million euros registered capitals, and ability of self research and development, RoHS (Restriction of Hazardous Substances Directive) certificate and continuously manufacturing more than two years. Thus, only some of big national companies could produce mobile products. It forced some smaller size companies who could not get the licenses produce underground. And some medium size companies applied a license jointly. (Sina Tech 2009)

After the abolishment of mobile license, Shanzhai group started to flourish, and national brands had lost a huge profit simultaneously.

2.1.2   MTK Inc.

In the past, Chinese mobile manufacturers were not able to produce mobile chips with their own technologies. The chips were imported from Japan and South Korea. At that moment, Japanese and Korean suppliers not only controlled the hardware technology but also software which means even Chinese mobile manufacturers could afford the high price hardware, they still needed to pay a lot to the other. Therefore, an oligopoly was appeared all by those few of powerful Chinese mobile manufacturers. However this situation was changed when MediaTek Inc. came out.

MediaTek Inc. is a leading fabless semiconductor company for wireless communication sand digital media solutions. The company is a market leader and pioneer in cutting-edge SOC system solutions for wireless communications, high-definition digital TV, optical storage, and high definition DVD products. It was founded in 1997 and headquartered in Taiwan and has sale sand research subsidiaries in Mainland China, U.S, England, Ireland, Denmark, India, Japan, Korea and Singapore. (MediaTek 2009)

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Taiwan's MediaTek Inc. reports that total shipment of mobile solutions chipsets reached over 150 million in volume in 2007, securing a significant market share in China. The company's client list includes China's top branded handset manufacturers as well as ZTE and Huawei Technologies. MediaTek has also recently been granted the "Best Supplier Award" from several clients including top China mobile phone suppliers Lenovo Mobile, Beijing Tianyu Communication Equipment Co. Ltd and Longcheer Holdings Ltd. (MediaTek 2009)

MediaTek offers a variety of digital baseband processors to cover all segments of the cellular handset market, from basic voice devices through high-end multimedia applications. These baseband processors support air interfaces including GSM/GPRS, EDGE, TD-SCDMA and W-CDMA handsets, as well as multimode combinations. (MediaTek 2009)

About the mobile clone (Shanzhai) or gray market, MediaTek said it supplies solutions to legitimate system design companies. The interactions or business relationships between the system design companies and final manufacturers are unforeseeable and out of MediaTek's control. MediaTek would like to emphasize that the company does not support illegal business conduct as this will directly compromise the rights of legitimate branded companies. "As a leading IC design house, we have the social and ethical responsibility to value and protect intellectual property rights. Hence, we strongly oppose the breach of intellectual property rights and any illegal business misconduct," MediaTek chairman Ming-Kai Tsai said. (Cn-c114 2009)

To conclude, MediaTek supplies solutions with whole package of mobile chips, blue tooth, touch screen, CPU and everything. Solutions let mobile manufactures get across the barriers of developing chips, and simplify the process of mobile manufacturing. What all they need to do is to add a cover and a battery inside of a handset, and assemble all chips together then launch products into the market. It causes developing period getting shorter, and the barrier of mobile producing getting lower. Small workshops can run mobile manufacture business with half million RMB (50,000 euros).

The supply chain of MTK can be described as the following chart:

MTK mobile solutions

MEDIATEK

Regular Chinese mobile brands

Lenovo, TCL, Bird, Kongka and etc. that they all apply MTK solution

MTK helps Chinese local brands to short the developing period in order to compete with other foreign brands like Nokia, Samsung and etc.

Big 'Shanzhai' manufacturers

These companies are big Shanzhai manufacturers, these brands are building up.

These brands are supported by other small suppliers from Huaqiangbei.. A whole supply chain from design, model, battery, and etc.

Small workshops

Ilegal small workshops without producing registration. Products are 30% cheaper than above two groups

Integration of Mobile chips and software

Figure 1.Supply chain of MediaTek (Sina Tech 2008)

Because of Shanzhai's advantage at price, other Chinese mobile brands like Lenovo, TCL and etc. had been forced to give up high price mobile chips and started applying MTK solutions. MTK solutions offer a lower developing costs and more competitiveness in order to compete with Shanzhai group in the price battle.

There is still one issue that can not be ignored, when Shanzhai phones and Chinese national brands apply the same solution from MTK, inevitably, those mobiles turn to be homogenized. Somehow, homogenization may bring more manufacturers into mobile phone industry, and offer more job opportunities, increase government revenue. Moreover, repair services would be getting easier when mobile phones are similar. Without having its own core technology, nevertheless, market competitiveness would be impoverished. The result of applying MTK solutions, only gives those mobile producers the advantage at price, besides that, no other abilities to compete with big names in mobile phones.

2.2   Main features of Shanzhai mobile

Shanzhai Mobile has been criticized not surprisingly, all because its 'blots' since it has come on stage. The features of Shanzhai are listed in the table 1.

Features of Shanzhai production	Explanations
1. Low- price	- Normally, the average price of Shanzhai mobile is one fifth or fourth of big brands but with the same functions - No examination fee for network license. In China, each model of handset costs 300,000 RMB($\approx$30,000 euros) for examination. - No 17% VAT. Chinese government lost 1.78 billion euros on VAT of mobiles - Cheaper chips solutions from MediaTek (More introduction in next chapter) - No promotion cost. An example of some big brands, the promotion budget is even higher than the developing cost of one single mobile phone - Lower design cost- sometimes imitating from other brands - No testing cost- 20-30 RMB (2-3 euros) per handset - No sales and receipt tax - Lower raw material cost - Lower human resource cost

2. Low- Quality	- Manufacturers minimize the production cost, which causes the products quality can not be guaranteed.
3. No guaranty or incomplete guaranty services	- Normally, Shanzhai factories are small and medium size. Due to China's graphical issue, it is an impossible mission for Shanzhai groups to set up a whole after-sales service within whole China.
4. Instant responding to the market demand	- Legal OEMs must go through a lengthy, and consequently expensive, quality checking and rechecking procedure. Shanzhai catches every little element of fashion trend.
5. Shorter developing period	- Developing period (from idea creations, design, and manufacture to launch into the market) is 1 month, regularly products developing period of Nokia or SonyEricsson is one season or even more.
6. Shorter product life cycle	- Instant responding to the market and much faster eliminating from the market
7. No self-owned copyrights	- Imitation
8. Mainly based on MediaTek chips	- Approximately 100% of Shanzhai mobile based on MediaTek solution. More introductions have been discussed in Chapter 2.2.

9. Loyal follower of mobile fashion	Big mobile names create Fashion, and Shanzhai fully follows the trend, and carries forward.
	
	  - Multi-functions
	
	  - Big touch screen
	
	  - Multi speakers-"stereo"
	
	  - Etc.

10. Novelty of outward appearance(Sina tech 2009) - Shanzhai manufacturer furthest produce with their imaginations.(Below pictures are watch-style mobile, Marlboro-pack mobile and gilded Buddhist mobile) 	

Table 1.Main features of Shanzhai products

2.3   Current development of Shanzhai

In Shenzhen (深圳) city of Guangdong province, an area called Huaqiangbei(华强北), there are 600 registered mobile manufacturers, 6000 mobile parts manufacturers and 3000 mobile wholesalers. (Sina Tech 2009) In Huaqiangbei, mobile manufacture supply chain has been completed. It includes mobile design, package, logistics, application developing, after sale service and so forth.
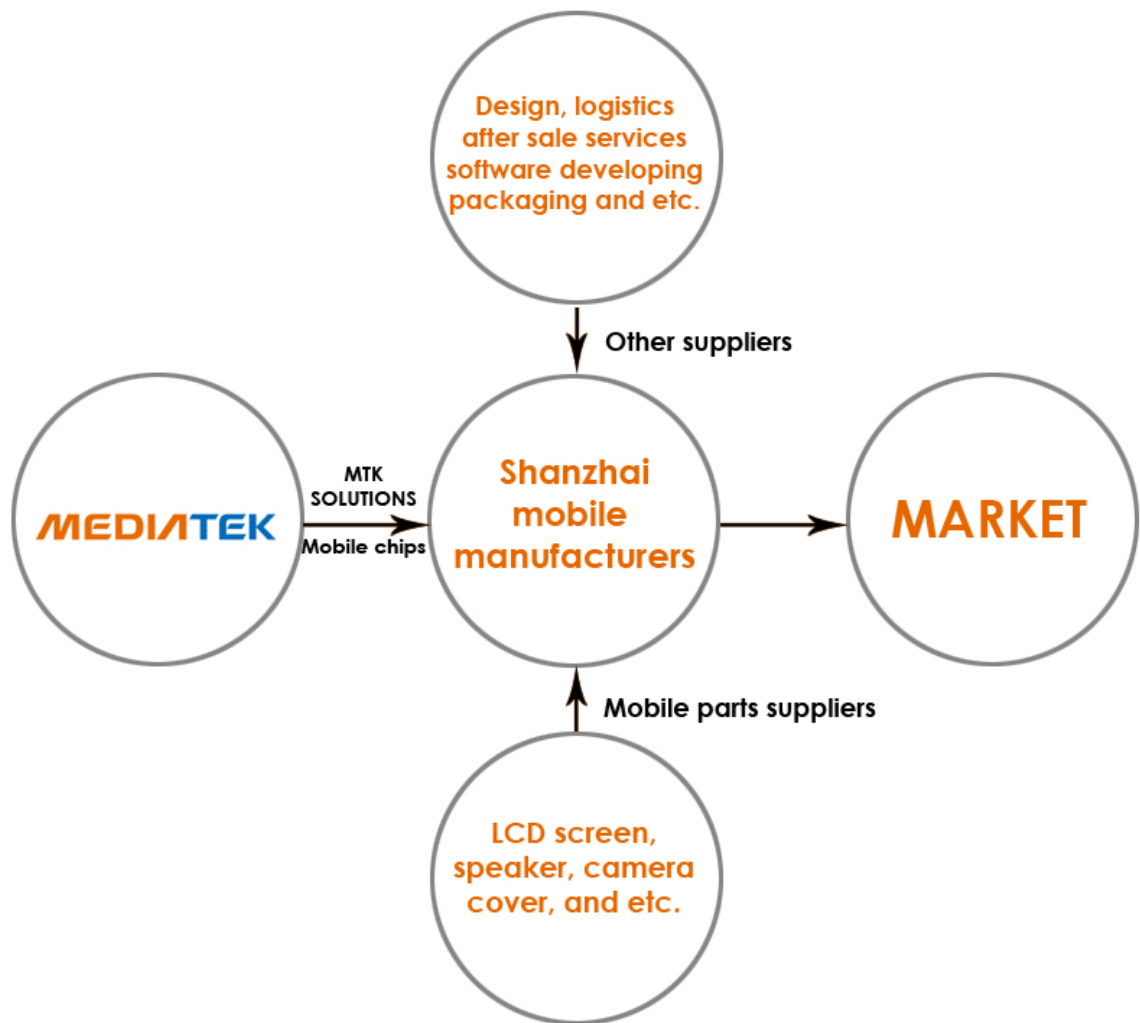
Figure 2. Supply chain of Shanzhai mobile manufacturers

Shanzhai group has been divided into two small groups as the figure 3 shows. Among Chinese national brands, there have been significant developments in mobile technology, such as TianYu (one of the biggest mobile producer in Shanzhai group with a huge market share and who is able to compete with other huge brands like Samsung, Motorola and etc. in China mainland). The other group still remains the workshop manufacturing mode and imitating. Its products are sold in the grey market.

Figure 3.Current development of Shanzhai

Shanzhai mobile has begun to change from imitation to innovation, even though, it will take some time. On the other hand, the China's macro environment somewhat influence on the speed of the innovation.

Exterminating Shanzhai

The Shenzhen municipal government has tried to nip Shanzhai set production in the bud by raiding workshops and destroying finished products. It is uphill work because Shanzhai producers in Shenzhen are big employers that commanding a 200,000 or more workforce.

Within the whole China, relevant supervising department strengthens managing IMEI (International Mobile Equipment Identity) code, whereas, Shanzhai faces the double pressures from the government. (Xin Wen 2009)

IMEI code[②]

In the abroad of China, this June, the head of India's Directorate General of Foreign Trade (DGFT) publicly announced that stringent quality requirements would be placed on imported mobile phones and phones without IMEI code would not be allowed to be sold in India. (Chinatakes 2009) It is a selling mode of Shanzhai mobiles that without having a valid IMEI code or thousands of handsets share one IMEI code. In October, EETCC started levying punitive charges on China's mobile phone makers, $2000 for the IMEI code of each model.

3G[③]**Times of China**

In the January of 2009, the long-awaited licenses for third generation (3G) mobile networks to three telephone operators, paving the way for investments of around 28 billion euros in network up-gradation and expansion over the next two years. (Chinadaily 2009)

3G Times is called as the terminator of Shanzhai. According to the successful experiences of other 3G telecommunication operators, custom-made mobile sets play the key impetus role to the 3G service development. The telecommunication operators have the high request to the mobile manufacturers' R&D abilities and their products quality, and post sale services. However, Shanzhai mobile simply can not match the request from operators. After the 3G handset percentage of reaches above 70%, Shanzhai will not be able to continue developing. (Sohu 2009)

[②] The IMEI (International Mobile Equipment Identity) is a unique 17 or 15 digit code used to identify an individual mobile station to a GSM or UMTS network. The IMEI number provides an important function; it uniquely identifies a specific mobile phone being used on a mobile network. (Gsm-Security 2009)

[③] 3G is an International Telecommunication Union (ITU) standard for third generation mobile telephone systems under the International Mobile Telecommunications programme, IMT-2000. 3G networks use a variety of wireless network technologies, including GSM, CDMA, TDMA, WCDMA, CDMA2000, UMTS and EDGE, and this leads to some confusion as well as a great deal of flexibility. (Sss-mag 2009)

3   Theoretical Framework

The framework is mainly based on the concepts of general consumer behavior, consumer buying decision making process and brand image influence. General consumer behavior concepts present the basic factors which influence on consumer behavior. Brand image related theory is used to analyze how consumer buying decision is influenced.

3.1   Consumer Behavior

Consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics, shown in the Figure 4. (Kotler & Armstrong 2008, 131)
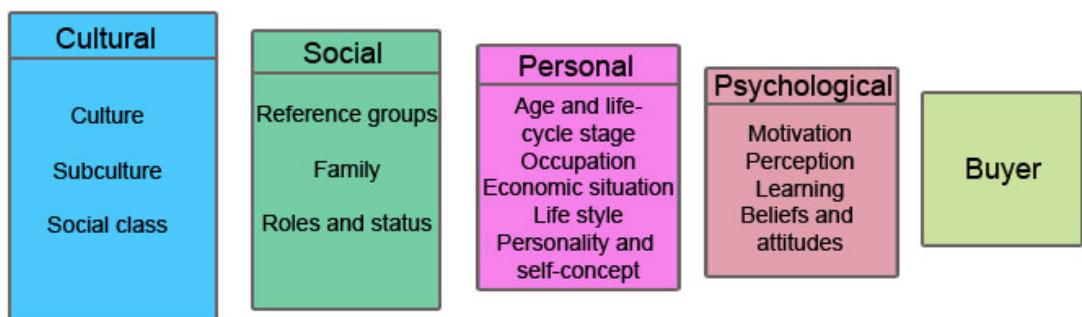

Figure 4.Influential factors of consumer behavior (Kotler & Armstrong 2008, 131)

In this section, the theories are divided into two, cultural and social factors are presented as consumers in their social and cultural settings; personal and psychological factors are presented as the consumers as an individual.

3.1.1   Consumers in their social and cultural settings

Cultural factors exert a broad and deep influence on consumer behavior which including the roles of buyers' culture, subculture and social class.

Culture is the most basic cause of a person's wants and behavior. Human behavior is largely learned. Every group or society has a culture and cultural influences on buying behavior may vary greatly from country to country. Failure to adjust to these differences can result in ineffective marketing or embarrassing mistakes. (Kotler & Armstrong 2008, 133)

Each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments and marketers often design products and marketing programs tailored to their needs. (Kotler & Armstrong 2008, 133) As mentioned in the introduction part, some of Shanzhai mobile companies develop special models of mobiles for sub-cultural group consumers, for example, for Buddhists they have gold plated mobile with Buddha picture as interface and sutra.

Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors. Social class is not determined by a single factor, such as income, but is measured as a combination of occupation, income, education, wealth and other variables. (Kotler & Armstrong 2008, 134)

Social Factors
A consumer's behavior also is influenced by social factors, such as the consumer's small groups, family, and social roles and status.

A group may be defined as two or more people who interact to accomplish either individual or mutual goals. A reference group is any person or group that serves as a point of comparison or reference for an individual in forming either general or specific values, attitudes, or a specific guide for behavior. This concept provides for a valuable perspective for

understand the impact of other people on an individual's consumption beliefs, attitudes, and behavior. It also provides insight into the methods marketers sometimes use to effect desired changes in consumer behavior. (Schiffman & Kanuk 2007, 312) Marketers may have divergent goals with regard to consumer conformity. To be capable of such influence a reference group must accomplish the following:

- Inform or make the individual aware of a specific product or brand
- Provide the individual with the opportunity to compare his or her own thinking with the attitudes and behavior of the group
- Influence the individual to adopt attitudes and behavior that are consistent with the norms of the group
- Legitimize the decision to use the same products as the group (Schiffman & Kanuk 2007, 315)

Traditionally, family is defined as two or more persons related by blood, marriage, or adoption who reside together. In a more dynamic sense, the individuals who constitute a family might be described as members of the most basic social group who live together and interact to satisfy their personal and mutual needs. Although families sometimes are referred to as households, not all households are families. (Schiffman & Kanuk 2007, 327)

Although many marketers recognize the family as the basic consumer decision-making unit, they most frequently examine the attitudes and behavior of the one family member whom they believe to be the major decision maker. Sometimes they also examine the attitudes and behavior of the person most likely to be the primary user of the product or service, By considering both the likely user and the likely purchaser, the marketer obtains a richer picture of the consumption process. (Schiffman & Kanuk 2007, 339)

A person belongs to many groups, family, clubs and organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them. Each role carries a

status reflecting the general esteem given to it by society. People usually choose products appropriate to their roles and status. (Kotler & Armstrong 2008, 139)

3.1.2 Consumers as an individual

Personal factors

A buyer's decisions also are influenced by personal characteristics such as the buyers' age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept.

People change the goods and services they buy over their lifetimes. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage. (Kotler & Armstrong 2008, 138)

A person's **occupation** affects the goods and services bought. Bluecollar workers tend to buy more rugged work clothes, whereas executives buy more business suites. Marketers try to identify the occupational groups that have an above average interest in their products and services. A company can even specialize in making products needed by a given occupational group. (Kotler & Armstrong 2008, 139)

A person's **economic situation** will affect product choice. Marketers of income sensitive goods watch trends in personal income, saving, and interest rates. Some marketers garget consumers who have lots of money and resources, charging prices to match. (Kotler & Armstrong 2008, 140)

People coming from the same subculture, social class, and occupation may have quite different lifestyles. **Life style** is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions, activities, interests and opinions.   Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world. When used carefully.

The lifestyle concept can help marketers understand changing consumer values and how they affect buying behavior. (Kotler & Armstrong 2008, 140)

Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality is usually described in terms of traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness. On the other hand, the basic self-concept premise is that people's possessions contribute to and reflect their identities. Thus, in order to understand consumer behavior, the marketer must first understand the relationship between consumer self-concept and possessions. (Kotler & Armstrong 2008, 141)

Psychological factors

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.

Motivation is the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive both consciously and subconsciously to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they fell. The specific goals they select and the patterns of action they undertake to achieve their goals are the results of individual thinking and learning. Figure 5 presents a model of the motivational process. It portrays motivation as a state of need-induced tension that 'drives' the individual to engage in behavior that he or she believes will satisfy the need and thus reduce the tension. Whether gratification is actually achieved depends on the course of action pursued. The specific goals are selected on the basis of their thinking processes and previous learning. (Schiffman & Kanuk 2007. 83)
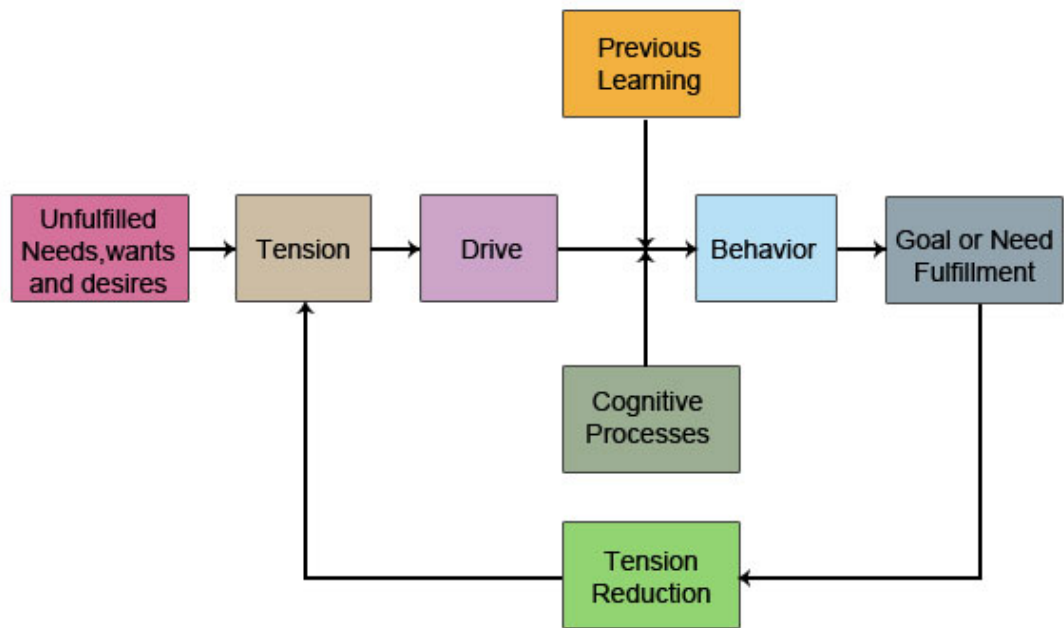
Figure 5.Model of the motivation process (Schiffman & Kanuk 2007, 83)

Sigmund Freud further has developed the theories of human motivation. Freud's theory suggests that a person's buying decisions are affected by subconscious motives that even the buyer may not fully understand. For example an aging baby boomer who buys a sporty BMW 330Ci convertible might explain that he simply likes the feel of the wind in his thinning hair. At a deeper level, he may be trying to impress others with his success. At a still deeper level, he may be buying the car to feel young and independent again. (Kotler & Armstrong 2008, 142)

Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. (Kotler & Armstrong 2008, 143)People can form different perceptions of the same stimulus because of three perceptual processes: selective attention, selective distortion, and selective retention.

It can be described as 'how we see the world around us.' Two individuals may be exposed to the same stimuli under the same apparent condition. But how each person recognizes, selects, organizes, and interprets these stimuli is a highly individual process based on each person's own needs, values, and expectations. (Schiffman & Kanuk 2007, 152) Consumers' selections

of stimuli from the environment are based on the interaction of their expectations and motives with the stimulus itself. Consumers organize their perceptions into unified wholes according to the principles of Gestalt psychology: figure and ground, grouping and closure. The interpretation of stimuli is highly subjective and is based on what the consumer expects to see in light of previous experience, on motives and interests at the time of perception, and on the clarity of the stimulus itself. Influences that tend to distort objective interpretation include physical appearances, stereotypes, halo effects, irrelevant cues, first impressions and the tendency to jump to conclusions. (Schiffman & Kanuk 2007, 191)

Learning describes changes in an individual's behavior arising from experience. Learning occurs through the interplay of drives, stimuli, cues, responses and reinforcement. (Kotler & Armstrong 2008, 144) Three major behavioral learning theories are classical conditioning, instrumental conditioning and observational learning.

Instrumental learning is that learning occurs through a trial and error process in which positive outcomes result in repeat behavior. Both positive and negative reinforcement can be used to encourage the desired behavior; Cognitive learning holds that the kind of learning most characteristic of human is problem solving. Cognitive theorists are concerned with how information is processed by the human mind: How it is stored, retained, and retrieved; Involvement theory proposes that people engage in limited information processing in situations of low importance or relevance to them and in extensive information processing in situations of high relevance. (Schiffman & Kanuk 2007, 196-232)

Beliefs and attitudes－A belief is a descriptive thought that a person has about something. Beliefs may be based on real knowledge, opinion, or faith and may or may not carry an emotional charge.

Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea. Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them. Attitudes are difficult to change. A person's attitudes fit

into a pattern, and to change one attitude may require difficult adjustments in many others. (Kotler & Armstrong 2008, 144-145)

Of considerable importance in understanding the role of attitudes in consumer behavior is an appreciation of the structure and composition of an attitude. How consumer attitudes are formed and how they are changed are two closely related issues of considerable concern to marketing practitioners. When it comes to attitude formation, it is useful to remember that attitudes are learned and that different learning theories provide unique insights as to show attitudes initially may be formed. Attitude formation is facilitated by direct personal experience and influenced by the ideas and experiences of friends and family members and exposure to mass media. In addition, it is likely that an individual's personality plays a role in attitude formation. (Schiffman & Kanuk 2007, 268)

3.2 Customer decision- making process

Normally, the customer decision making process can be described into five stages as following figure shows.
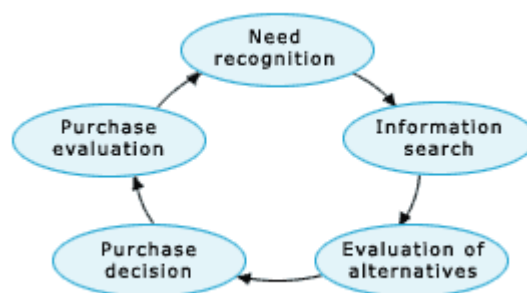

Figure 6.The customer decision-making process and its five stages (Squarespace 2008)

Need recognition
Although there are many different ways to characterize needs, the most widely known is Maslow's hierarchy (Figure.) which specifies five need categories arranged in a sequence from basic lower-level needs to higher-level needs. Five needs are identified: physiological, safety

and security, social, ego, and self-actualization. Services can fill al these needs, and they become increasingly important for social, ego, and self-actualization needs. (Zeithaml & Bitner 2003.38)

For clarity, each level is depicted as mutually exclusive. However, there is some overlap between each level, as no need is ever completely satisfied. For this reason, although all levels of need below the level that is currently dominant continue to motivate behavior to some extent, the prime motivator, the major driving force within the individual is the lower level of need that remains largely unsatisfied. (Schiffman & Kanuk 2007, 97)

Among consumers, there seem to be two different need or problem recognition styles. Some consumers are actual state types, who perceive that they have a problem when a product fails to perform satisfactorily. In contrast, other consumers are desired state types, for whom the desire for something new may trigger the decision process. (Schiffman & Kanuk 2007, 533)
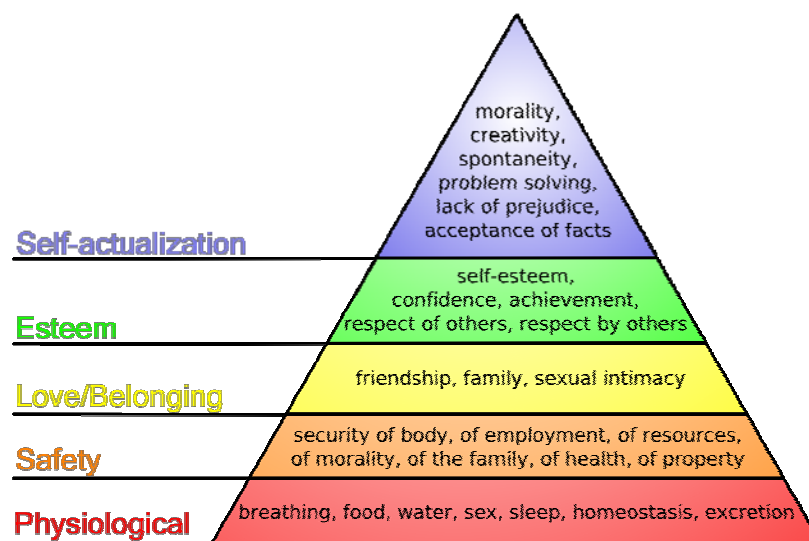
Figure 7.Maslow's hierarchy (kenosisdown2earth.wordpress.com 2008)

This model, however, fails to consider cultural differences. Clearly, the hierarchy of priorities is different in an Asian context, where interpersonal relationships and social interactions are more valued, on average, than self-actualization needs. As is evident in Figure 8, the Western need for self-actualization is replaced in the Asian context by social needs of status, admiration

and affiliation. Autonomy and independence are not as important or at least do not have the same connotations as in the West.
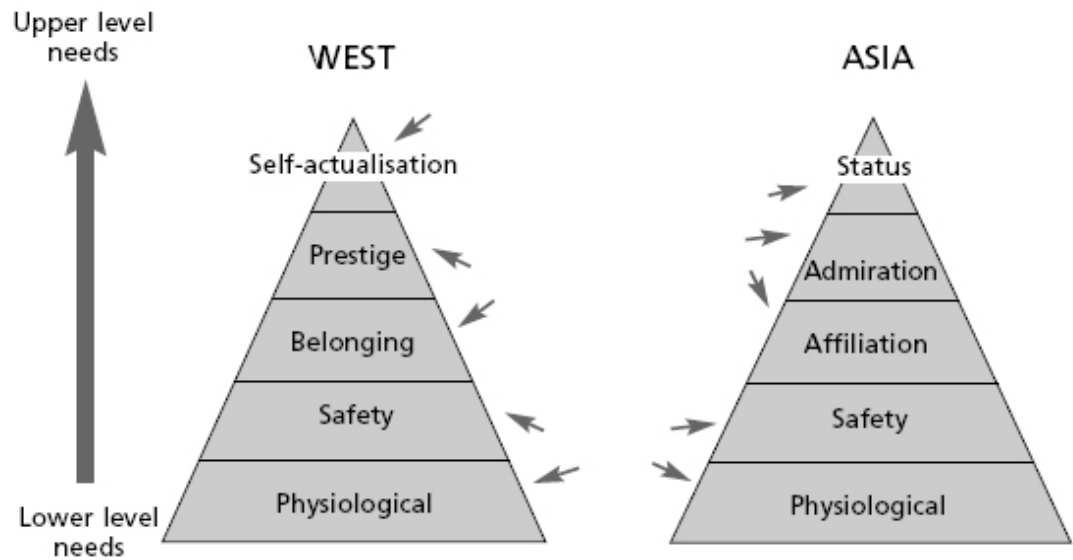
Figure 8.Maslow's hierarchy of needs and the Asian equivalent (Roll & Macmillan 2005, 47)

Hofstede's well-known model of national cultural difference is more culturally attuned than Maslow's hierarchy of needs. The four dimensions of cultural difference – the level of power distance within the country, the extent of masculinity, the predominance of individualism or collectivism and the level of uncertainty avoidance that societies engage in have shaped marketers' thinking for many decades.

Sibling

Friend

Co-worker

Self

Father

Co-worker

Sibling

Self

Father

Friend

The independent self

The interdependent self

Figure 9.Independent versus interdependent self (Roll & Macmillan 2005, 49)

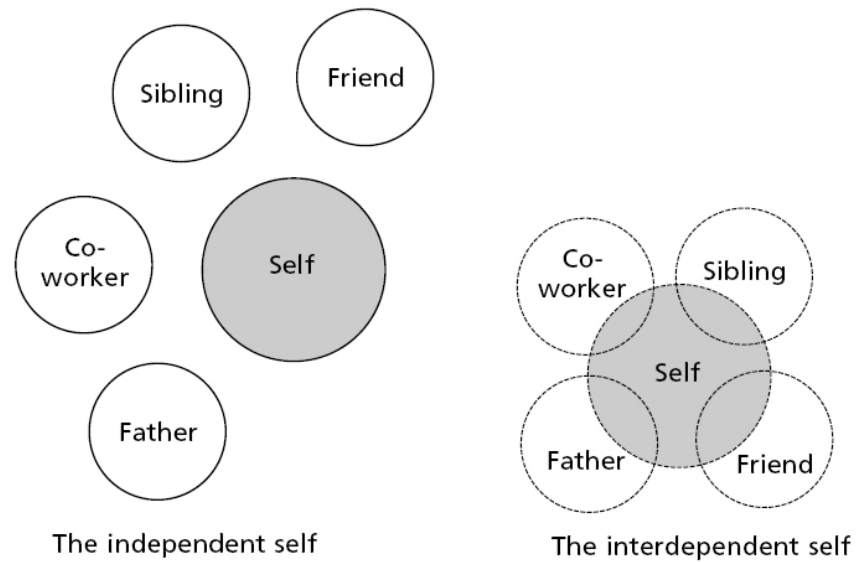Figure 9 illustrates the conceptual differences between Asia and Western countries on two of Hofstede's dimensions. These dimensions make up the social psyche of the individual. So a country that seeks to avoid uncertainty will have rules of behavior and strict structures for thought that ensure that individuals do not face uncertainty. A country that is highly masculine will be one where men's and women's roles will be divided distinctly by gender, the masculine side being more assertive, and the feminine side being more caring and modest. In feminine countries, on the other hand, both men and women will share the same values of modesty and caring. A culture that is individualistic expects individuals to be independent and look after only their own immediate family.

The ties between individuals are looser, compared to a collectivist culture where individuals are part of a group from birth, which protects them in return for unquestioning loyalty. There is greater conformity to the needs and goals of the group. Social psychologists label this as in-group versus out group. Those who form part of this in-group are viewed favorably; those who do not form part of it are regarded as outsiders.

Information search

Information search begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. The recollection of past experiences might provide the consumer with adequate information to make the present choice. On the other hand, when the consumer has had no prior experience, he or she may have to engage in an extensive search of the outside environment for useful information on which to base a choice. (Schiffman & Kanuk 2007, 533)

A customer can obtain information from several sources:

- Personal sources: family, friends, neighbors etc
- Commercial sources: advertising; salespeople; retailers; dealers; packaging; point-of-sale displays
- Public sources: newspapers, radio, television, consumer organizations; specialist magazines
- Experiential sources: handling, examining, using the product. (Tutor2u.2008)

The usefulness and influence of these sources of information will vary by product and by customer. Research suggests that customers' value and respect personal sources more than commercial sources (the influence of "word of mouth"). The challenge for the marketing team is to identify which information sources are most influential in their target markets. (Tutor2u.2008)

Evaluation of alternatives

When evaluating potential alternatives, consumers tend to use two types of information:1) a list of brands from which they plan to make their selection and 2)the criteria they will use to evaluate each brand. Making a selection from a sample of all possible brands is a human characteristic that helps simplify the decision-making process. (Schiffman & Kanuk 2007, 534)

Evoked set is the handful of choices that come into your mind at the time of making a specific buying decision. (evokedset.2008)To purchase services, the consumer visits establishment that almost always offers only a single "brand" for sale. A reason one for the smaller evoked set is that consumers are unlikely to find more than one or two businesses providing the same

services in a given geographic area. The criteria consumers use to evaluate the alternative products that constitute their evoked sets usually are expressed in terms of important product attributes. (Schiffman & Kanuk 2007, 537)

Purchase decision

Consumers make three types of purchases: trial purchases, repeat purchases and long term commitment purchases. When a consumer purchase a product for the first time and buys a smaller quantity than usual, this purchase would be considered a trial. Thus, a trial is the exploratory phase of purchase behavior in which consumers attempt to evaluate a product through direct use. Consumers can also be encouraged to try a new product through such promotional tactics as free samples coupons and sale prices. Repeat purchase behavior is closely related to the concept of brand loyalty, which most firms try to encourage because it contributes to greater stability in the marketplace. Unlike trial, in which the consumer uses the product on a small scale and without any commitment, a repeat purchase usually signifies that the product meets with the consumer's approval and that he or she is willing to use it again and in larger quantities. With most durable goods like washing machines or electric ranges, a consumer usually moves directly from evaluation to a long-term commitment without the opportunity for an actual trial. (Schiffman & Kanuk 2007, 545-546)

Post-purchase evaluation

The final stage is the post-purchase evaluation of the decision. It is common for customers to experience concerns after making a purchase decision. This arises from a concept that is known as "cognitive dissonance". The customer, having bought a product, may feel that an alternative would have been preferable. In these circumstances that customer will not repurchase immediately, but is likely to switch brands next time. (Tutor2u.2008)

As consumer use a product, particularly during a trial purchase, they evaluate its performance in light of their own expectations. There are three possible outcomes of these evaluations:

● Actual performance matches expectations, leading to a neutral feeling
● Performance exceeds expectations, causing what is known as positive disconfirmation of expectations

- Performance is below expectations, causing negative disconfirmation of expectations and dissatisfaction

(Schiffman & Kanuk 2007, 547)

For each of these three outcomes, consumers' expectations and satisfaction are closely linked; that is consumers tend to judge their experience against their expectations when performing a post-purchase evaluation. (Schiffman & Kanuk 2007, 547)

An important component of post-purchase evaluation is the reduction of any uncertainty of doubt that the consumer might have had about the selection. As part of their post-purchase analyses, consumers try to reassure themselves that their choice was a wise once; that is, they attempt to reduce post-purchase cognitive dissonance. (Schiffman & Kanuk 2007, 547)

To manage the post-purchase stage, it is the job of the marketing team to persuade the potential customer that the product will satisfy his or her needs. Then after having made a purchase, the customer should be encouraged that he or she has made the right decision. (Tutor2u.2008)

3.3   What is a brand?

According to the American Marketing Association, a brand is a 'name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition'.(Keller, Apéria& Georgson, 2). A branded product may be a physical item, a service, a shop, a person, a place, an organization or an idea. (Keller et al. 2008, 3)

To consumers, brands provide important functions. Brands identify the source or maker of a product and allow consumers to assign responsibility to a particular manufacturer or distributor. Most important, a brand takes on a special meaning to consumers. Because of past experiences with the product and its marketing over the years, consumers learn about brands.

They find out which brands satisfy their needs and which ones do not. As a result, brands provide a shorthand device or means of simplification for their product decisions. (Keller et al. 2008, 7)

3.4   Customer-based brand equity

Customer-based brand equity is defined as the differential effect that brand knowledge has on consumer response to the marketing of that brand. A brand is said to have positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified than when it is not. Thus, a brand with positive customer-based brand equity might result in consumers being more accepting of a brand extension, less sensitive to price increases and withdrawal of advertising support or more willing to seek the brand in a new distribution channel. On the other hand, a brand is said to have negative customer-based brand equity if consumers react less favorably to marketing activity for the brand compared with an unnamed or fictitiously named version of the product. (Keller et al. 2008, 43)

3.5   Brand awareness-Consequences of brand awareness

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm exposure to the brand when given the brand as a cue.(Keller et al. 2008, 49) Brand awareness plays an important role in the decision making process for three main reasons: (Keller et al. 2008, 50)

Learning advantages - The first way that brand awareness affects customers' decision making is by influencing the formations and strength of the brand associations that make up the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory. The first step in building brand equity is to register the brand in the

minds of customers and the choice of brand elements may make that task easier or more difficult.

Consideration advantages - Second, raising brand awareness increases the likelihood that the brand will be a member of the consideration set, the handful of brand that receive serious consideration for purchase.

Choice advantages – Third, brand awareness can affect choices between brands in the consideration set, even if there are essentially no other associations to those brands. In low-involvement decision settings, a minimum level of band awareness may be sufficient for product choice, even in the absence of a well-formed attitude. One influential model of attitude change and persuasion, the elaboration-likelihood model, is consistent with the notion that consumers may make choices based on brand awareness considerations when they have low involvement. Low involvement results when consumers lack either purchase motivation or purchase ability. (Keller et al. 2008, 50)

3.6 Brand Image

A positive brand image is created by marketing campaigns that link strong, favourable and unique associations to the brand in memory. The definition of customer-based brand equity does not distinguish between the source of brand associations and the manner in which they are formed; all that matters is the resulting favourability, strength and uniqueness of brand associations. This realization has important implications for building brand equity. Besides marketer-controlled sources of information, brand associations can also be created in a variety of other ways: by direct experience; from information communicated about the brand from the firm or others sources and word of mouth; and by assumptions or inferences from the brand itself or from the identification of the brand with a company, country, channel of distribution or some particular person, place or event. (Keller et al. 2008, 57)

Consumer beliefs about brand attributes and benefits can be formed in different ways. Brand attributes are those descriptive features that characterize a product or service. Brand benefits are the personal value and meaning that consumers attach to the product or service attributes. In general, the source of information creating the strongest brand attribute and benefit associations is direct experiences. (Keller et al. 2008, 53)

Four steps to building a brand

According to the Customer-based brand equity model (CBBE), how a strong brand is built or created can be thought of in terms of a sequence of steps, with each one contingent on achieving the previous step. All steps involve accomplishing certain objectives with customers, both existing and potential. The steps are as follows. (Keller et al. 2008, 56)

1. Identify the brand with customers and associate the brand in customers' minds with a specific product class or customer need
2. establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations with certain properties
3. Elicit the proper customer responses to this brand identification and brand meaning
4. Convert brand response to create an intense, active loyalty relationship between customers and the brand
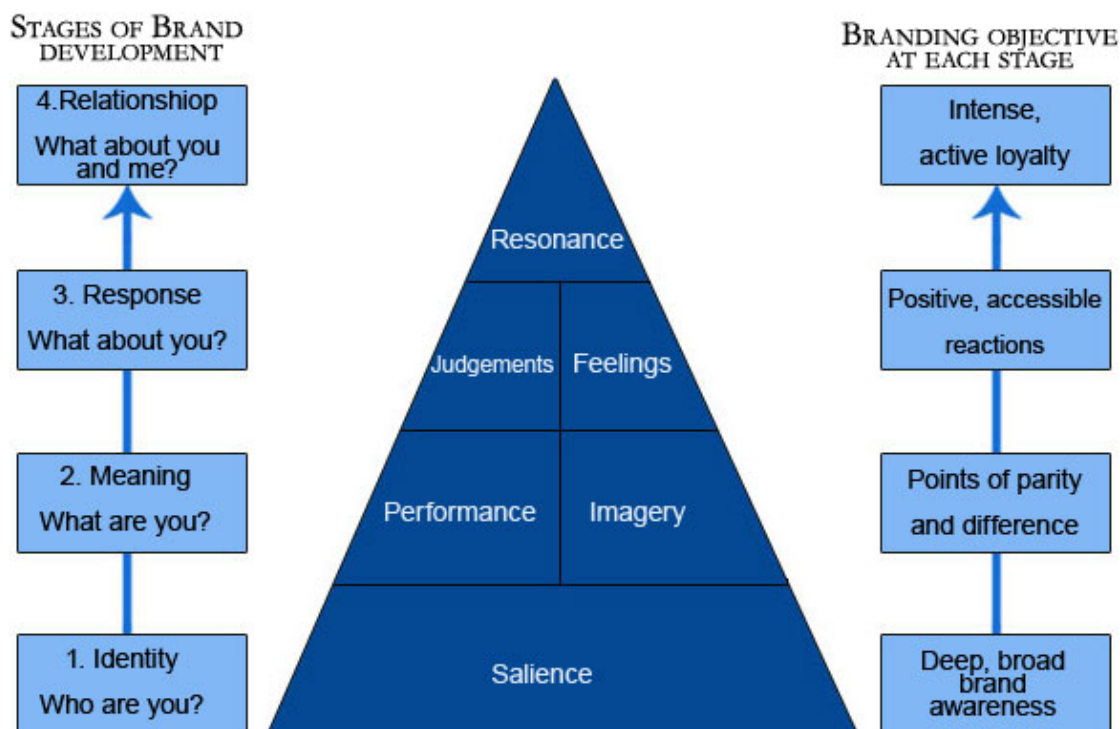
STAGES OF BRAND
DEVELOPMENT

4.Relationshiop
What about you and me?

3. Response
What about you?

2. Meaning
What are you?

1. Identity
Who are you?

Resonance

Judgements   Feelings

Performance   Imagery

Salience

BRANDING OBJECTIVE
AT EACH STAGE

Intense,
active loyalty

Positive, accessible
reactions

Points of parity
and difference

Deep, broad
brand
awareness

Figure 10.Customer based brand equity pyramid (Keller et al. 2008, 56)

Performing the four steps to create the right brand identity, brand meaning, brand responses and brand relationship is a difficult process. To provide structure, it is useful to think of sequentially establishing six 'brand building blocks' with customers. To connote the sequencing involved, these brand building blocks can be assembled as a brand pyramid. Creating brand equity involves reaching the scale of the CBBE brand pyramid and will only occur if the right building blocks are put into place. The corresponding brand steps represent different levels of the CBBE brand pyramid. (Keller et al. 2008, 57)

Achieving the right brand identity involves creating brand salience with customers. *Brand salience* relates to aspects of the awareness of the brand, for example, how often and easily the brand is evoked under various situations or circumstances. (Ibid)

The product itself is at the heart of brand equity, because it is the primary influence on what consumers experience with a brand, what they hear about a brand from others and what the brand owner can tell customers about the brand. Designing and delivering a product that satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of

whether the product is a tangible good, service, organization or person. To create brand loyalty and resonance, consumers' experiences with the product must at least meet, if not surpass, their expectations. *Brand performance* relates to the ways in which a product or service attempts to meet customers;' more functional needs. As such, it refers to the intrinsic properties of the brand in terms of inherent product or service characteristics. (Keller et al. 2008, 62)

Brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery depends on the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. It is the way people think about a brand abstractly, rather than what they think the brand actually does. Thus, imagery refers to more intangible aspects of the brand, and consumers can form imagery associations directly from their own experience or indirectly through advertising or by some other source of information. Many kinds of intangibles can be linked to a brand, the main ones are:

- User profiles
- Purchase and usage situations
- Personality and values
- History, heritage, and experiences

(Keller et al. 2008, 63)

Brand judgements focus on customers' personal opinions and evaluations. They involve how customers put together all the different performance and imagery associations of a brand to form kinds of opinions. Customers may take all types of judgements with respect to a brand, but in terms of creating a strong brand, four types of summary brand judgements are particularly important: (Keller et al. 2008, 66)

Brand quality- brand attitudes are defined in terms of consumers' overall evaluations of a brand. Attitudes are important because they often form the basis for actions and behaviour by

consumers with a brand. Such attitudes generally depend on specific considerations concerning the attributes and benefits of the brand.

Brand credibility- Customers may transcend specific brand quality concerns to form judgements with respect to the company or organization behind the brand

Brand consideration- Eliciting favourable brand attitudes and perceptions of credibility is important but may be insufficient if customers do not consider the brand for possible purchase or usage. Consideration depends in part on how personally relevant customers find the brand – that is, the extent to which customers view the brand as being appropriate and meaningful

Brand superiority- Superiority relates to the extent to which customers view a brand as unique and better than others. Superiority is critical in terms of building intense and active relationships with customers and depends on the number and nature of unique brand associations that make up the brand image. (Keller et al. 2008, 66-67)

3.7   Brand feelings

Brand feelings are customers' emotional responses and reactions with respect to a brand. They also relate to the social currency evoked by a brand. Researchers have defined transformational advertising as advertising designed to change consumers' perceptions of the actual usages experience with the product. The following are six important types of brand-building feelings. (Keller et al. 2008, 67-69)

Warmth: The brand evokes soothing types of feelings and makes consumers feel a sense of calm or peacefulness. Consumers may feel sentimental, warmhearted, or affectionate about the brand.

Fun: Upbeat types of feelings make consumers feel amused, lighthearted, joyous, playful, cheerful, and so on.

Excitement: The brand makes consumers feel energized and that they are experiencing something special. Brands that evoke excitement may generate a sense of elation, of "being alive", or being cool, sexy, or so on.

Security: The brand produces a feeling of safety, comfort, and self-assurance. As a result of the brand, consumers do not experience worry or concerns that they might have otherwise felt.

Social approval: consumers feel that others look favorably on their appearance, behavior, and so on. This approval may be a result of direct acknowledgment of the consumer's use of the brand by others or may be less overt and a result of attribution of product use to consumers.

Self-respect: The brand makes consumers feel better about themselves. Consumers feel as sense of pride, accomplishment, or fulfillment. (Keller et al. 2008, 69)

Brand resonance

The final step of the CBBE model focuses on the ultimate relationship and level of identification that the customer has with the brand. Brand resonance refers to the nature of this relationship and the extent to which customers fell they are 'in sync' with the brand. Resonance is characterized in terms of intensity or the depth of the psychological bond that customers have with the brand, as well as the level of activity engendered by this loyalty.

Resonance can be broken down into four categories: (Keller et al. 2008, 70)

- Behavioural loyalty
- Attitudinal attachment
- Sense of community
- Active engagement

Behavioural loyalty relates to repeat purchases and the amount or share of category volume attributed to the brand – that is, the 'share of category requirements'.

Behavioural loyalty is necessary but not sufficient for resonance to occur. Some customers may buy out of necessity, buying because the brand is the only product stocked or the only one they can afford. To create resonance there also needs to be a strong personal attachment. Customers should go beyond having a positive attitude to viewing the brand as something special.

A brand may also take on broader meaning to the customer in terms of a sense of community. Identification with a brand community may reflect an important social phenomenon whereby customers feel a kinship or affiliation with other people associated with the brand.

Finally, perhaps the strongest affirmation of brand loyalty is when customers are willing to invest time, energy, money or other resources in the brand beyond those expended during purchase or consumption of the brand.

Brand relationships can be characterized in terms of intensity and activity. Intensity refers to the strength of the attitudinal attachment and sense of community. Activity refers to how frequently the consumer buys and uses the brand, as well as engages in other activities not related to purchase and consumption. (Keller et al. 2008, 70-72)

4 Methodology

4.1 Quantitative vs Qualitatitive

Quantitative research is the traditional mainstay of the research industry, and it is sometimes referred to as 'survey research.' Quantitative research is defined as research involving the use of structured questions in which the response options have been predetermined and a large number of respondents are involved. Quantitative research often involves a sizable representative sample of the population and a formalized procedure for gathering data. The purpose of quantitative research is very specific, and this research is used when the manager and research have agreed that precise information is needed. Data format and sources are clear and well defined, and the compilation and formatting of the data gathered follows and orderly procedure that is largely numerical in nature. (Burns & Bush 2006, 202)

Qualitative research, in contrast, involves collecting, analyzing, and interpreting data by observing what people do and say. Observations and statements are in a qualitative or non-standardized form. Because of this, qualitative data can be quantified, but only after a translation process has taken place. Any study that is conducted using and observational technique or unstructured questioning can be classified as qualitative research, which is becoming increasingly popular in a number of research situations. (Burns & Bush 2006, 202)

There are great differences between the quantitative and qualitative approaches to studying and understanding consumers. The arguments between qualitative and quantitative marketing researchers about their relative strengths and weaknesses are of real practical value. The nature of marketing decision-making encompasses a vast array of problems and types of decision maker. This means that seeking a singular and uniform approach to supporting decision markets by focusing on one approach is futile. Defending qualitative approaches for a particular marketing research problem through the positive benefits it bestows and explaining the negative alternatives of a quantitative approach is healthy and vice versa. Business and

marketing decision markets use both approaches and will continue to need both. (Malhotra& Birks 2003, 133)

There is a close parallel in the distinctions between 'exploratory and conclusive research' and 'qualitative and quantitative research'. There is a parallel, but the terms are not identical. There are circumstances where qualitative research can be used to present detailed descriptions that cannot be measured in a quantifiable manner, for example in describing characteristics and styles of music that may be used in an advertising campaign or in describing the interplay of how families go through the process of choosing, planning and buying a holiday.

Conversely, there may be circumstances where quantitative measurements are used to conclusively answer specific hypotheses or research questions using descriptive or experimental techniques. Beyond answering specific hypotheses or research questions, there may be sufficient data to allow data mining or an exploration of relationships between individual measurements to take place. (Malhotra& Birks 2003, 133)

4.2   The chosen research method in the study

In this research, secondary data were mainly gathered from Internet. There are some Chinese portal websites that have done some simple online-survey about Shanzhai mobile phones. Other sources such like news, reports and TV programs could also be used as the secondary data.

The chosen research method for collecting empirical data to this study was a quantitative research technique. A survey was conducted and carried out with an online-survey website. According to the objective of research, the buying behavior of Chinese mobile consumers was identified and then the discussion of brand image was presented afterwards. The target research filed is Chinese mobile market. Hence, respondents in the survey were regular Chinese mobile consumers.

4.3   Online-Survey

Survey methods allow the collection of significant amounts of data in an economical and efficient manner; and they typically involve large sample sizes. There are five advantages of using survey methods: 1) standardization, 2) ease of administration, 3) ability to tap the 'unseen,' 4) suitability to tabulation and statistical analysis, and 5) sensitivity to subgroup differences. (Burns & Bush 2006, 235)

Computer technology represents an attractive and viable option with respect to survey mode, and new developments occur almost everyday. Computer administered survey is one in which computer technology plays an essential role in the interview work. Internet based questionnaires, the computer acts as the medium by which potential respondents are approached, and it is the means by which respondents submit their completed questionnaires. (Burns & Bush 2006, 239)

Advantages and Disadvantages of computer administered surveys .Speed, error-free interviews, use of pictures, videos, and graphics, real time capture of data, reduction of interview evaluation concern in respondents. (Burns & Bush 2006, 240) Internet-based questionnaire, in which the respondent answers questions online is becoming the industry standard for online surveys. (Burns & Bush 2006, 253)

An online survey was designed by means of a Chinese online-survey services provider, www.sojump.com. Sojump is a professional online-survey platform which focuses on providing a series of flexible and powerful services of questionnaire online-designing, data collection, custom generating charts and data analysis. Sojump allows users to design the questionnaires flexibly with its multi functions: different survey templates, it helps users to form the questions into a proper way; multimedia devising, video or audio documents may be used in the questionnaire in order to give respondents a clear idea about the survey. Moreover, once a questionnaire is designed, user would own a permanent internet address that questionnaire would be easily delivered without any error occurring. Besides that, Sojump

provides for code transition service that researchers can compatibly place the questionnaire into internet social media, like Facebook; and iFrame language or Flash version questionnaire in web-logs. The customers of Sojump include Deloitte, Microsoft, Bose, Philips and other big names. There are about 220,000 questionnaires have been designed, and 8,000,000 people have participated so far. (Sojump 2009) After compared with parallel survey platforms, Sojump was chosen as the main approach of data collection and analysis tool in this study.

4.4   Design of the questionnaire

Logic of questionnaire was designed in accordance with the theoretical framework of the thesis. Questionnaire begins with a brief introduction of survey, and the definition of Shanzhai. Other hints are listed in the introduction part as well.

Questionnaire is composed by several segments. First segment includes personality information. Current consumer buying behavior is defined in the following segments. Then, the image of Shanzhai towards to Chinese customer is discussed. Finally, the questionnaire is closed by an open-ended question about comments and suggestions to the research.

A 'logical jump' survey design technology brings more flexibility to the research. As literal meaning of logical jump, it indicates a potential order of the survey. For example, in the questionnaire of this research (English version appendix 2), the question No.19, 'Have you ever heard about Shanzhai mobile phone?' , if the answer is clicked as negative, the page will automatically jump to the question No.25, 'Does mobile brand influence on your buying decision?' and those questions from No.20 to No.24 would be hidden. If the answer is positive, the next question No.20 will be displayed to respondents. The reason for using logical jump is that it will be time-wasting to ask a respondent about how he or she thinks about Shanzhai, if he or she has never heard of it at all. The efficiency would be improved and confusion would be positively avoided as well.

Two versions of questionnaires were conducted both in Chinese and English language. Questions of two versions are worded correspondingly with each other. In the introduction part of each questionnaire, the web link of the other version is marked. Chinese version was mainly delivered to the potential respondents.

Questionnaire samples can be found in appendix 2 and 3. The web link of each version is in appendix 1.

4.5   Data collection and analysis process

After several pre-sending tests, the final questionnaires were launched in the Sojump site on May 26, 2009. By the middle of September, no more answers had been returned. Data collection process cost 4 months to collect 154 valid answers. Response time was not so efficient.

Firstly, the questionnaire was sent by Chinese Facebook. Social media is a brand new approach for researchers or marketers to obtain data. As long as respondents would like to share the questionnaire, the number of results will be a googol. Unfortunately, the quantity of first result was not as author respected. Probably, there are too many questionnaires are newly placed in internet daily and people are not willing to spend their precious time on it, especially, the non-rewarded survey.

Secondly, the questionnaire was recommended by Sojump and placed in the Sojump's main site. It is a charitable service of Sojump. Once the survey is qualified, Sojump would be in charge of sending the questionnaire and highlighting within its site pages. Somehow still only few of responses were gotten.

Finally, the copies of paper questionnaire were printed out and sent to the company colleagues who author was working with. Then, online survey link updated several times to avoid missing any potential respondents and maximizing the quantity of data.

Data analyzing tool in this study was a chargeable service which provided by Sojump. When data are all collected, the results can be generated directly in the website by using charts and tables. Other functions and features are quite similar with a data management and analysis software product from SPSS Company.

Expenditure of the research is approximately 8 euros, only for the chargeable services of Sojump. The services were paid in this research: downloading more than 50 valid answers in an Excel file; analyzing more than 50 answers; to back-up all data from Sojump.

The primary data were collected from different regions of China. Data were analyzed based on respondents' geographical characteristics, cultural background and local average income level and so on.

4.6   Validity and reliability

A reliable measure is one for which a respondent responds in the same or in a very similar manner to an identical or near-identical question. (Burns & Bush 2006, 290)

Validity operates on a completely different plane than reliability; it is possible to have perfectly reliable measures that are invalid. Validity is defined as the accuracy of the measurement: It is an assessment of the exactness of the measurement relative to what actually exists. So, a valid measure is one that is truthful. (Burns & Bush 2006, 290)

In this study, all questions are formed based on the factors which have influence on consumer behavior. That is to say, theoretical and empirical parts are connected. The Chinese language was used in the survey. Due to the researcher's Chinese born background, a felicity of language may avoid language misunderstandings. Additionally, questionnaire was tested several times to ensure all expressions were proper and results were exactly as what researcher wanted. Initially, several open-ended questions were designed, but after pre-sending tests, it

seemed that respondents were not willing to write more than one letter in the survey's open-ended answer sheets. Open-ended questions always easily confuse respondents, and not efficiently get the answers. Hence, all open-ended questions were deleted instead of multi-choices questions. In this way, the analysis of data would be easier and more frank. There was one open-ended question retained about improving the research and other comments from respondents.

Reliability measures obtain identical or very similar responses from the same respondent. Validity is the truthfulness of responses to a measure. (Burns & Bush 2006, 290) To ensure the reliability of the result, a restriction on IP address was applied in order to forbid filling repeatedly. IP restriction was only unrestricted when the answers of paper questionnaires were filled in by dedicated IP address. It means the questionnaire does not allow respondents to fill in more than once, only when the IP addresses of respondents are come from the same domain server. In despite of this restriction underlies a problem, when several respondents are using Local Area Network. However, none of complaints from respondents concerning this feature were received.

The survey is non-rewarded. Somehow it also ensures the reliability of the result. Because of that all respondents responded voluntarily.

In conclusion, notwithstanding the number of collected data is just a corner of an iceberg when the topic is huge and sample population is huge. Anyhow, the result is still reliable for the objective of this research.

5　Implication of Analysis

This chapter presents the main findings of the secondary and empirical data of survey in accordance with logical order of theoretical framework. Chapter begins with the presentation of Chinese social and cultural factors which have effects on consumption. Main results of questionnaire are analyzed thereafter. Euro is used in this chapter. One Euro approximates ten Chinese RMB.

5.1　Chinese social and cultural influences on consumption

Besides the general social and cultural influences which are mentioned in Chapter of 'Methodology', Chinese exclusive social and cultural background of consumers clearly influences overall consumption spending as well as product and brand preferences. Seven key features are summarized by Joanthan Garner (Garner 2005, 81-84) as following:

Regional diversity in tastes

Consensus and the role

Increasing sophistication and Western orientation of upper

Rural / urban divide and increasing income

Increasing diversity and the development of a number of parallel non-mutually exclusive trends in consumption behavior

Complex attitudes to risk

The role of the family, Reverence for age & focus on education and self-improvement

Divergence in attitudes between different age groups

The "single child" phenomenon

Figure 11.Enduring key features and structural change in Chinese consumption spending

45

32 province-level divisions, more than 80 languages, 56 nationalities cause today hundreds of regional diversity in China. **Regional diversity in tastes** arising from the sheer geographical size of China, linguistic differences, a historical legacy of strong provincial loyalties and until recently poor communications.

Rural/urban income and wealth divide, the role of migration and the uncertain status of migrant workers in China's large coastal cities. The divergent pace of economic development in China leads to diversity in consumption behavior.

Family plays a greater role in consumption behavior due to China's long historical Confucianism. In China, the family and reverence for age and intense focus on the educational development of the child compared with Western societies. Hence there is often a great deal of disconnection between the purchaser and end user of a product.

The role that **China's recent history** has played in the shaping of attitudes among consumers of different ages. The country has moved from being essentially closed to outside influence and trade to a high degree of openness on both counts, while income and wealth inequality have risen substantially. An individual who will be aged 55–60 years old in 10 years' time would have grown up in the very difficult times in the 1950–60s. This may limit the kind of leisure expenditure of the same generation in the US, Europe or even Japan, who would have grown up in a more affluent environment with probably very different views on consumption values. Moreover, government policy is also driving shifts in consumption patterns.

The importance of **the group and the role of consensus** in shaping attitudes is the fifth key, which is often contrasted with the individualistic ethos of the US consumer. As a result, advertising agencies operating in China report the success of strategies that focus on cluster marketing rather than broad cross-country campaigns. Chinese society has extensive networks of personal relationships often summarized under the term Guanxi(关系 in Chinese). Within a given group, gift giving takes place that reflects the giver's respect towards the recipient's status and his/her ability to promote the giver's role within the group. The cost of such gifts

can often be high relative to the giver's income. Advertisers report significant success with strategies that focus on the display of status in the social group (for example, branded mobile phones).

There is the **role of risk**. Despite the importance of the group and the role of consensus, there is evidence of a high level of risk taking in Chinese society. Gambling is prevalent and there is a high degree of willingness to consume new products. Yet advertisers operating in China also report the importance that products project protective qualities.

Single child is a population control policy of China. Generations from 80s to now, child mostly lives in a single child family. A child is loved by his or her parents and two grandparents. Not as the western society, Chinese people are described as living for next generation.

Finally, **national pride** remains strong and has a major influence on consumer marketing strategies. An example, the biggest dairy products supplier in China: a key component of Mengniu Dairy's successful marketing strategy is its use of an 'astronaut' campaign after China sent its first astronaut into space. Its products are also endorsed by China's equivalent of NASA.

Notwithstanding the continued validity of these key features, changes in consumer habits have now rendered some old stereotypes rather dated, especially where it concerns China's rising upper-middle class in the first-tier cities such as Beijing and Shanghai. Sophistication has become more important and taste among the upper-middle class is increasingly converging towards that of the Western consumer.

5.2   Sources of survey

As presented in the Methodology chapter, several approaches were used in the survey. The following figure shows the sources that where the data came from.

Source	Quantity	Percentage
Outer Link	149	98.03%
Sojump	2	1.32%
Flash	1	0.66%

(Valid answers：152 dedicated IP：137)

Table 2.Sources of survey

'Outer link' means the web link which is generated by Sojump. It was the main source that data got collected. 'Sojump source' is the recommended service by Sojump, that survey was filled in the Sojump domain. Last option indicates the Flash format survey which was submitted in researcher's own site. Figure also shows how many answers were got by each source, and the percentage of each source accounts for the whole data collection.

5.3   Target group

The target group of research is Chinese consumers who have mobile purchasing experiences. According to the statistics of Ministry of Industry and Information Technology of China (Miit 2009), by the end of July 2009, the population of Chinese mobile users exceeds 700,000,000, accounting for 50%[1] of whole population of China. It means every two Chinese have one handset. Thus, most of any Chinese might be the target respondent of this study. Total 152 responses have been returned.

Extended reading: This figure will be a little different, when the sample is smaller, for example, one city or one province: in Zhu Hai (a city of Guandong province), the penetration rate is 160 handsets per hundred people. And due to the huge gap between rural and urban, the average rural mobile user penetration rate is 15 handsets per hundred people. (Miit 2009)

5.3.1 Age range
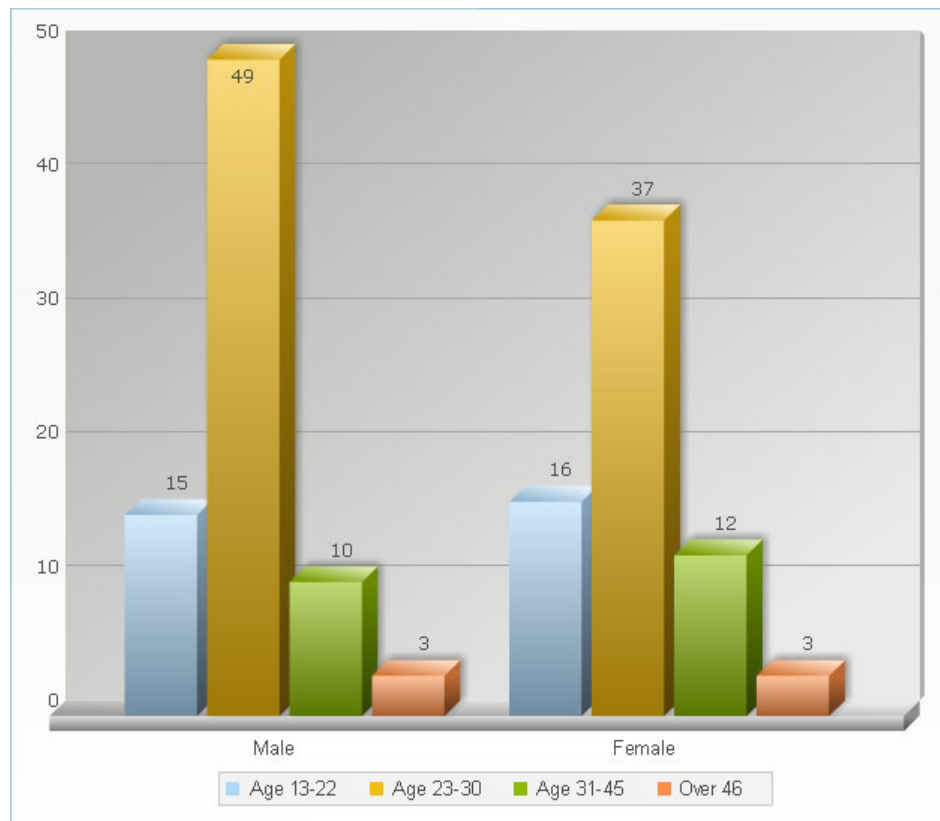
Figure 12.Age range and gender of responders

There were 83 male and 69 female respondents participated in the survey. It could possibly prove that male is more interested in the surveys concerning 3C products, something like digital stuff. Age scales was designed according to Chinese current situation.

Age from 23-30 accounts for 59.87% of total. In China, young people of this age range normally just graduate from colleagues and start working and allocating money on their own.

They are also willing to experience new stuff. Youth group is the main consuming force towards to mobile industry.

A report about youth mobile users says (age from 18-30), 'the mobile youth market is worth over 250billion US dollars. And by 2011, there will 1.3 billion youth mobile user more than population of all ages on the internet.' (YouthMobile 2009) Youth mobile is a rapid growing market. A recommendation from 'Chinese consumer report 2009, Roland Berger' (Roland Berger 2009, 08), any business already in China or plans to enter should concentrate under -40s. 'There are many reasons for this. One of the most important is that people under 40 have spent all of their adult life in a time of market-oriented reforms which began under Deng xiaoping in the early 1980s.'(Roland Berger 2009, 13)

Age range of 13-22 occupies other 21.71%. The age group of 13-22 is constructed mostly by students. In China, parents support children till graduation. Somehow consumer behavior of this age range is limited by some reasons, such as permits from parents and personal financial issue. Elder age group of 'age 31-45' and 'over 46' chase the quality of product. Financial issue is no longer a problem to most of them. They may hold other opinions about choosing mobile phones, like higher quality/price ratio.

5.3.2 Geographical regions of respondents
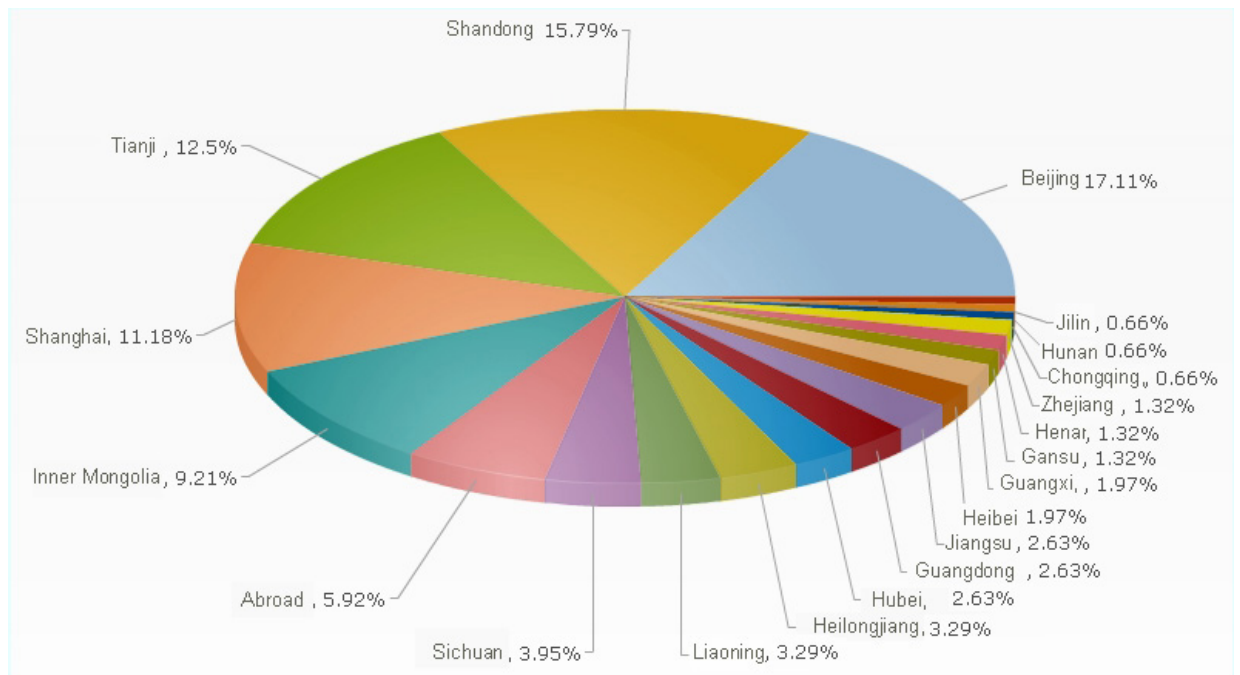
Figure 13.Geographical regions of respondents

Participants from 20 provinces of total 34 responded the questionnaire, not including a few of respondents from Finland and United States as Figure 13 shows. Regionalization of respondents covers more than half country territory.

5.3.3 Careers and industries of respondents
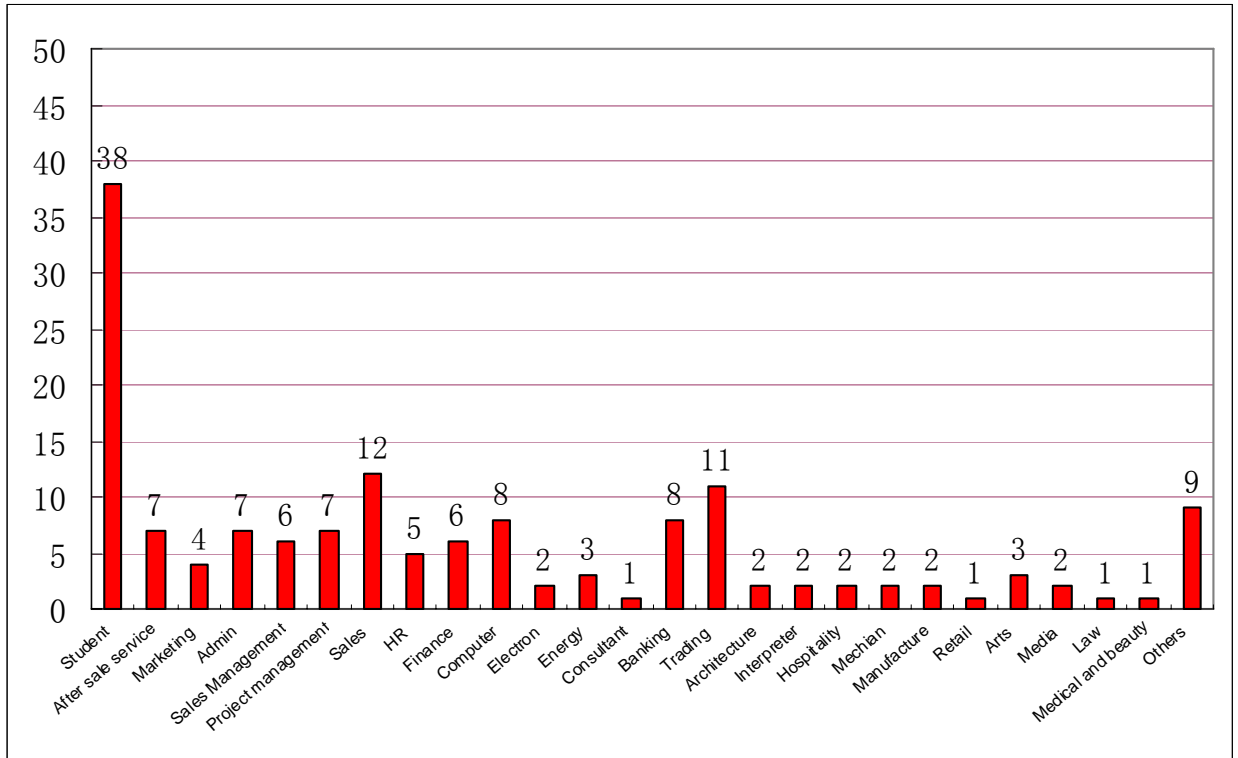
Figure 14.Careers of respondents

The same situation as geographic regions presenting, respondents work in more than 20 industries. These two questions were generated by Sojump templates that all categories are defaulted.
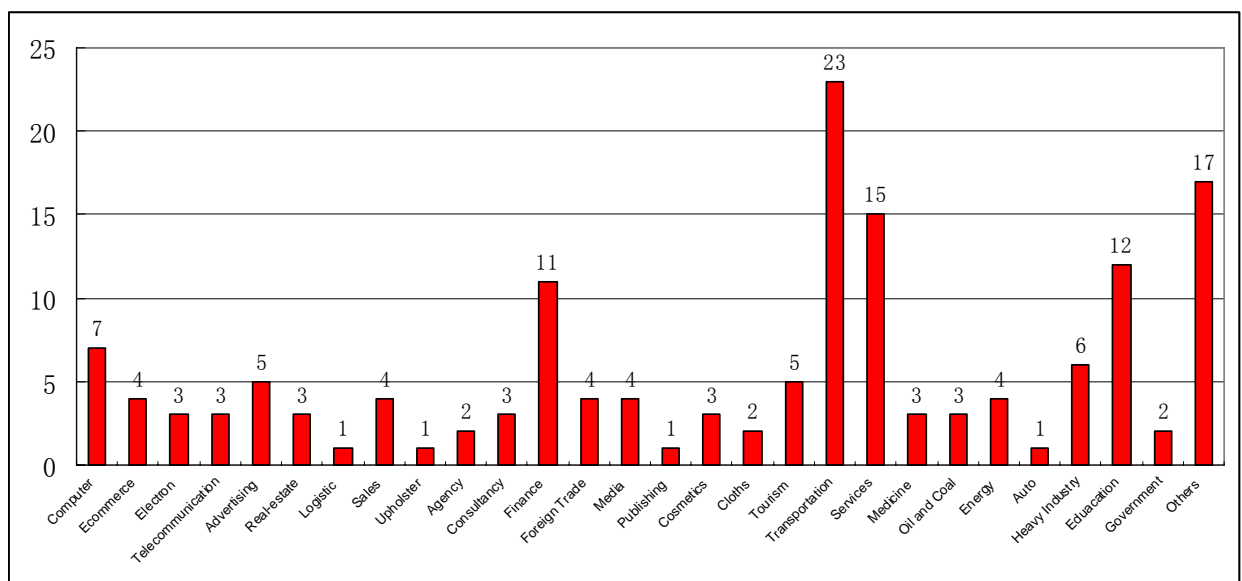
Figure 15. Industries that respondent work in

5.3.4 Salaries

Salary element is influenced by Chinese urban/rural difference, regional developing difference and career difference. All respondents answered this question. It was firstly assumed that this question was a bit private. Some participants might refuse to answer. Hence, it was set as an optional question and five invalid answers were got. Figure 16 is illustrated based on participants' monthly salaries.
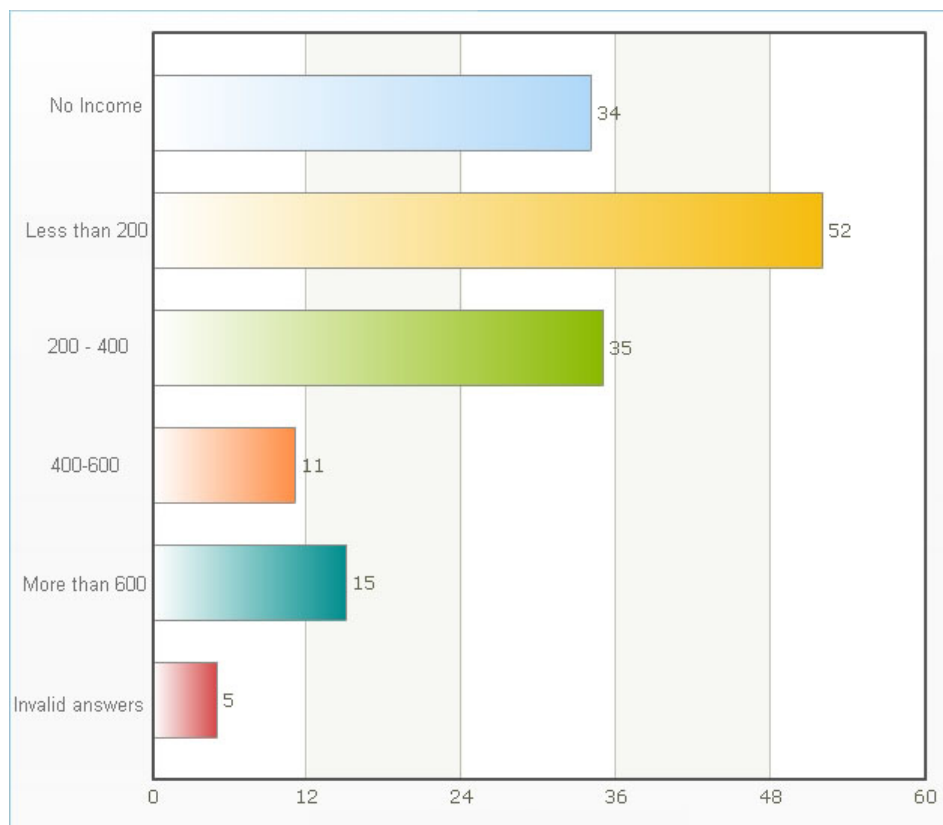
Figure 16.Salaries of participants (in euros)

Salary range of €200–€400 accounts for 60% of total. However, due to rural/urban income difference, there will be more diversity. For example, average annual salary of city in tire one – Beijing (capital of China) is 1,765.3 euros per person; and Hohhot city which is in tire three(capital of Inner Mongolia Autonomous region) is 1,215 euros. (Miit 2009)

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Salary scaling in the study was according to the prices of mobile products in China. This scaling method may simply compare salary levels with the mobile purchase budgets of Chinese consumers. The scales do not exceed the average income level of all regions.

5.4 Budgeting for a mobile

59.21% of respondents do the budget plans for purchasing mobile phones. 40.79% never budget for mobile products as the pie chart (Figure 17) presents.
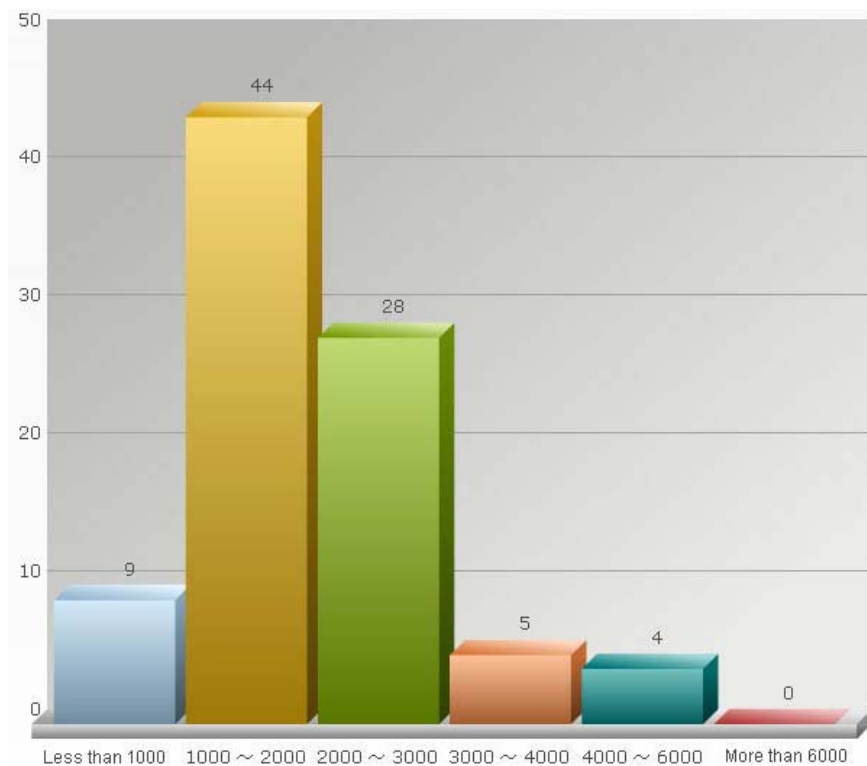
Figure 17. Budgets of mobile phones

80% of respondents budget 100-300 euros for mobile phones. This range represents the regular prices of mobile phones. Although, sometimes new models of mobile have always been priced extremely high, for example, usually Nokia N series products initially are sold over 500 euros in China. But before long, prices would be stabilized around 200 to 300 euros. In this range, customers' needs always get satisfied with the most of requirements.
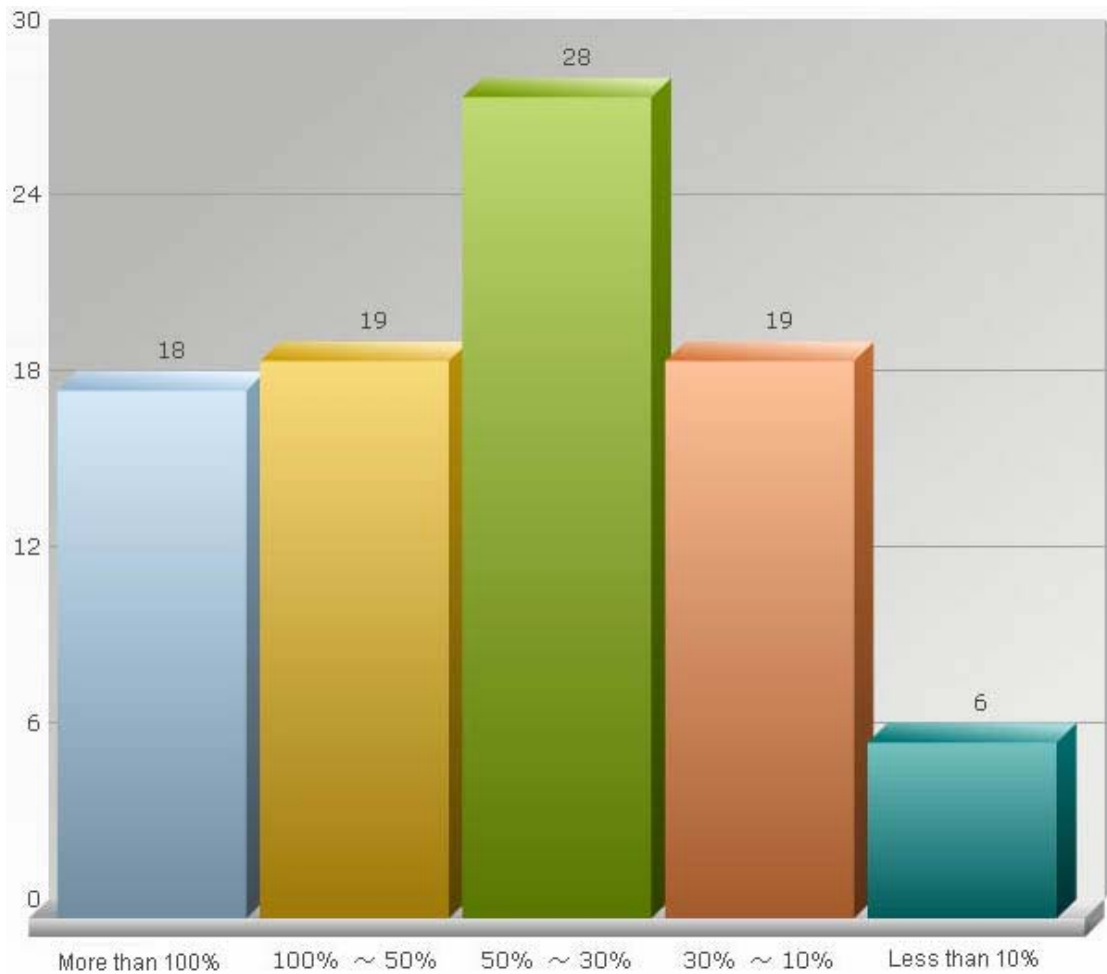
Figure 18.Mobile purchase budget proportion of salary

As reported by above figure, 20% people can not afford a single mobile product with monthly salary. 21.1% of them need to pay for mobile phones with more than half salary. Cash payment method is commonly used in mobile shopping in China. Monthly loan paying method is not highly accepted like in other countries. Frankly speaking, when those more than 20% of people want to buy mobiles, their salaries directly go from employers pockets to mobile retailers'.

5.5   Previous mobile buying experiences

5.5.1   Prices for current mobile
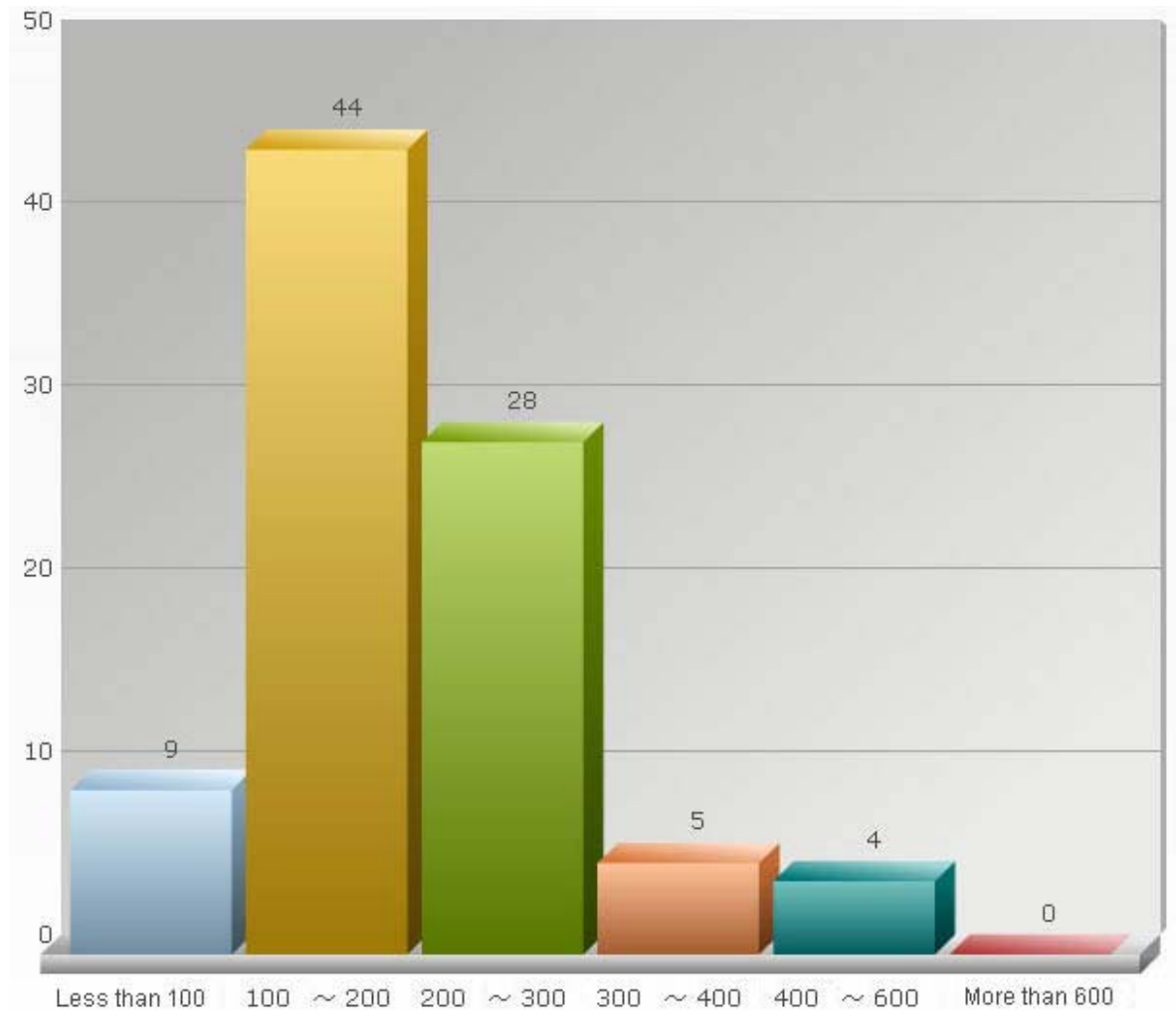
Figure 19.Prices of respondents' current mobile phones

The similarity as budget sector presents, price range of 100-300 euros is the regular prices of mobile phones in China. 65.79% of respondents bought their mobile at this pricing range.

5.5.2 Attractive factors of present mobile phones
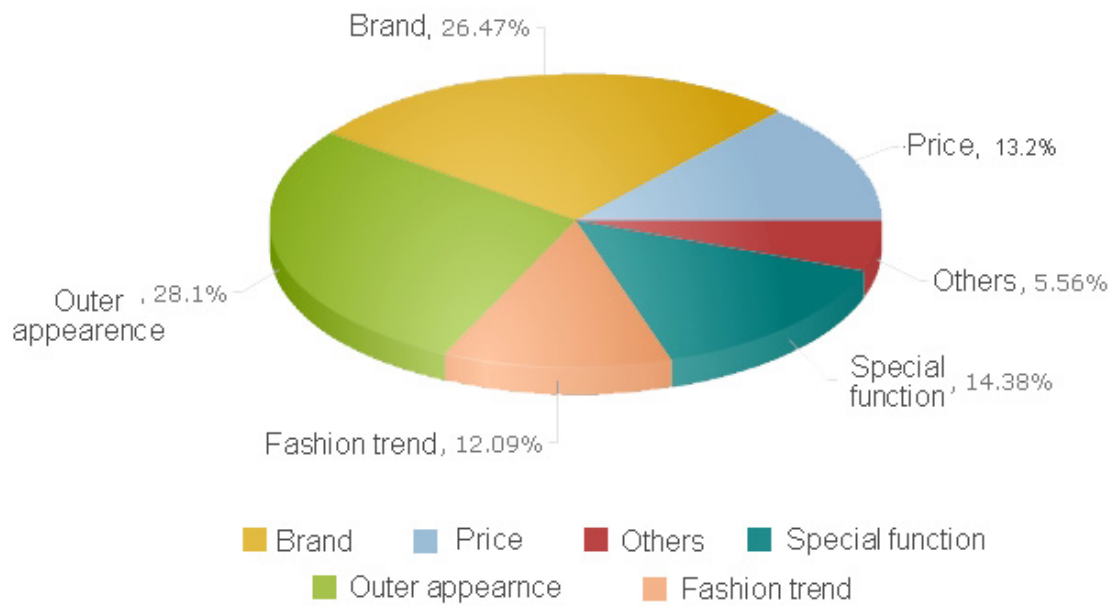
Figure 20.Factors attracted customers to buy present mobile phones

'Outer appearance' ranks the top among those factors which is 28.1%. Brand factor ranks on the neck of. There was a hypothesis that price was the principal factor which affects consumer buying behavior. Nevertheless, the result shows price factor still falls behind of special functions needs factor.

5.5.3 Present mobile brands

2009 top ten mobile brands in China are (sales volume descending order) (Mitt 2009): Nokia, Samsung, Motorola, LG, Sony Ericsson, Lenovo, Amoi, Tianyu, CECT and Dopod (subsidiary brand of HTC). The survey result is expectedly as the official data. Nokia is still No. 1 in global mobile industry as the same as in China.
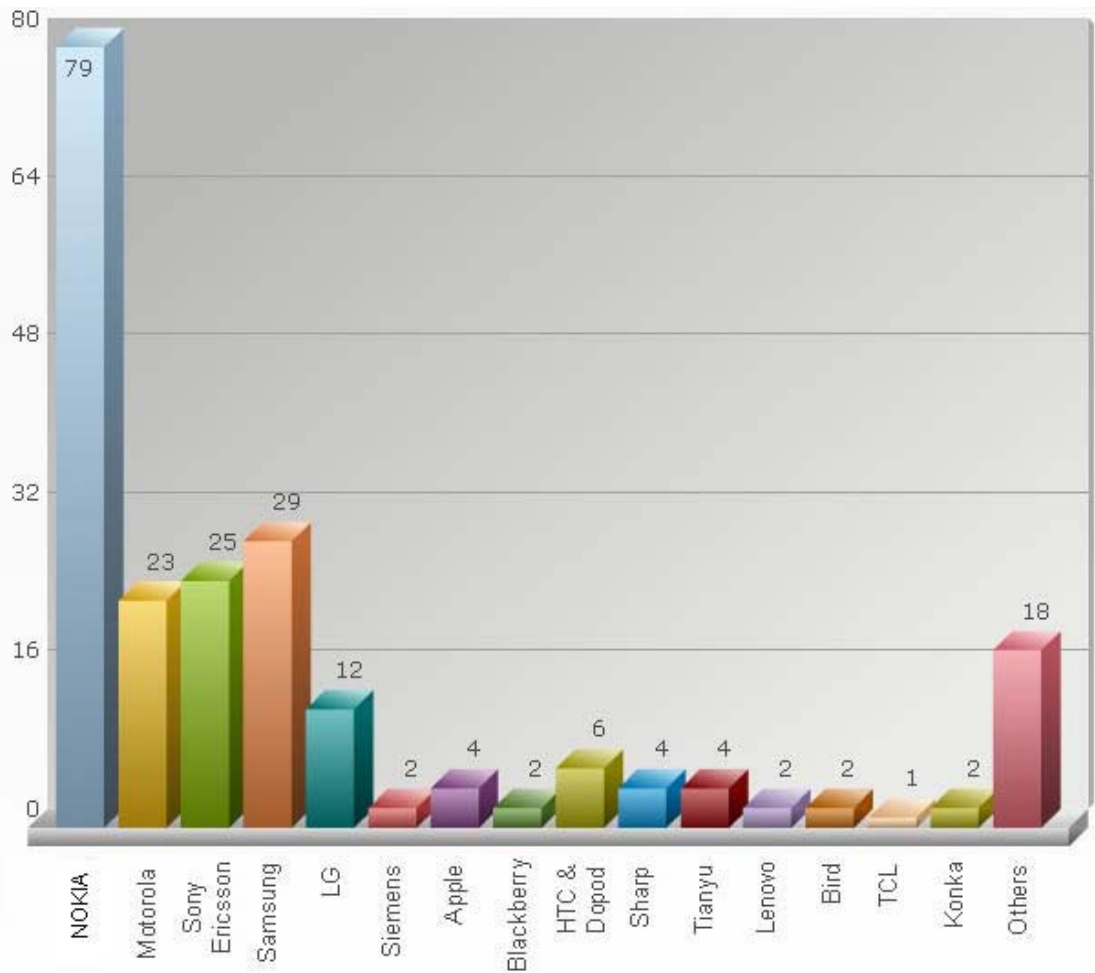
Figure 21.Mobile brands that consumers presently use

5.6 Frequency of mobile changing
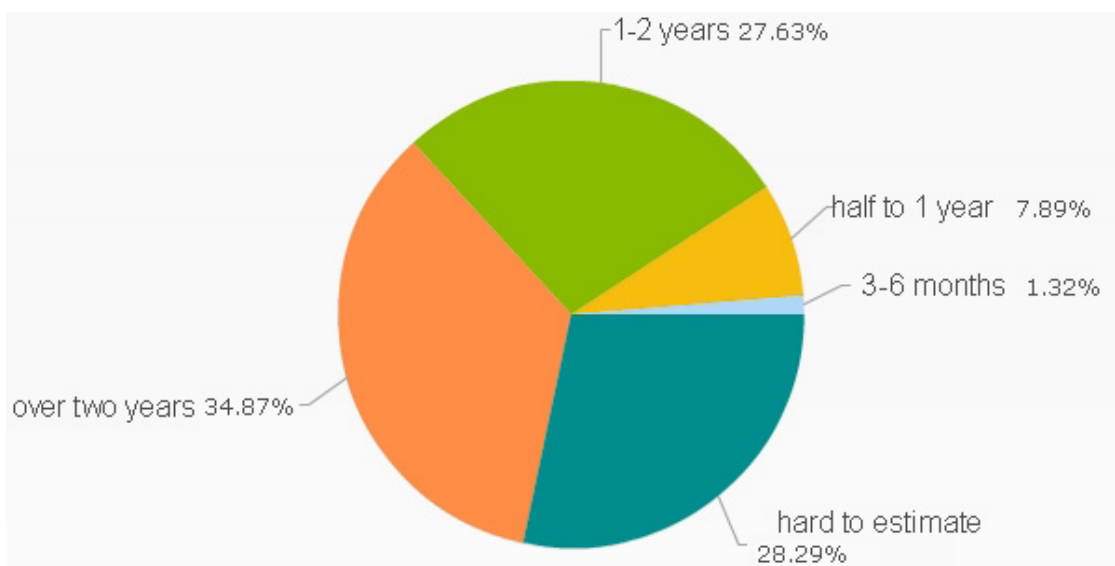
Figure 22.Frequency of mobile changing to respondents

To surmise the frequency of changing mobile is groundless and difficult for customers. Figure 23 displays the estimation that how often consumers change mobile phones.

Some factors might be influential to consumer mobile changing frequency, like out of season models, brand-new products and sale promotions. Process in development of Mobile industry is slowing down which engenders mobile fashion update decelerate. Not as the past, huge jumps from homochromatic screen to chromatic, from midi ring tone to chord and so on. Current development of mobile industry can be described as updating process, 3.4-inch screen updates to 4-inch; bigger memory space from half gigabyte to 32 gigabyte; up to 10-mega pixels lenses and etc. In addition to, it is common that products resemble each other. Another example, after Apple Company launched Iphone, it has been leading a fashion trend of big-touch screen. At that instant, each mobile brand becomes the followers of this trend and hundreds of similar products fully fill the market.
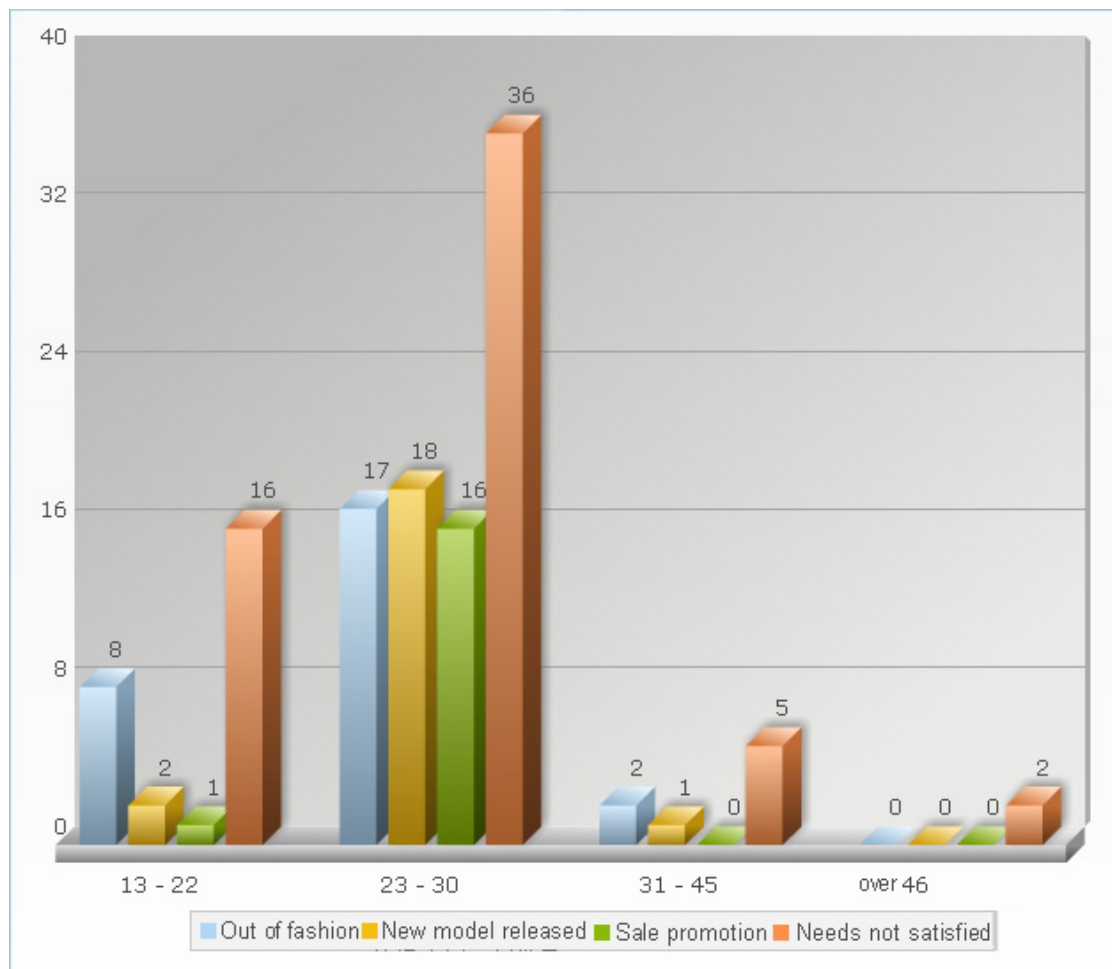
Figure 23.Influential factors to mobile changing based on age range

Respondents from each age range all choose 'needs unsatisfied' as principal factor. It can be described as need recognition can be realized. Figure 24 also verifies that fad is highly regarded by youth and they heed to renovation of mobile phones.

5.7   Searching mobile phones information
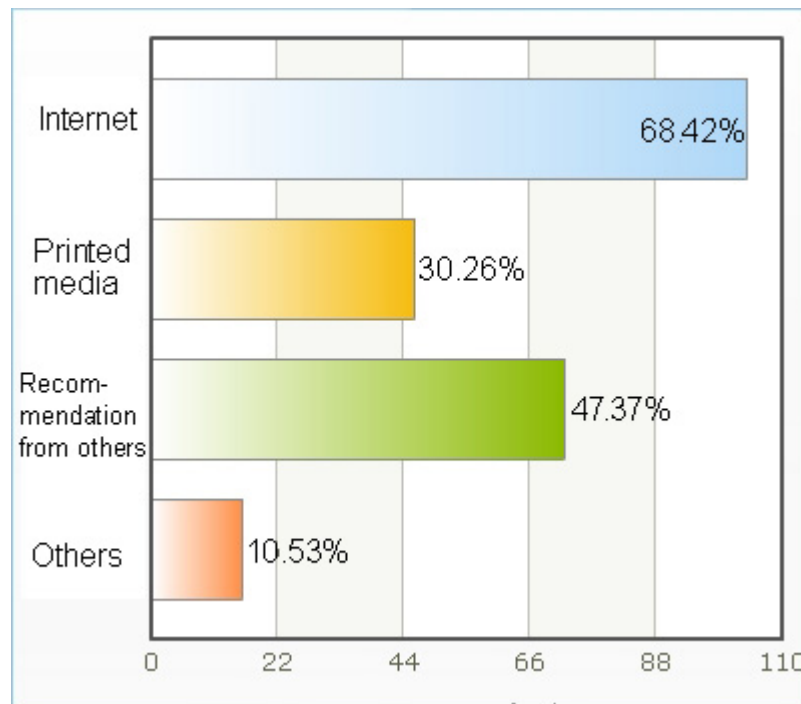
Figure 24.Approaches of obtaining mobile phone information

Chinese consumer behavior is deeply affected by family and social network. Result of consumer information searching process shows 47.37% of mobile buying choices is recommended by around. Traditional printed media is not the first approach for gathering product information any more and substituted by Internet.

5.8   Most using mobile functions
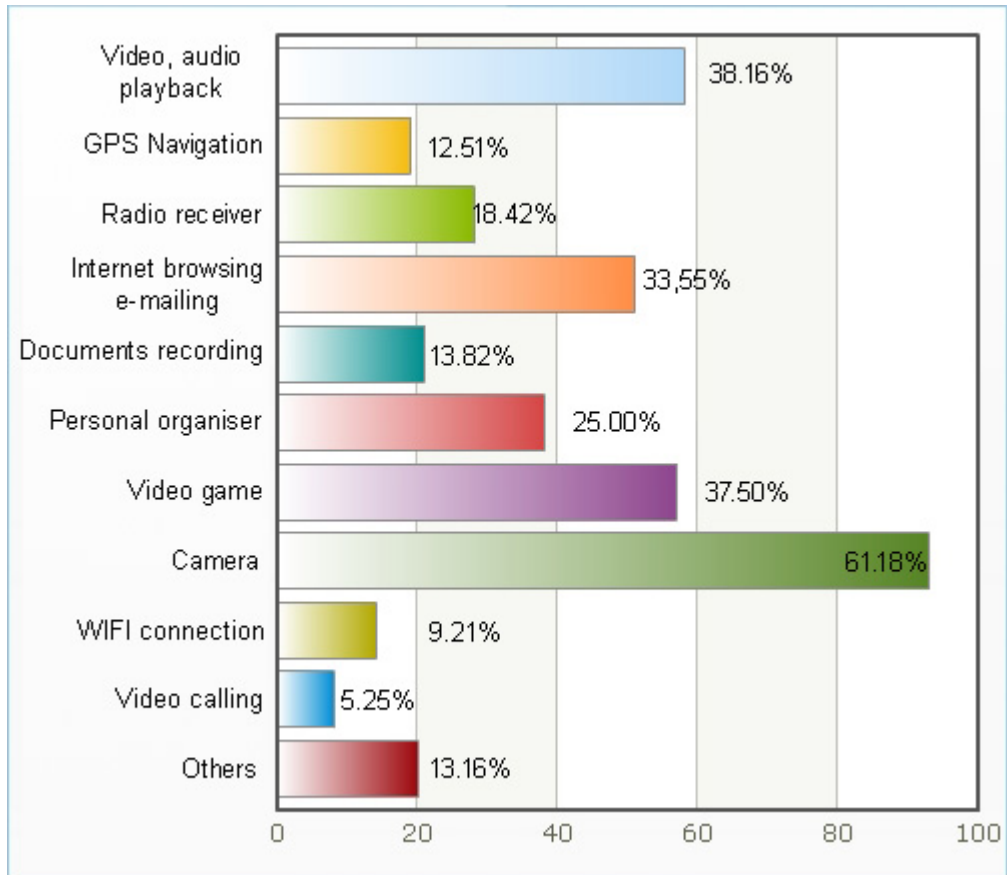
Figure 25.Mobile functions which are used the most besides phone calling

'Manufacturing mobile phones not only for calling' represents mobile phone producers' objective. Today, mobile phone has become a multi media portable terminal. Functions of mobile phones are getting closer to computers'. Creation of producers has further surpassed the imagination of consumers. Iphone of Apple Inc., advertises that there are 80,000 application programs can be installed in its product. Whereas, the reality is only few of million functions that customers utilize.

Some respondents commented that, no matter how fantastic mobile games are, it still can not compete with other portable play stations; no matter how high pixels camera lenses of mobile phones are, the picture quality still can not be better than regular cameras; no matter how fast internet connection is, it still can not be faster than computer network. Say all in a word, mobile phone was invented only for calling.

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5.9 Major factors influencing buying behavior
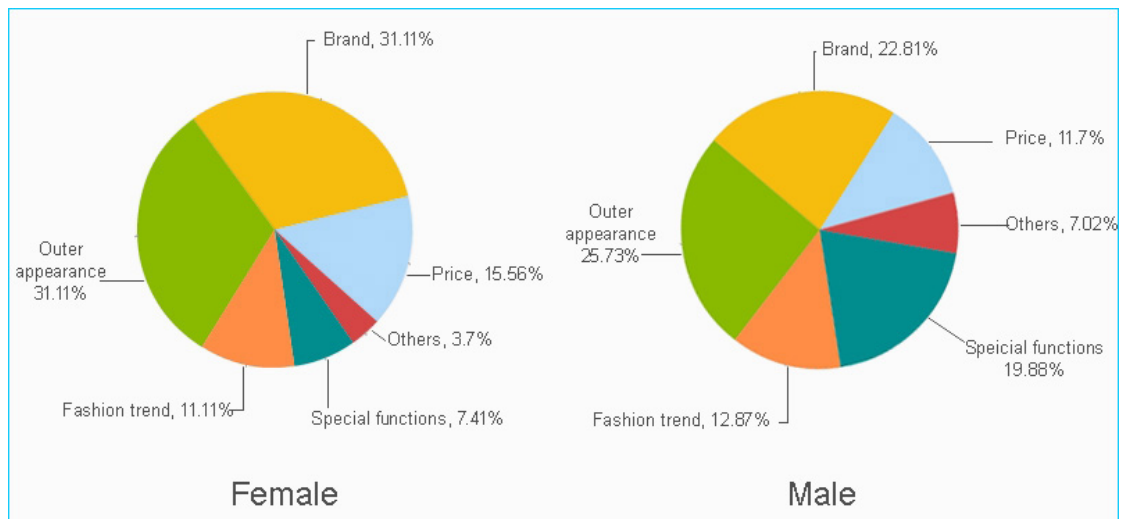
Figure 26.Influential factors to consumer behavior based on genders

Figure 26 is illustrated by the comparison of different gender towards to the factors which have influence on consumer behavior.

Female cares more about the outer appearance of handset that how mobile phone looks like. This may be why each brand annually has female version products with irregular-high price and fantastic appearance design. Brand effect runs neck-and-neck with outer appearance that the same percentage of 31.11%. And price factor ranks the third place. Result shows fashion trend of mobile phone is almost twice important than mobile functions to female consumers.

A female respondent wrote that other beneficial services also have influence on her decision, for example, what the giveaway and voucher are. Another respondent said, 'I would buy products when I have been acquainted with the seller'.

There is not some distance among those factors on male's side. But similar with female, outer appearance seems to be the most important factor to male customers also. And then brand factor comes along. A difference between male and female is that male consumer prefers to choose a proper product with specified functions that the needs can be gratified. Fashion

trend and price are rated as the forth and fifth. Besides the above factors, the quality of screen and timbre of ring tone are also considered by male consumers.

Conclusively, gender difference causes different buying behavior. Female likes better fancy out looking, brand reputation and being sensitive with price. Male consumers pay more attention to tangible aspects, for instant, the quality/price ratio high, whether their requirements could be achieved and so on.

Regarding brands effect, 90.79% of survey respondents acknowledged brand factor has influence on their mobile buying decision.
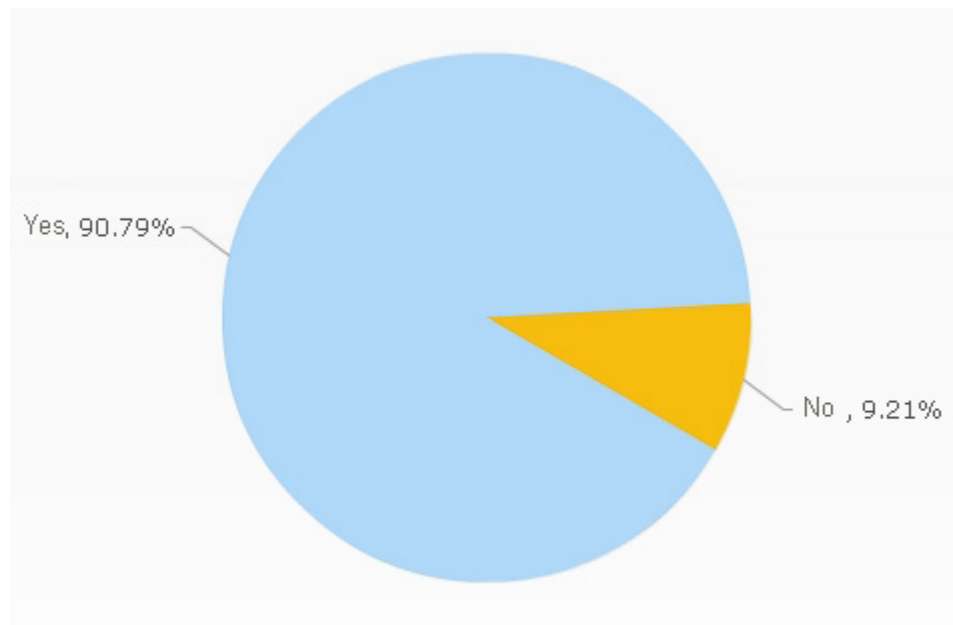
Figure 27.Frequency of brand influence on consumer buying behavior

5.10   Shanzhai mobile

Although Shanzhai has split over into everyday commerce, there are still 12.5% respondents that have no ideas about Shanzhai. Shanzhai is a new vocabulary and if this question is changed as, 'do you know imitated mobile phones?' The answers may be different. Whereas, as the definition which is given in the chapter two, imitation could not represent all of Shanzhai, thus, this word is irreplaceable.
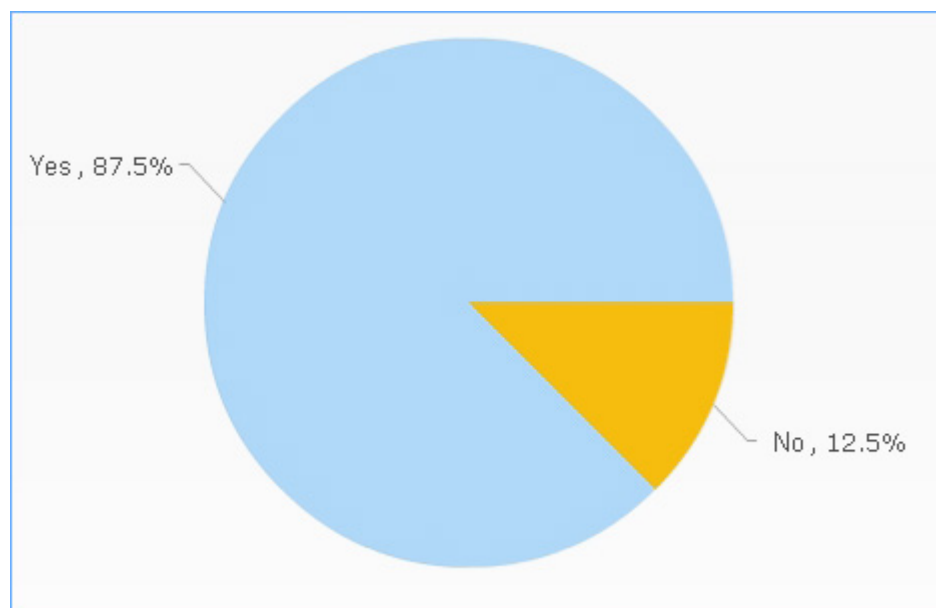
Figure 28.Have you heard about Shanzhai products?
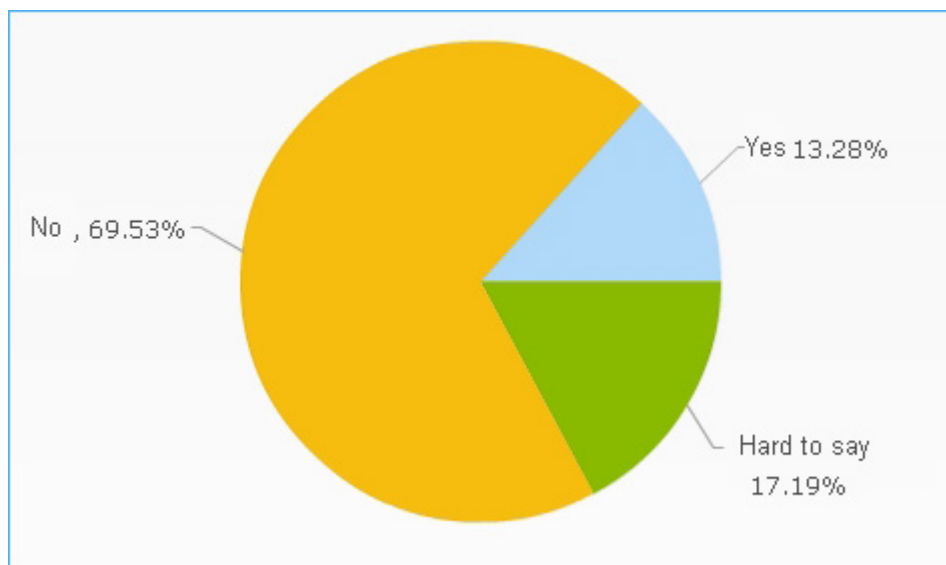
Figure 29. Are you going to buy Shanzhai products?

Only 13.28% of respondents would like to buy Shanzhai products. 69.53% of respondents said a big 'no' to Shanzhai products. And left 17.19% are irresolute. Above figure is quite dissimilar to a survey which was conducted by Sina.com.

A simple online-survey which was conducted by Sina Tech (a Chinese portal website), 63,406 respondents have been participated. 63.6% of those respondents have not used Shanzhai products yet, but 43,773 respondents would like to experience. A question about the biggest selling point of Shanzhai products, 78.1% of respondents voted to 'low price', and 'multi-functions' and 'amazing outer appearance' jointly account for 20%. (Sina Tech 2009)

5.10.1 Shanzhai users
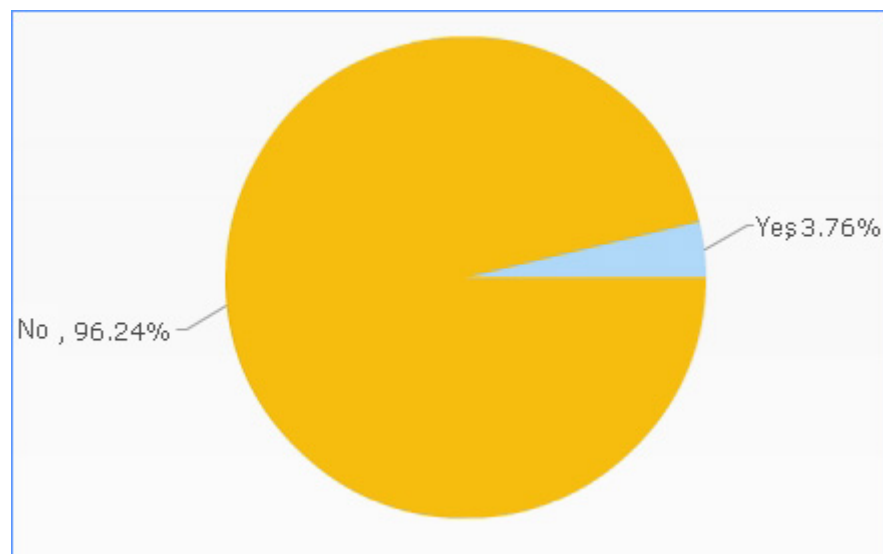
Figure 30.Proportion of Shanzhai mobile phone users in the survey

In this research, a small number of 3.76% of respondents is Shanzhai users. The reality is some respondents have not realized that they are actual Shanzhai users. In question of 'current mobile brands', respondents not surprisingly wrote a few of Shanzhai names.

What causes this result? Firstly, 'face issue'. In a way, Shanzhai represents low-quality, low-price and low-end, and Chinese consumer behavior is heavily influenced by 'face'. To use a low-end product, somehow losing their faces which means losing prestige and reputation Secondly, the blurry meaning of 'brand concept' to customers. Brand is considered as the name of a product, this wrong concept is wildly accepted by a big group of people. It's only been 30 years since Chinese government started reform and open policy. During these years, too many foreign big brands have entered, and millions of local brands have been built up. Consumers' brains have been washed. Brand usually is considered as a logo, a name or a slogan. The last reason is confusing definition of Shanzhai. It has been always difficult to make a clear distinction between Shanzhai group and real Chinese brands.

5.11   Evaluation of Shanzhai products
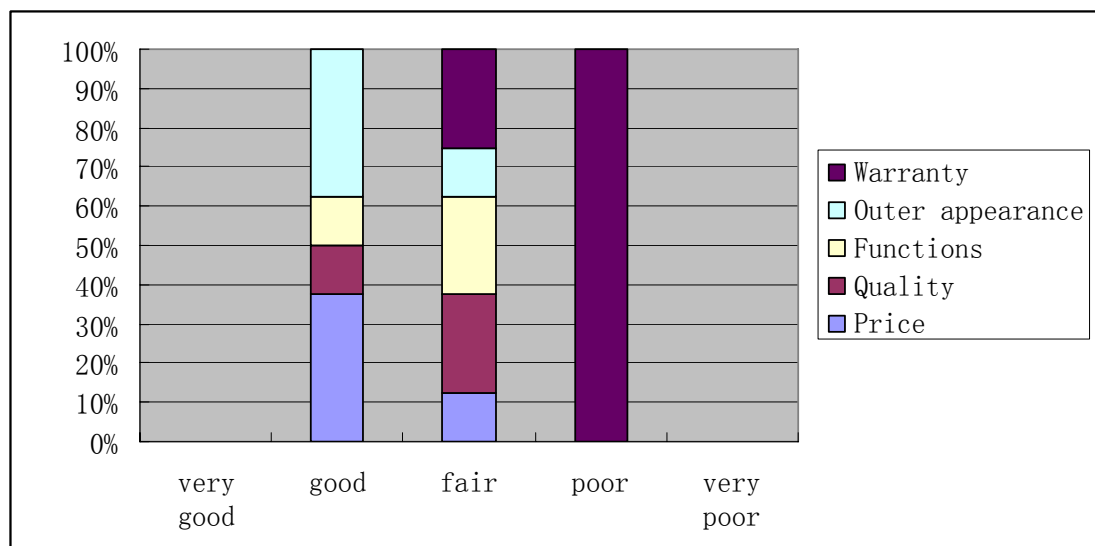
Figure 31.Evaluation of Shanzhai users to their own products

None of respondents chose the scales of 'very good' and 'very poor'. Answers orient neutrally. As mentioned above, warranty services chains of Shanzhai are defective. A respondent voted 'warranty' was poor. He expounded that he would never try Shanzhai products again until after sale service is sound as a bell. Rest of others thought warranty service was fair.

Price advantage is the main selling point of Shanzhai. Result shows 60% of respondents satisfied with prices and agreed that appearance design was good.

Among those Shanzhai users, only 20% is willing to continue consuming Shanzhai products. The other 20% keep a negative opinion. The rest of respondents stand neutrally.
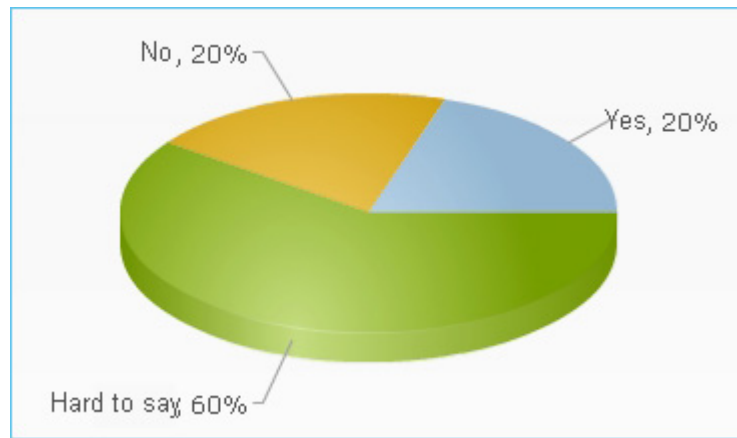
Figure 32.Will you continue consuming Shanzhai products?

5.12 Shanzhai image

The below columns demonstrate the frequency of statements in the matter of opinions of respondents about Shanzhai image. Those statements were defined based on selling points of Shanzhai products. 87.5% of respondents presented their notions of Shanzhai. The format of a typical five-level Likert item was used in this question.
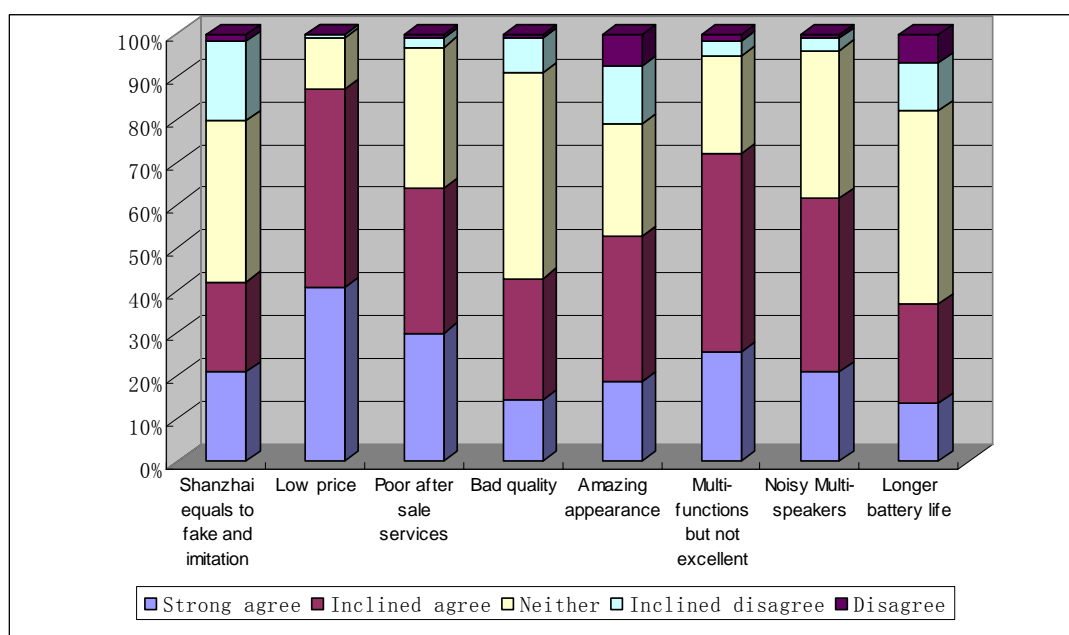
Figure 33.Image of Shanzhai from respondents' points of view

Statement 1 'Shanzhai equals to fake and imitation.'

Imitation seems to be the main image of Shanzhai to most of Chinese consumers. 21.05% of respondents strongly agree with this statement. The same percentage of people trends to agree. 20.3% of respondents hold opposite opinion, imitation and fake is not all about Shanzhai. Neutral opinions are held by 37.59%.

Statement 2 'Low price'

There are 87.22% of respondents having a positive opinion which means this statement is wildly accepted by the most. There is only one respondent gave opposite opinion that disagree with.

Statement 3 'Poor after sale services'

This statement has been discussed several times in the research. A respondent said, 'if Shanzhai products could concentrate on warranty services, it will gain more opportunities'.

As figure 34 shows, 30.08% of respondents firmly agree and another 33.38% inclined agree. Only 3.01% presents negatively. 33.08% of respondents said 'neither' to the statement.

Statement 4 'Bad quality'

Nearly half of respondents have no ideas about quality of Shanzhai. And the statement is recognized by 52 respondents. Only 11% of respondents deny agreeing. To evaluate quality of goods is based on previous experiences. Due to the most of respondents are non-Shanzhai users, the evaluation to this statement may be out from media guidance, and comments from around.

Statement 5 'Amazing appearances'

Alastair Curtis, the Chief designer of Nokia once said when he was interviewed by Chinese media, 'The handset initial attraction comes from the outward appearance, it may glow consumer's purchase enthusiasm' (Sohu 2009)

The shortage of core design technology compels Shanzhai group have no other alternatives but to imitate. Imitated products are only sold in low-end market to obtain added value. It also motivates a lot of appearance design originality just as what we see today, cigarette carton, transformer, watch style and so forth.

One third of respondents agree that Shanzhai products have novelty appearances. 18.8% of respondents hold a strong opinion of it. 28 negative responses were got which accouting for 7.52% strongly disagree. 26.32% of total stands neutrally on this issue.

Statement 6 'Multi-functions but not excellent'

Multi-functions feature is promoted the highest by Shanzhai producers. Newfangled functions of Shanzhai are reported by media everyday, for example, lighter function, electron razor, magic voice changing and etc., whereas, those surprising functions are just marketing stunts of Shanzhai manufacturers.

More than seven-tenth respondents hold positive opinions. Only 5% of respondents disagree with this statement. Number of neutral opinion holders occupies the rest of 20%.

Statement 7 'Noisy multi-speakers'

How many speakers can be all together assembled in one mobile? The answer is 25. How loud the volume is can be imagined. Once the volume reaches certain audible field, it causes unhealthy physical condition. So accordingly, the volume of big brands' products is restricted.

61.65% of respondents agree or strongly agree with this statement. Negative answers from all responses are 3.76% and fair-minded responses are accounting for 34.59%.

Statement 8 'Longer battery life'

It is hardly to say since when long battery standby time have become a selling point. Shanzhai mobile batteries are usually placed with a high charge capacity. One example: one Shanzhai model that needs a single charge to maintain its 32.8 thousand MA for two-whole years deservedly earned an Internet best-of-all-time rating. (Chinatoday 2009)

Half of survey respondents are not familiar with this statement. 18.80% of respondents firmly consider it as the selling point of Shanzhai. 23.31% of participants inclined agree and 18.05% do not think so.

5.13 Summary of comments from respondents to the research

There is one open-ended question for comments and suggestions of respondents in the survey. The main opinions are summarized in this section.

Celebrity effect to buying behavior - A factor which was mentioned by a respondent, he suggests that celebrity effect is undeniable. In respect that, this factor is not representative enough, especially for elder people who are not interested in star chasing. Somehow it depends on marketing strategies and promotion activities of mobile producers.

Shanzhai vs. Foreign brands: Although disgruntled at the Shanzhai onslaught, most of people maintain an attitude of genial bemusement.

'I fully support Chinese national brands.' As introduced that national pride remains a strong influence on Chinese consumer behavior. To support Chinese brand seems to be a slogan to Chinese consumers when they purchase goods, no matter what commodities are, as long as there are not only foreign alternative brands to choose. An example of a Chinese digital product brand – Aigo(English meaning, patriot), its marketing strategy is designed based on national pride. The consequence is that Aigo has become one of the biggest digital products suppliers in years.

Contrarily, some respondents hold opposite opinions. 'I love foreign brands, their excellent designs and functions really touch me.' Still due to national pride, people who only like foreign brands are called 'traitors'. They have unhappy experiences of national products, and turn to

foreign brands and become a loyal fan of them. 'Is there any product with high quality/price ratio? I only choose big brands.'

'Shanzhai needs a space to grow'

A Shanzhai user fully presents her thoughts about Shanzhai products: 'Shanzhai mobile kind of imitates other mobile designs, but low-quality cannot conclude all of Shanzhai products. I have been using the Shanzhai mobile for more than one year without any problems. I have no ideas how long it can last though. Comparing with big brands that my friends use, mine is much better. They also complain about battery issue, and some other fatal problems. Thus, there are still high quality Shanzhai products in the market. We should encourage Shanzhai. Shanzhai needs space to develop'.

'Quality and warranty service win the market'

The low-quality and incomplete after-sale service are most deputed by users. 'High quality product wins the market'. 'After sale service is the most important issue.' 'If Shanzhai could concentrate on quality and after sale service, it will gain customers', a respondent said.

6   Conclusions and Suggestions

The objective of the thesis is to demonstrate current Chinese consumer behavior in mobile purchase and investigate Shanzhai phenomenon in China. Most of Chinese consumers could be the target respondents of the survey and be involved in data collection. With the responses that obtained from 152 participants, the main research problem of this study has been answered. By analyzing primary data which were collected with an online survey, research questions of what factors affect to mobile phone consumer buying behavior, what image of Shanzhai presents and what dynamic of Shanzhai brings into mobile market are all clarified.

The survey questions are designed according to theories of 'factors which influence on consumer behavior' and some parts of 'brand image' (Chapter 3). The result of secondary data presents the Chinese social and cultural influence on consumption. Personal and psychological influence is analyzed by survey result. Current Chinese mobile purchase behavior concerning individual factors are showed by analysis of age, gender, occupations and industry, income level, motivation and so on. Decision making process is described by survey data as well.

Main findings of the result are: 1) Chinese unique social and cultural influence strongly affect consumer behavior which can be summarized as regional diversity, division of rural/urban income and wealth, the role of family, china's recent history, the importance of the group and the role of consensus, role of risk and national pride. 2) Outer appearance appears the most important factor for consumers to choose mobile phones, and brand ranks the secondly. 3) Different gender holds different opinions about influential factors of consumer behavior. (Figure 27) 4) Internet is the main source where consumers get the information of mobile phones. 5) Most of mobile functions can not all utilized. 6) Averagely, most of Chinese cannot afford a mobile product by their monthly salary. 7) Chinese consumers can recognize their needs and consume rationally.

6.1 Shanzhai phenomenon

Shanzhai literally means 'mountain village', and in the recent years, the meaning of Shanzhai has been changed. At the beginning, it referred the imitation and fake mobiles, but with keep attracting worldwide attention, meaning of Shanzhai has split into every business area, Shanzhai laptop, Shanzhai camera, Shanzhai celebrity, Shanzhai National Gala and so on. Shanzhai mobile can be categorized into three: contraband phone, imitated phone and local brand-building mobile.

Shanzhai product was born with a lot of disputed advantages: no license fee, no 17 percent added-value tax, no RMB 30-40 per set device checking fee and no sales and receipt tax. Shanzhai running costs are further minimized by the absence of marketing and after-sales service. These advantages create the main selling point, low-price. With the cost of low-end products of Nokia, consumer can buy a 'high-end' Shanzhai mobile with five mega-pixels lenses camera, two gigabyte memory space, long standby time, huge touch screen, multi-stereo-speakers, GPS capability and etc. Downside of Shanzhai phones are: poor warranty service, low-quality, illegal imitating and homogenization. Consequences of those disadvantages are: 1) Under a long-term situation, blindness emulating causes that profit cannot be higher than big brands; 2) Lacking their own core technology: 3) Less R&D input: 4) Foremost among all, Chinese mobile brands will lose their reputation world widely.

Survey result shows, definition of Shanzhai is unclear to most of Chinese consumers. The old image of Shanzhai is still remained. From their points of view, Shanzhai is representative of imitation; low quality; bad warranty services; abnormal outward appearance; multi functions but not excellent and so on. What is ignored by the most of respondents is Shanzhai group also includes some building-up brands which have succeeded in some area. Thus, branding is the mission of Shanzhai producers. The successful example is TianYu mobile. TianYu declares their criteria of inspection are three times stricter than industrial criteria. The future of Shanzhai is the changeover from imitation to creation.

Based on price and function advantages, Shanzhai may gain a huge market in rural area and cities in tire three and four. In these areas, Shanzhai could avoid directly competing with international big brands like Nokia or Samsung.   On the other hand, international brands do not concentrate on Chinese rural market enough as what Shanzhai does. Consumers in rural area usually consider more about price and functions. Requirement and recognition towards to brand are not as high as in urban.

In the urban, the Shanzhai market is no longer strictly low-end. Consumer concepts have changed as the distribution supervisor of a consulting company said, "High-end customers used to steer clear of Shanzhai sets because they were not sure of their quality and wary of losing face if they went wrong. But once they discovered that certain Shanzhai products, particularly those at the high end, are of equal or even better quality than those manufactured by international big names, they choose Shanzhai models.'(ChinaTake 2009)

Under China's 3G times, Shanzhai group faces a challenge which is 'to be 3G or not to be'. However, the future of Shanzhai in 3G times indeed depends on solutions of MTK In addition, high requirement from 3G telecommunication operators is another resistance to Shanzhai.

6.2   Suggestions for further research

There is a pity in this study which is Shanzhai products holders were fewly. How to explore those potential consumers and get more data is the first piece of suggestion for further research.

Secondly, as mentioned many times in the thesis, Shanzhai is confronted with a challenge from 3G. In China, 3G just started applying in the summer of year 2009. Even though, Shanzhai still chalks up the sales volume more than 100 million. What will be the future of Shanzhai is worth to investigate.

Global economic crisis has been lasting since 2009. To explore the changes of consumer behavior under global recession is the last suggestion.

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Appendices

Appendix 1

Permanent web links of questionnaires which are technical supported by:

http://www.sojump.com.

English Version:

http://www.sojump.com/jq/96030.aspx

Chinese Version:

http://www.sojump.com/jq/92499.aspx

Consumer Buying Behavior of Mobile Phone

This survey aims at presenting the current consumer buying behavior of mobile phones, especially when Shanzhai mobile phone(山寨手机) appears.

Appendix 2

※Shanzhai (山寨, shān zhài in Chinese pinyin) literally "mountain stronghold" in reference to historical warlord holdouts that were outside of government control. A "shanzhai" edition product thus refers to products outside of government regulations that are widely reflected in the numerous fake and knockoff electronics/commodities made in China today. The term "shanzhai" can also refer to things that are improvised or home-made and are generally crude in both form and function (the closest English equivalent would be "ghetto").
http://www.chinasmack.com/pictures/funny-and-clever-chinese-shanzhai-brands/

※Chinese currency(RMB) is used in the following questions.
  1€ ≈ 9.3 RMB   1 USD≈6.6 RMB   1POUND≈ 10.6 RMB
※25 questions in total, approximately may take you 3~5 minutes.
Thank you for your time and participation.

※中文版本： http://www.sojump.com/jq/92499.aspx

The 1 Page/Total 1 Pages

1. Gender *

○Female ○Male

2. Age *

○13 - 22
○23 - 30
○31 - 45
○46 and upwards

3. Nationality *

◉Chinese
○Others [   ]

4. City *

[   ]

5. Occupation and Profession *

[   ]

6. Monthly Salary range

○0 - 2000 ¥
○2000¥ - 4000¥
○4000¥ - 6000¥
○More than 6000¥

Tips:Chinese Currency

7. How often do you change your mobile phone? *

    ○ 3 months - 6 months
    ○ 6 months - 1 year
    ○ 1 year - 2 years
    ○ More than 2 years
    ○ Hardly estimate

8. What is the brand of your present mobile phone? * [multiple]

    ☐ Nokia   ☐ Motorola
    ☐ SonyEricsson   ☐ Samsung
    ☐ LG   ☐ Siemens
    ☐ Apple- IPhone   ☐ Blackberry
    ☐ HTC & Dopod   ☐ Sharp
    ☐ K-Touch (TianYu)   ☐ Lenovo
    ☐ Bird   ☐ TCL
    ☐ Konka   ☐ Others [   ]

9. When did you buy your present mobile phone? *

    ○ 3 months ago
    ○ 6 months ago
    ○ 1 year ago
    ○ 2 years and upwards

10. What was the price? *

    ○ Less than 1000¥
    ○ 1000¥ - 2000¥
    ○ 2000¥ - 3000¥
    ○ 3000¥ - 4000¥
    ○ 4000¥ - 6000¥
    ○ More than 6000¥

    Tips:Chinese Currency

11. What were the factors that attractted you to buy it? * [multiple]

    ☐ Price
    ☐ Brand
    ☐ Outer appearance
    ☐ Fashion trend
    ☐ Special functions
    ☐ Others [   ]

12. Please name the features that you use besides making phone call and
    sending text message. * [multiple]

    ☐ Music & Video playback
    ☐ GPS navigation
    ☐ Radio receiver
    ☐ E-mail and internet browsing
    ☐ Document recording
    ☐ Personal organiser
    ☐ Video game
    ☐ Camera
    ☐ WiFi connectivity
    ☐ Video calling

☐ Others [   ]

---

13. What reasons will make you to decide to change the mobile
    phone? * [multiple]

☐ Out of fashion
☐ New model released
☐ On sale and other promotions
☐ Needs not satisfied
☐ Broken or lost
☐ Others [   ]

---

14. Do you have a budget when you buy a mobile phone? *

○ Yes
○ No

*This question has jump logic

---

15. How much do you budget for a mobile phone? *

○ less than 1000¥
○ 1000¥ - 2000¥
○ 2000¥ - 3000¥
○ 3000¥ - 4000¥
○ more than 4000¥

---

16. What is the percentage that budget accounts for you salary? *

○ over 100%
○ 100% - 50%
○ 50% - 30%
○ 30% - 10%
○ less than 10%

---

17. Where do you obtain the information of mobile phones? * [multiple]

☐ Internet (forums, portal websites and etc.)
☐ Advertisement (TV, magazines)
☐ Friends' recommendations
☐ Others [   ]

---

18. What factors do you consider when you buy a mobile phone? * [multiple]

☐ Price
☐ Quality
☐ Brand
☐ Outer appearance
☐ Functions
☐ Fashion trend
☐ Others [   ]

---

19. Have you ever heard about Shanzhai mobile phone? *

○ Yes
○ No

*This question has jump logic

---

20. What do you know about Shanzhai? *

	Strongly agree	Inclined agree	Neither	Inclined disagree	Strongly disagree
Shanzhai equals to fake and imitation	○	○	○	○	○
Bad quality	○	○	○	○	○
Multi-funcitons but not excellent	○	○	○	○	○
Noisy Multi-speakers	○	○	○	○	○
Poor after sale services	○	○	○	○	○
Low price	○	○	○	○	○
Longer battery life	○	○	○	○	○
Amazing appearance	○	○	○	○	○

21. Are you a Shanzhai mobile phone user? *

○ Yes

○ No

*This question has jump logic

22. Are you going to use Shanzhai mobile phone? *

○ Yes   ○ No   ○ Hard to say

*This question has jump logic

23. How do you evaluate your Shanzhai mobile? *

	Very good	Good	Fair	Poor	Very Poor
Price	○	○	○	○	○
Quality	○	○	○	○	○
Functions	○	○	○	○	○
Outer appearance	○	○	○	○	○
Warranty	○	○	○	○	○

24. Will you keep using Shanzhai mobile in the future? *

○ Yes   ○ No   ○ Hard to say

25. Dose mobile brand influence on your buying decision? *

○ Yes

○ No

26. Comments and Suggestions

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Submit   预览或打印答卷

手机消费者的购买行为调查

这个调查的目的在于，了解现阶段手机消费者的消费行为，尤其在山寨手机大量涌入市场之后。

Appendix 3

※ "山寨机"从字面来解释：山寨——有占山为王，逃避政府管理的意思。它们或由生产者自己取个品牌名字，或模仿品牌手机的功能和样式；由于逃避政府管理，他们不缴纳增值税、销售税，在研发方面以生搬硬套居多当然也不乏有新意产品，又没有广告、促销等费用，再加上成功的成本控制和分销手段的灵活，导致其终端零售价格往往仅是品牌手机的1/2到1/3。以前的解释是：山寨机也叫野手机、黑手机或高仿手机，而随着手机牌照的取消，绝大部分山寨手机似乎合法化。拼装这些手机的厂商既不是地下加工厂，又算不上正规军。一些价格低廉、功能齐全的贴牌机和名称五花八门的杂牌手机也都属于"山寨机"。

......

http://baike.baidu.com/view/1162818.htm

感谢您的参与及配合！

※ 共25题，大约需时3～5分钟。

※ English version: http://www.sojump.com/jq/96030.aspx

本问卷发布者接受回填邀请（**收到邀请：2个，已回填2个**）　关闭此功能

调查报告公开级别：统计信息公开，详细信息不公开。

第1页/共1页

1. 您的性别： *

○ 男　　○ 女

2. 您的年龄： *

○ 13 - 22岁
○ 23 - 30岁
○ 31 - 45岁
○ 46 岁以上

3. 您目前常住的城市： *

[　　　　　　　　　　　　　　　　]

4. 您目前从事的职业： *

[请选择　　　　　　　　　　▼]

5. 您目前从事的行业： *

[请选择　　　　　　　　　　▼]

6. 您目前的月收入：

[请选择　▼]

7. 您多久更换一部手机？ *

○ 3个月 ～ 6个月　　　○ 6个月 ～ 1年　　　○ 1年 ～ 2年
○ 2年以上　　　○ 不好说

8. 您目前使用的手机品牌？ * [多选题]

☐ 诺基亚   ☐ 摩托罗拉
☐ 索尼爱立信   ☐ 三星
☐ LG   ☐ 西门子
☐ 苹果iPhone   ☐ 黑莓
☐ HTC & 多普达   ☐ 夏普
☐ 天语   ☐ 联想
☐ 波导   ☐ TCL
☐ 康佳   ☐ 其它 [_____]

9. 目前使用的手机购买于 *

○ 3个月前   ○ 6个月前   ○ 1年前   ○ 2年多前

10. 手机在购买时的价格是 *

○ 低于1000块   ○ 1000 ～ 2000 ○ 2000 ～ 3000 ○ 3000 ～ 4000 ○ 4000 ～ 6000 ○ 多于6000块

11. 它吸引你购买的原因是 * [多选题]

☐ 价格   ☐ 品牌
☐ 外观   ☐ 流行趋势
☐ 特殊的功能   ☐ 其它 [_____]

12. 除了打电话和发送短信，你最常使用的功能是 * [多选题]

☐ 音频，视频播放   ☐ GPS导航
☐ 收音机   ☐ 网页浏览 & 电子邮件
☐ 文档处理   ☐ 备忘录
☐ 手机游戏   ☐ 拍照 & 录像
☐ WIFI传输   ☐ 视频电话
☐ 其它 [_____]

13. 您在什么情况下会决定更换手机？ * [多选题]

☐ 过时   ☐ 新产品问世
☐ 打折及其他促销活动   ☐ 功能上无法满足需要
☐ 损坏&丢失   ☐ 其它 [_____]

14. 通常，您在购买手机的时候会有预算吗？ *

○ 有   ○ 没有

*此题设置了跳转逻辑

15. 预算大概是 *

○ 少于1000块   ○ 1000 ～ 2000
○ 2000 ～ 3000   ○ 3000 ～ 4000
○ 4000 ～ 6000   ○ 多于6000块

16. 手机购买预算占您月收入的 *

○ 超过100%   ○ 100% ～ 50%   ○ 50% ～ 30%   ○ 30% ～ 10%   ○ 低于10%

17. 您通过哪种渠道获得手机的资讯？ * [多选题]

☐ 互联网   ☐ 报刊杂志

□他人推荐 □其它 [_____]

18. 购买手机时，您会考虑哪些因素？ * [多选题]

□价钱 □质量 □品牌
□外观 □功能 □潮流
□其它 [_____]

19. 您听说过山寨手机吗？ *

○有 ○没有

*此题设置了跳转逻辑

20. 您怎么认为山寨手机？ *

	非常同意	同意	不好说	不同意	非常不同意
山寨手机等于假货和抄袭	○	○	○	○	○
质量很差	○	○	○	○	○
功能全面不精	○	○	○	○	○
多个喇叭	○	○	○	○	○
售后服务质量差	○	○	○	○	○
价格低廉	○	○	○	○	○
电池使用时间长	○	○	○	○	○
新奇的外观	○	○	○	○	○

21. 您是山寨手机使用用户么？ *

○是 ○不是

*此题设置了跳转逻辑

22. 您会考虑购买山寨手机么？ *

○会 ○不会 ○不好说

*此题设置了跳转逻辑

23. 您怎么评价您的山寨手机？ *

	非常好	好	一般	不好	非常不好
价钱	○	○	○	○	○
质量	○	○	○	○	○
功能	○	○	○	○	○
外观	○	○	○	○	○
售后服务	○	○	○	○	○

24. 将来您还会继续购买山寨手机吗？ *

○会 ○不会 ○不好说

25. 手机的品牌会影响您的购买选择吗？ *

○会 ○不会

26. 意见和建议

提交答卷

转发问卷 　　搜索相关问卷 　　收藏本页

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