

The Theory of Reasoned Action: Shanzhaiji or Counterfeit

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Abstract: The term “Shanzhaiji” has become popular keywords in Malian China and Taiwan in recently years. “Shanzhaiji” is first used in cell phone industry and is defined as copy products which is designed by imitating well-known brand. The concept of Shanzhaiji has extended to Shanzhaiji culture in Taiwan and Malian China and also developed a wide range of products. This research focuses on the topic of Shanzhaiji cell phone to explore the relations among customer’s brand awareness, subjective norm, and purchase intention. The paper also conducts labority to manipulate different level of product functions and word of mouth to explore their effect on perceived value and purchase intention.

Keywords: Shanzhaiji Cell Phones, Subjective Norms, Perceived Value, Brand Awareness, Purchase Intention

1. Introduction

The term “Shanzhai” has become popular keywords in the mass media such as TV or internet. In most people’s minds, “Shanzhaiji” is not a positive, but the cottage industry, but should not be underestimated. According Topology Research Institute survey, the sales at cottage cell phone grew fast in 2005 to 2009 [1] [2].

What is a “Shanzhaiji” (Shanzhaiji cell phones)? The pronunciation of “Shanzhai” is originated from Cantonese and is referred to a cell phones which is manufactured in small workshops without license [3]. But the out ward of Shanzhaiji cell phone is looked as similar as well-know brand and Shanzhaiji cell phone is produce with special product functions which is very different from usual brand. The functions such as watching TV which even doesn’t appear in the brand cell phone market [4].

Shanzhaiji cell phone is cheaper and with various functions which is more attractive than brand cell phone. However, Shanzhaiji is regarded a counterfeit mobile phones and is related with negative labels [3]. Thus it is an interesting topic to explore.

This research focuses on the topic of Shanzhaiji cell phone to explore the relations among customer’s brand awareness, subjective norm, and purchase intention.

2. Literature Review

2.1. Shanzhaiji Cell Phone

According to Topology Research Institute, the Shanzhaiji phone mode of operation to the brand divided into three categories [5]:

(1). generic products, to imitate the design of well-known brand or trademark, no changes or minor changes, to achieve the purpose of real ones, to the real thing for about half the market price or lower prices.

(2). does not have any branding of the phone, commonly known as “white phone”, generally taken to the firms themselves or commissioned production methods.

(3). OEM and a wide variety of brand-name cell phone, including the paste someone else’s brand and own production (pay a fee to use the brand), after production is entrusted to affix their own brand and sales management, product functional and inexpensive.

The third category of OEM and brand-name cell phone, no network can be divided into permits and licenses have two types of network, which has a network license of the Shanzhaiji, the “three yards machine”, “five yards”. “fake machine” form, that is a legal status (such as a specific phone number), there are actually thousands of “human cloning”, so this type of phone has great hidden and deceptive [4].

Data Center of the China Internet(DCCI), in China in 2008, statistics of the population now has cell phone brand

(sample size of 98,718), and the future of cell phone brands to buy (sample size of 50,543), and “Shanzhaiji phone” as “other” category to compare future. Can be found, people with cell phone firms in 2008 than in 2007, only slightly increased only 0.5%, but the market share rate has been about 25% [6]. However, if the cell phone firms as a brand - cottage license, you can find people with rates second only to NOKIA, ranked second. If you do not want to have the degree of the future, although the value of cottage or second card, but if it is and compared to 2007, is the largest increase in magnitude, up to 5% [3] [4].

In this study, while the main lock to take shape close to the Shanzhaiji and a licensed cell phones produced by the industry to do the study sample, the use of control variables to be manipulated in this study.

2.2. Brand Awareness

The brand for consumers in a product category, recognize and remember a specific brand-building [7]. Brand awareness is classified in a part of brand knowledge and consumer memory is defined as a strong brand associated knot or Severe impression, including brand recall and brand recognition, brand recall is that consumers think a product category can think of the correct name of a particular brand; brand identity refers to a known consumer brands through clues, Chiang Kai-shek in many brand name identified a specific brand [8].

The product categories is known to measure brand awareness above method is divided into three categories: (1) Spontaneous awareness: respondents without any marketing, the product category, when asked, can immediately Description of the brand name they know the percentage of probability; (2) the primary ideas known: to visit the respondents with the aforementioned method, the first description of a brand name to the percentage of probability; (3) Aided awareness: the name of a variety of products presented to respondents to see, the respondents were able to point out the percentage chance of a familiar brand [9].

That as consumers in the choice of product or type of thinking, the easy to think of the products with high brand awareness, and in considering the brand, consumers tend to buy their more familiar and famous brand products, and brand recognition will take the brand image of the brand associated with the knot strength of the constituent elements of the future of three factors influence decision-making process. From the above, brand awareness in the consumer purchase decision-making process plays a very important role [7] [10].

That the brand awareness into brand recognition, brand recall, the top-of-mind awareness, brand, brand knowledge and brand owners see. Brand recognition is whether consumers have heard of a particular brand; brand recall is when it comes to certain product categories, such as cell phones, whether the consumer can immediately think of a particular brand; awareness is the first of many brands in the recall, the first to be called out of the brand name; brand is

the consumer brand recall ability; brand knowledge is the consumer understanding of specific brand-related information; see is the main brand is the consumer's view of a particular brand [9].

Awareness is a man's perception of the subject matter of attitude, beliefs and knowledge. An attitude develops on Figure 1 which refers to affect, behavior, and cognition. Attitudes which is considered as a level of preference of products, play an important role in consumer purchase behavior. Purchase intention will be arouse if customers pose positive attitudes toward products. Also, purchase behavior will be generated with external incentives. There a perception of the attitude of the subject matter of perception, belief and knowledge [9]. That kind of attitude is a target for consumer preference of things, if the consumer product itself is a kind of attitude is good, and there is a demand for the products that will have a willingness to buy, at this time if external environmental conditions can also be the case with the consumer buying behavior will have to happen [8] [10].

Hence, we propose that:

H1. Brand awareness at Shanzhaiji cell phone has negative effect on purchase intention.

2.3. The Theory of Reasoned Action (Subjective Norms)

The Theory of Reasoned Action (TRA) is a model that finds its origins in the field of social psychology. This model developed by Fishbein & Ajzen [9] defines the links between beliefs, attitudes, norms, intentions, and behaviors of individuals.

According to this model, a person's behavior is determined by its behavioral intention to perform it. This intention is itself determined by the person's attitudes and his subjective norms towards the behavior. Subjective norms are defined as “the person's perception that most people who are important to him think he should or should not perform the behavior in question” [8].

According to TRA, the attitude of a person towards a behavior is determined by his beliefs on the consequences of this behavior, multiplied by his evaluation of these consequences. Beliefs are defined by the person's subjective probability that performing a particular behavior will produce specific results. This model therefore suggests that external stimuli influence attitudes by modifying the structure of the person's beliefs. Moreover, behavioral intention is also determined by the subjective norms that are themselves determined by the normative beliefs of an individual and by his motivation to comply to the norms.

To better further explain and predict behavior, Fishbein's behavioral intention model as the main structure, adding demographic variables, the target's attitudes and personality traits and other external variables of the impact of proposed forecasting behavior of the attitude of the antecedent variables are behavioral beliefs and beliefs of the concept of assessing intensity, that is, The Theory of Reasoned Action

Theory of Reasoned Action In order to link behavior and attitudes and subjective norms and other potential causes, therefore, is often used to explain the “attitude” and

“behavior” relationship between human behavior and predict the research.

The following description is hereby divided as follows:

2.3.1. Behavioral Intentions

Behavioral intention is that individuals want to engage in a particular behavior of the subjective probability [12]. In the absence of other specific environmental factors affect individual behavior plan, the individual's intention to engage in the behavior of the stronger, the more likely his behalf to engage in the behavior. As the behavior intentions and actual behavior has a very strong direct relationship, and therefore an alternative behavior intended to measure the actual future behavior [13].

2.3.2. Attitude Toward Behavior

Attitude is an individual of a particular behavior that hold positive or negative evaluation [13] [14]. Attitudes can be divided into two kinds: (1) attitude toward the behavior: refers to the individual's behavior held attitudes. (2) attitude toward the object. Attitude is a person to person, and things or behaviors that hold positive or negative evaluation, including “good malignant,” “bad,” “pros and cons of” feeling [14]. Things attitudes and behavior no direct relationship, on the contrary, the behavior of the attitudes and behavior of the occurrence of a significant direct relationship; also is to say, when someone of a behavior hold the attitude more positive, then the intent of engaging in the behavior will be stronger.

Meanwhile, if attitudes and behavior are more concrete, more specific, the two are inter-related degree, the more obvious; Therefore, we can by measure individual behavior attitudes, future projections of individual willing to engage in the behavior of the intent.

2.3.3. Subjective Norms

Subjective norm refers to community or individual to engage in specific behaviors given pressure. This means that individuals perform a particular behavior too, felt the important others agree with his behavior or expected to be social pressure. Measure of subjective norm is determined by the individual “norms beliefs” and “motivation to comply” composed of the sum of the product [12] [15]. Its influence over different groups have different, depending on their degree of impact can be divided into “main groups” and “sub-groups”; Main group refers to often face to face interactive groups, may individuals have a “behavioral norms” impact of reference groups, while the second group refers to little or no face to face interaction of the group, may be individual behavior lead to “social norms” affect the other reference groups. Sometimes, attitude intention behavior can be determined; but sometimes behavior by the pressure of the social environment, than by the impact of personal attitudes, subjective norms affect individual behavior intended to lead [15].

2.3.4. Perceived Behavioral Control

Behavioral control on behalf of a person's cognitive

behavior easy to perform degree of beliefs [17] [18]. Ability, resources, opportunities, three factors, determines the individual can control the behavior of the executive's level. When the individual that the lack of ability, resources or opportunity to perform a behavior, or past experience make him perceptible to perform the behavior is difficult, even though the behavior support a positive attitude, not likely have a strong intention to perform the behavior.

Many behaviors can be controlled by the full force of the will; if Yu can not by their own behavior is controlled, then the control will force the prognosis is relatively weak, unable to control factors that would interfere with a person to perform the behavior of the ability. Therefore, if the individual cognitive behavioral is controlled and actual behavioral control is very close to, the cognitive behavioral control will directly affect the behavior [19].

That the main groups of individuals may have a “Subjective Norms” impact reference group, while the second group of individual behavior may lead to “Subjective Norms” affect the other reference groups. Sometimes, attitude intention behavior can be determined; but sometimes behavior by the pressure of the social environment, than by the impact of personal attitudes, subjective norms will affect the individual's behavior led the intention [17] [19]. Hence, we propose that:

H2. Subjective Norms is negative effect on purchase intention of Shanzhaiji cell phone.

2.4. Perceived Value

Perceived value a can be defined as: consumers receive and pay based on their perception, the overall effectiveness of the product evaluation. Perceived value is always used as the price and non price-related information in relation to the purchase intention of intervening variables [20]. The value is usually presented in two ways, not the means for customers to use the value of the product obtained is that the customer brings the company's interests. It is suggested five dimensions, including social, emotional, functional, epistemic and conditional value and considers these dimensions provide various contributions in distinct choice conditions [21].

Measure for the perceived value of academic research most of the emphasis being given to the customer for products perceived value of the measure. Some researches [20] [21] serve as the consideration of the cognitive dimensions, proposed services and the perceived value of the measure after finishing the literature to derive post-experience perceived value in the service choice process, that the perceived value of a product resulting from the word of mouth, resulting in service quality perception, and purchase of service experience, resulting in repeat purchase intention.

Because people in Taiwan to obtain information about Shanzhaiji cell phone information to the general not easy, so when consumers want to know cell phone firms will often via the Internet to information obtained is usually described by the relevant mobile sites or web forums, and friends word of mouth to learn about the cottage phone support information.

That consumers' buying behavior is mainly affected by the

impact of five kinds of value dimensions, including the functional value, social value, emotional value, perceived value and the value of such situations [20]. Hence, we propose that:

H3. The word of mouth of Shanzhaiji cell phone has positive effect on perceived value.

According to market research consultant 2005/11, creating inter-city “status of Taiwanese cell phone use survey” for the findings of the basic functions of cell phones to “phone features a lot of” accounted for the highest proportion of visible people want to be able to enjoy more services through cell phones [1] [2], the present study is the cottage phone lock function to do the research subject and word of mouth, the main function is to emphasize the cell phone firms are different from genuine handsets have features, but the unique Special product functions [3]. Hence, we propose that:

H4. The function of Shanzhaiji cell phone has positive effect on perceived value.

2.5. Purchase Intention

Prior to purchasing, consumers begin by collecting product information based on personal experience and external environment. When the amount of information reaches a certain level, consumers then start the assessment and evaluation process, and make a purchase decision after comparison and judgment. Therefore, purchase intention is often used to analyze consumer behavior in related studies. The so-called purchase intention means a subjective inclination consumers have towards a certain product, and has been proven to be a key factor to predict consumer behavior [17] [19].

Purchase Intentions is that consumers are willing to buy the product possibilities. Consumers perceived quality and perceived value will further generate purchase intention, and will usually depend on consumers' purchase benefits arising from their perception and value [17] [20] [21] [22].

With the many features of the phone, will allow people usually will not be bored. People demand for phone functions, making the phone more and more progress in this invention. As more and more cell phone features, resulting in more people to buy cell phones. In addition to phone calls, there are like MP3, camera, Internet access and other advanced features. When purchasing a phone, a variety of features to provide consumers with more choices.

When the customer for the more complex, the lack of objective product evaluation criteria, the message will usually ask reputation as an important buying decision based on the reference. In life, as long as they have a cell phone more convenient [20] [21]. Taiwanese replacement desire to redeem the new machine's budget, and not very high, past surveys indicate that more than half of the people of Taiwan more than two years get a new phone. But years ago, due to technological advances and innovative applications arising from camera phones and music phones, technologies, combined with successful marketing and a big wave of replacement. Enhance the functionality of the cell phone must also take into account the price. Consumers are generally are based on “price” as a priority. The phone's “performance and quality” is also a consumer focus, and the

third is the “appearance or weight.”

And looking at previous research results, the priority for consumers to choose cell phone features nothing more than elements. Price and appearance, etc., and the price is often the first priority of the factors that most consumers, the price factor in this study to excluded, and therefore this study is the cottage phone lock function to do the research subject and word of mouth, the main function is to emphasize the cell phone firms are different from genuine handsets have features, but the Special product functions unique

That kind of attitude is a target for consumer preference of things, if the consumer product itself is a kind of attitude is good, and there is a demand for the products that will have a willingness to buy, this If the external environmental conditions when you can with the circumstances, consumers will have the appearance of buying behavior [20] [21].

That perceived value is defined as: consumers receive and pay based on their perception, the overall effectiveness of the product evaluation [19]. Hence, we propose that:

H5. Perceived Value has positive effect on purchase intention.

3. Method

3.1. Study 1

The framework includes explore consumer brand awareness and subjective norms to be affected of consumer willingness to do a comparison. The conceptual framework is shown Figure 1:

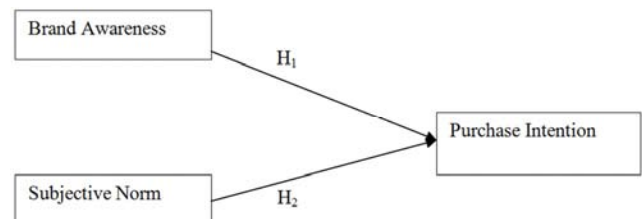


Figure 1. The Conceptual Framework of brand awareness and subjective norms to be affected of consumer willingness to do a comparison.

3.2. Study 2

A 2 (a good word of mouth or bad word of mouth) \times 2 (normal functions or Special product functions) independent groups factorial design was used.

Consistent with past research [8] [20] [21], measuring the dependent variable is considered word of mouth (good word of mouth, bad word of mouth), phone functions (general function, Special product functions) and purchase intention.

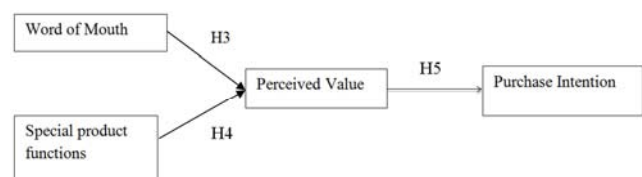


Figure 2. The Conceptual Framework of word of mouth and Special product functions to be affected by the perceived value of consumer willingness to do a comparison.

3.3. Measures

Scales for measuring respondent perceptions were obtained from previous studies and carefully adapted to conform to the scenarios. All questionnaire items were measured using a seven point Likert scale (1 = strongly disagree, 7 = strongly agree) to avoid respondents inclining to response central answer.

4. Conclusion

According to the results of experiment and data through the appropriate statistical analysis, we can understand why consumers choose to buy Shanzhaiji cell phone.

Consumer buying behavior may not reflect the reaction of subjective norm if the people around the customer are using a Shanzhaiji cell phone and they strongly recommend him to use what they are using because of its handiness.

The goal of this paper is to investigate the consumer purchase intention of Shanzhaiji phones. These results can provide the cell phone manager to make the strategy at competitive brands. Future research can explore the different types at Shanzhaiji and their influence of consumers.

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