CONSUMER BEHAVIOR TOWARDS DIGITAL SINGLE-LENS REFLEX (DSLR) CAMERAS

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CONSUMER BEHAVIOR TOWARDS DIGITAL SINGLE-LENS REFLEX (DSLR) CAMERAS

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ABSTRACT

This independent study is study about Consumer Behavior towards Digital Single-Lens Reflex (SLR) Camera. This study is study about the different of demographic data have different of consumer behavior of Digital SLR camera. In addition to the study, this study also study about the marketing mix in marketing factors have the relationship with consumer behavior of Digital SLR camera.

The research analyze with primary data from the 400 respondents who own Digital SLR camera in Bangkok area who responded to the structured questionnaire.

From the findings of this study, researcher found that there is 2 Digital SLR camera's brand which have significant different market share with other brand which are Canon and Nikon. Regarding to the demographic data in dimension of gender, age, education, occupation and monthly income of the respondent have the different consumer behavior of Digital SLR camera. In addition, distribution factor is only one factor that has relationship with consumer behavior of Digital SLR camera in the way that consumer choose the brand of camera. For other factors; product factor, price factor, and promotion factor have no relationship with the consumer behavior of Digital SLR camera. Additionally, internet become an important key to deliver the message to consumer because from the findings researcher found that internet is the source of information that people find information the most, and also become the media that can influence consumer of Digital SLR camera the most.

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CHAPTER 1

INTRODUCTION

Background

Photography is one of the hobbies of people. There are some types of digital camera. A digital Single-Lens Reflex (SLR) camera is one of the types in digital camera categories. Digital SLR began emerge to emerge in the early 1990s, but become popular after the turn of the century (pcmag.com). Shipments of Digital SLR camera from Japan in the year 2008 were counted as 525.4 billions of yen and the number were increasing every year (Nikon Fact Book, 2009 p.13). In addition, in third quarter of 2008, 44 percent of the shipments were Digital SLR camera, and 17 percent were shipped to Asia and other areas. (Nikon Fact Book, 2009 p.13)

The Digital SLR camera is used for the professional photography. The National Aeronautics and Space Administration (NASA) use D3S Digital SLR Camera and Interchangeable Lenses from Nikon (Nikon-asia.com). In addition, people are using Digital SLR cameras to shoot in many ceremonies such as, wedding ceremony, and graduation ceremony.

There are 2 giant companies who dominate Digital SLR Camera which are Nikon and Canon. In the year 2008, in Japan, Nikon and Canon have share of 39% for each as shipment units, while the Sony who stand on the third place has only 8.5% very far from the 2 giants (digitalphotographywriter.com).

There are also lines of Digital SLR products in Thai market. The prices of Digital camera in Thai are in range between 22,990 THB to 270,000 THB (fotofile.net). The product lines cover from beginner to the professional photographer.

There should be some factors that the consumers consider before buy every product. This research examines the factors that have an impact for the consumer selection of the Digital SLR camera.

Statement of Problem

There are some of marketing factors that have effect the consumer behaviors. Marketing orientation required more sophisticated tools to understand consumers and what products or services will satisfy them (Blackwell Miniard Engel 2006 P.19) The Digital SLR cameras in the market have different in features of the product. Not only about product's features, the service and pricing are used as strategies for manufacturers to compete in the market. The marketer of Digital SLR camera also needs to achieve the goal of marketing which is to connect the organization to its customers (Farrell & Hartline 2008, p.7). This research examines the marketing factors that have impact on consumer decision making.

Intention and Reason for Study

In Thai market, there are strong competitions in many industries. Digital SLR camera is one of the electronics consumer products that we can see the growth potential. Since the technology is moving very fast, the price of Digital SLR cameras become cheaper everyday. Research has intention to conduct the research to help manufacturers to understand consumer behavior of Digital SLR camera

Research Objectives

This research has objectives to study the marketing factors that have effect with the consumer behavior of Digital SLR camera to help the Digital SLR camera manufacturer understand more of their customers. Then, they can use the marketing factors to consider the marketing strategy to gain market share

Major Research Question: Sub-question development

Major research question:

1. How do marketing strategies and individual factor affect the consumer behavior of

   Digital SLR cameras?

Sub-question Development

1. The different of demographics of consumer have different consumer behavior of Digital SLR camera?
2. In what ways do consumer response to the marketing strategies of the Digital SLR camera companies?

Assumptions

The assumptions of the research are as follow:

1. All respondents used for this research answer truthfully.
2. The statistical techniques and methods used for collecting the data were valid for this research only

Scope of Research

This research examines the consumers of Digital SLR camera buying behavior. The sample is focusing only with who are using Digital SLR camera. The method of research is using questionnaire and the period of the research is the first quarter of the year 2010

Benefits of Research

As from the background, it showed that Digital SLR camera industry has significant portion in the digital camera industry. There are also number of manufacturers who compete in this market, such as Nikon, Canon, Sony, and Olympus. The research of buying behavior will help the manufacturer can understand more of the consumer need.

Limitations of Research

This research data limited to collect the data with consumers who already own the Digital SLR cameras only. Due the time and location of the research is limit, the data collect within Bangkok Area only which is the metropolitan, the data are not represent for all location that Digital SLR cameras available.

CHAPTER 2

LITURATURE REVIEW

In this chapter, this research provides review of the concepts and theories of consumer behavior and marketing strategies as below:

2.1 Consumer Behavior

2.1.1 Consumer Behavior Definition

2.1.2 Consumer Buying Process

2.2 Demographic Segmentation

2.3 Marketing Mix

2.4 Digital SLR Camera Definition

2.1.1 Consumer Behavior Definition

The American Marketing Association defines consumer behavior as "the dynamic interaction of affect and cognition, behavior, and the environment by which human being conduct the exchange aspects of their lives" (Peter & Olson, 2005, p.5)

From the definition of consumer above, it shows that consumer behavior is dynamic. Consumer behavior is dynamic because of thinking, feeling, and actions of individual consumers, targeted consumer groups, and society at large are constantly changing (Peter & Olson, 2005 p.6). For example, when the season changes, consumer will need the different style of cloth to wear.

In addition, consumer behavior involves interactions among people's thinking, feelings, and actions, and the environment (Peter & Olson, 2005 p.8). For example, when the couple goes out to buy some clothes together, the comments from each other are influence the consumer to make the decision making.

The last key from definition is consumer behavior involves exchanges between human beings (Peter & Olson, 2005 p.9). For example, when the selling price of product increases, consumer's feeling about the product might change because of customer has to pay more but get the same value from the product.

2.1.2 Consumer Buying Process

When the consumer wants to buy some products there are some stages of the consumer buying process that may go through. In the reality consumer does not need to go through all stages every time.

The buying process begins when consumers recognize that hey have an unmet need (Ferrll & Hartline, 2008, p.152). Need recognition occurs when an individual sense a difference between what he or she perceives to be the ideal versus the actual state of affairs (Backwell Miniard Engel 2006, p.70).

After consumer has need recognition, the next step of consumer buying process is information search. Search may be internal, retrieving knowledge from memory or perhaps genetic tendencies or it may be external, collecting information from peers, family, and the market place (Backwell Miniard Engel 2006, p.74). After they search for information from the different sources they will have knowledge about the product in their choice.

Then, the process goes to the next step called evaluation of alternatives. In evaluating the alternative product or brand choices among the members of the evoked set, the consumer essentially translates his or her need into a want for a specific product or brand (Ferrll & Hartline, 2008, p.154).

After all alternatives evaluated, if every condition suit with the consumer, he or she forms an intention to purchase a particular product or brand (Ferrll & Hartline, 2008, p.152). A consumer may prefer one retailer but choose another because of a sale or a promotional even at a competitor's store (Backwell Miniard Engel 2006, p.82). Therefore, not only the right product will be purchased but also have to consider for price, promotion, and distribution channel to attract consumer to perform action at the store.

The last stage after purchase decision is called post purchase evaluation. In the post purchase stage, buyers will experience one of these four outcomes (Ferrll & Hartline, 2008, p.155). Delight: the product's performance greatly exceeds the buyer's expectations, satisfaction: the product's performance matches the buyer's expectations, dissatisfaction: the product's performance falls short of the buyer's expectations, and

cognitive dissonance (Postpurchase Doubt): the buyer is unsure of the product's performance relative to his or her expectations. (Ferrll & Hartline, 2008, p.155).

Every time that consumer goes through the state, consumer does not need to finish all of the stage. If have something interfere during the process, consumer might stop before the actual purchase perform. In addition, every time that consumer has to buy some product, consumer does not need to go through the all of the stages, at sometime consumer might skip some stages. For example, in the case of repeat order, consumer does not need to find more information about the product if have no other product that can effect the consumer intention.

Factors That Affect the Consumer Buying Process

There are some factors that can affect the consumer buying process. The numbers of factor affect the consumer buying process, including decision-making complexity, individual influences, social influences, and situational influences (Ferrll & Hartline, 2008, p.156).

Decision-making complexity is the primary reason why the buying process will vary across consumers and with the same consumer in different situations (Ferrell & Hartline, 2008, p.152). This factor often

2.2 Demographic Segmentation

Demographic segmentation is one of the ways to segment consumers. Demographic segmentation tends to be the most widely used basis for segmenting consumer markets because demographic information is widely available and relatively easy to measure (Farrell & Hartline, 2008, P.153, 154). There are keys of the demographic segmentation that can use to divide the consumers such as gender, age, income, and education (Ferrell & Hartline, 2008, P.172). Demographic analysis is also the analyzing method which useful in analyzing policy questions related to macromarketing, the aggregate performance of marketing in society (Blackwell, Miniard, Engel, 2006, P.236). The macromarketing can help to evaluates marketing from society's

perspective and seeks to understand the consequences of marketing actions and transactions in a society (Blackwell, Miniard, Engel, 2006, P.236).

2.3 Consumer Behavior and Marketing Strategy

A marketing strategy is the design, implementation, and control of a plan to influence exchanges to achieve organization objectives (Peter & Olsan 2005, p.12). Marketers have to try to understand consumer behavior to let them have a right marketing strategy to implement with the right consumer.

Product refers to something that buyers can acquire via exchange to satisfy a need or a want (Farrell & Hartline 2008, p186). In addition to that, product is as offerings, or the bundle of physical (tangible), service (intangible), and symbolic (perceptual) attributes designed to satisfy customers' needs and wants (Farrell & Hartline 2008, p186).

Price is usually defined as what the consumer must give up to purchase a product or services (Peter & Olsan 2005, p.458). The pricing strategies for goods and services are becoming increasingly challenging for many firms because of deregulation, informed buyers, intense global competition, slow growth in many market, and opportunity for firms to strengthen market position (Cravens & Piercy 2006, p.316)

Distribution and supply chain is essentially to get the product to the right place, at the right time, in the right quantities, at the lowest possible cost (Farrel & Hartline 2008, p.20). Customer will not be happy when they can not find the product on the shelf, but also the company does not want to have too huge stock for any product. Distribution and supply chain relationships are among the most important strategic decisions for many marketers (Farrel & Hartline 2008, p.255).

Promotion or integrated marketing communication (IMC) is the coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, personnel) (Farrel & Hartline 2008, p.20). Marketer develop promotions to communicate information about their products and to persuade consumer to buy them (Peter & Olsan 2005, p.424)

2.4 Digital SLR Cameras Definition

There are some type of cameras, the definition that can separate Digital SLR cameras to others is Ditital SLR cameras is a digital still image cameras that uses a single lens reflex (SLR) mechanism (pcmag.com)

The Digital SLR camera use with the interchangeable lens which is the glass or plastic elements that focus light onto analog film or a digital sensor in a still or video camera. Lens quality is just as important in digital cameras as it was in the Daguerreotype cameras in the 1800s (pcmag.com).

ISO is the international standard measurement of a camera's sensitivity to light (pcmag.com). Digital SLR Camera is different from film camera that have to change the film to get different ISO, with digital cameras, it can be changed by selecting a speed from the ISO menu, reconfiguring an electronic circuit that emulates film speed (pc.mag.com)

The size of digital photo is use as a pixel size. Pixel is the smallest addressable unit on a display screen or bitmapped image (pcmag.com)

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CHAPTER 3

RESEARCH METHODOLOGY

In this chapter overview of the research methodology which help for the study. This chapter also explain the majors research structure that conduct for this study.

3.1 Introduction

3.2 Literature Review – Methodology

3.3 Research Questions

3.4 Methods of Inquiry

3.5 Sampling Design

3.6 Surveys design development

3.7 Coding Structure

3.8 Reporting

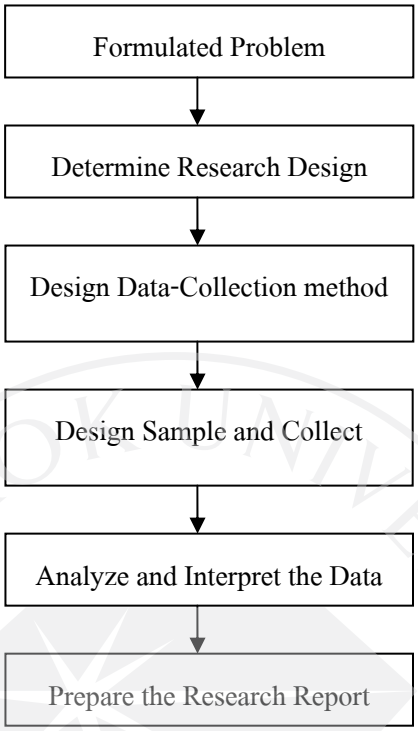
3.9 Statement of Method Used

3.1 Introduction

The American Marketing Association's (AMA) define marketing research is the function which links the consumer, customer, and public to the marketer through information---information used to identify and define marketing opportunities and problems: generate, refine, and evaluate marketing actions; monitor marketing performance; and improve our understanding of marketing as a process (Churchill, Iacobucci 2002, P.6)

Marketing research has the process that researchers have to follow to conduct their research. There are some stages that researchers have to go through as a following chart 3.1. The stages are that use in marketing research process is the sequence of activities and events that require to be addressed if a marketing research project is to provide information that is valuable to the marketing decision maker (Wilson 2003, p.20)

Figure 3.1 Relationship among the stages in the Research Process (Churchill, Iacobucci 2002, p.56)



3.2 Research Methodology

For the research, the research design serves as a master plan of the methods used to collect and analyze the data (Hair, Bush, & Ortinau, 2006, p.63). The research has to choose the research method to use with the research. They are 3 types of research designs: exploratory, descriptive, and casual (Hair, Bush, & Ortinau, 2006, p.63)

Exploratory research is the research that focus on collecting either secondary or primary data and using an unstructured format or informal procedures to interpret them (Hair, Bush, & Ortinau, 2006, p.63). Addition to that, exploratory research is used when the problem to be solved is broad or vague (Churchill & Brown 2004, p 41). Additionally, the exploratory research also has the absence of structure permits a thorough persuit of interesting ideas and clues about the problem situation (Aaker , Kumar, & Day 1999, p.73). For the research techniques that use in the exploratory

research might be focus-group interviews, in-depth interviews, and pilot studies (Hair, Bush, Ortinau, 2006, p.63).

Descriptive Research is the research that uses a ser of scientific methods and procedures to collect raw data and create data structures that describe the existing characteristics of a defined target population or market structure. (Hair, Bush, & Ortinau, 2006, p.63). For descriptive research, it can also use in purpose to provide an accurate snapshot of some aspect of the marketing environment (Aaker, Kumar, & Day, 1999, p.73). In addition, descriptive research designs are appropriate when the research objectives include determining the degree to which marketing variables are related to actual market phenomena (Hair, Bush, & Ortinau, 2006, p.63).

Casual Research is the research designed to collect raw data and create data structures and information that will allow the researcher to model cause and effect relationships between two or more market (or decision) variables (Hair, Bush, & Ortinau, 2006, p.63). In addition, sometimes, descriptive research is not sufficient, for all it can show is that two variables are related or associated (Aaker, Kumar, & Day, 1999, p.73). Then, causal research is most appropriate when the research objectives include the need to understand which decision variables (e.g.,.advertising) are the cause of the dependent phenomenon (e.g., sales) defined in the research problem. (Hair, Bush, & Ortinau, 2006, p.64).

3.3 Research Questions

Redefining the problem in to a research question is the most critical step in the marketing research process, because how the research problem is defined greatly influences all of the remaining research steps (Hair, Bush, & Ortinau, 2006, p.60). In addition, the research question asks wht specific information is required to achieve the research purpose (Aaker, Kumar, & Day, 1999, p.73). For the research question, sometimes the researcher can select a major objective and some supporting objectives (Aaker, Kumar, & Day, 1999, p.73).

3.4 Method of Inquiry

Qualitative Research is research designed primarily for exploratory purposes (Aaker, Kumar, & Day, 1999, p.763). In addition qualitative data will be collect in most of exploratory research projects (Hair, Bush, & Ortinau, 2006, p.174). Qualitative research also be able to gain preliminary insights into research problems (Hair, Bush, & Ortinau, 2006, p.173).

Quantitative Research is the research that places heavy emphasis on using formalized standard questions and predetermined response options in questionnaires or surveys administered to large number of respondents (Hair, Bush, & Ortinau, 2006, p.171). The quantitative research is very popular in the marketing area because quantitative research is commonly associated with surveys or experiments and is considered to mainstay of the research industry for collecting marketing data (Hair, Bush, & Ortinau, 2006, p.171).

3.5 Sampling Design

Sampling is a selection of a small number of elements from a larger defined target group of elements and expecting that the information gathered from the small group will allow judgments to be made about the larger group (Hair, Bush, & Ortinau, 2006, p.308). Sample is not the population which the population is an identifiable group of elements of interest to researcher and pertinent of to the information problem (Hair, Bush, & Ortinau, 2006, p.308). In addition, sampling has to have a sampling frame which is the list of sampling units from which a sample will be drawn; the list could consist of geographic area, institutions, individuals, or other units (Churchill & Brown ,2004, p 400).

There are the two broad categories of sampling plans. The first one is probability sample which is a sample in which each target population element has a known, nonzero chance of being included in the sample (Churchill & Brown, 2004, p 403). The second one is nonprobability sample which a sample that relies on personal judgment in the element selection process and therefore prohibits estimating the

probability that any population element will be included in the sample. (Churchill & Brown, 2004, p 403).

Sampling size is also the critical issue for the research. The researcher must consider how precise the estimates must be and how much time and money are available to collect the required data, since data collection is generally one of the most expensive components of a study (Hair, Bush, & Ortinau, 2006, p.308).

3.6 Survey Development

Survey is one the method that very popular for the research methods. Survey research methods is research procedures for collecting large amounts of raw data using question-and-answer formats (Hair, Bush, & Ortinau, 2006, p.308). In addition, survey must be custom-built to the specification of given research purposes, and they are much more than a collection of unambiguous questions (Aaker, Kumar, & Day, 1999, p.306).

There are some steps to follow to develop a good questionnaire; (1) plan what to measure, (2) formulate questions to obtain the needed information, (3) decide on the order and wording of questions and on the layout of the questionnaire, (4) using a small sample, test the questionnaire for omissions and ambiguity, (5) correct the problem (and pretest again, if necessary) (Aaker, Kumar, & Day, 1999, p.306).

3.7 Coding Structure

Data coding involved grouping and assigning values to responses the questions on the survey instrument (Hair, Bush, Ortinau, 2006, p.308). Questionnaire design can help the coding a lot because well-planned and constructed questionnaire can reduce the amount of time spent on coding and increase the accuracy of the process if it is incorporated into the design of the questionnaire (Hair, Bush, & Ortinau, 2006, p.308).

In addition, coding the closed-ended question is the process that we can specify exactly how the responses are to be entered (Aaker, Kumar, & Day, 1999, p.440). Coding for open-ended question is different from the coding the closed-ended question. For the open-ended question, usually a lengthy list of possible responses is generated and

then each response is placed into one of the list items (Aaker, Kumar, & Day, 1999, p.440)

3.8 Reporting

After finish research, the researcher has to do for the report which has four primary objectives: (1) to effectively communicate the findings of the marketing research project, (2) to provide interpretations of those findings in the form of sound and logical recommendations, (3) to establish the credibility of the research project, and (4) to serve as a future reference document for strategic or tactical decision (Hair, Bush, & Ortinau, 2006, p.626).

3.9 Statement of Method Used

3.9.1 Research Methodology

This research used descriptive research method. The researcher used structured questionnaire to collect data from the respondents who is the consumer of Digital SLR cameras to understand the consumer behavior

3.9.2 Research Question

Major research question:

1. How do marketing strategies affect the consumer behavior of Digital SLR cameras?

Sub-question Development

1. Which of the marketing mix affect the most with the consumer behavior of Digital SLR cameras?

2. In what ways do consumer response to the marketing strategies of the Digital SLR camera companies?

1. What are main characteristic of the consumers of Digital SLR cameras in term of demographic?

3.9.3 Method of inquiry

This research used descriptive research which used primary data. Researcher used structured questionnaire and distribute questionnaire online. Researcher posted the

link of online questionnaire on the websites; facebook.com, twitter.com, pantip.com, iloveportrait.com, and multiply with the sentence that "would like to have person who owns Digital SLR camera and lives in Bangkok to response to the questionnaire". The questionnaire collected with the first come first collect. The questionnaire closed when the researcher got enough respondents responded to the questionnaire.

3.9.4 Sampling design

Population

This research population is the people who own the Digital SLR cameras themselves. The age of the population is start from 15 years old who which is count to be high school student because of study of using SLR camera class starts from high school. The population is only Bangkok people. The population size of this study is based on the number of the Digital SLR purchase in Thailand in year 2008 and 2009 to assume the number of people who own the Digital SLR cameras which is approximately 124,500 units (gotomanager.com).

Sampling Technique

This research used the probability sampling technique. The samples have not known before that they will be the sample. They have equally chance to respond to the questionnaire.

Sample Size

The researcher used Taro Yamane table (1967) to select the sample size for precision of ±5% at confidence level 95%. From the table the sample size of this research should be 400 samples. (See appendix A)

3.9.5 Survey development

This research uses the questionnaire to collect primary data. The questionnaire consists of 3 parts as follow:

Part 1 Demographic data which consist of the question about gender, age, education, occupation, and monthly income

Part 2 Consumer behavior data which consist of the question about the current Digital SLR camera (brand) that the respondent use, reason that respondent buy Digital SLR camera, method of purchase that respondent buy, place to buy camera, planning

time to buy camera, influence source of information to the respondent, media that has the most influence power to respondent, and person who has the most influence to respondent.

Part 3 Marketing factors: this part there are question about marketing mix factors that have effect with consumer behavior consist of product factors, price factors, distribution factors, and promotion factors.

3.9.6 Coding Structure

Table 1: Demographic Data

Variable	**Coding**
1. Gender	1= Male 2 = Female
2. Age	1 = 15-20 years old 2 = 21-25 years old 3 = 26-30 years old 4 = 31-35 years old 5 = 36-40 years old 6 = 41-45 years old 7 = 46-50 years old 8 = 51 years old up
3. Education	1 = High School, Diploma 2 = Bachelor Degree 3 = Master Degree 4 = Doctor of Philosophy
4. Occupation	1 = Government Officer, State Enterprise Employee 2 = Business Owners 3 = Private Company's Employee 4 = Student 5 = others:
5. Monthly Income	1 = below 10,000 Baht 2 = 10,001 – 20,000 Baht 3 = 20,001 – 30,000 Baht 4 = 30,001 – 40,000 Baht 5 = 40,001 – 50,000 Baht 6 = above 50,001 Baht

Table 2: Consumer Behavior Data

Variable	**Coding**
6. DSLR Camera's Brand	1 = Nikon 2 = Canon 3 = Sony 4 = Olympus 5 = Pentax 6 = Panasonics 7 = others:
7. Reason to buy Digital SLR Cameras	1=Use for job 2=Use for hobby 3=For Social Status among friends 4=Use to take photo for fun 5=Camera become old or damaged 6=Want to have a new technology camera 7=others
8. How do you purchase your Digital SLR Camera	1= Cash 2= Credit Card 3=Installment
9. Average price of Digital SLR Cameras that you prefer to buy (not including lens)	1 = below 20,000 Baht 2 = 20,001 – 30,000 Baht 3 = 30,001 – 40,000 Baht 4 = 40,001 – 50,000 Baht 5 = 50,001 – 60,000 Baht 6 = 60,001 - 70,00 Baht 7 = above 70,001 Baht
10. Where is the pace that you convenience to go to buy Digital SLR Camera?	1= IT department Store 2= Camera Store and IT Zone in Department Store 3= Distributor of Digital SLR Camera outside department Store 4= Discount Store 5= Camera Fair 6 = others
Variable	**Coding**
11. How long that you plan to and find information before buy Digital SLR camera	1= never have plan, buy immediately 2= with in 2 weeks 3= with in 1 month 4= with in 3 months 5= more than 3 months

(Contunue)

Table 2 (Continued): Consumer Behavior Data

Variable	**Coding**
12 What is the most influence source for you to buy Digital SLR Camera	1= Sales Person 2=Camera Fair 3= Recommend from other users 4= Internet 5= Camera Magazine 6= Brochures/Leaflet 7= Advertising 8= others
13. Which media has the most influence power for you to buy Digital SLR Camera	1=Television 2= Radio 3=Newspaper 4=Internet 5=Billboard 6=Brochures/leaflet 7= Camera Magazine 8=others
14.Which person or group of people has the most influenct power for you to buy Digital SLR Camera	1=Yourself 2=Reference group/presenter 3=family 4=Friends 5=Camera Professional 6=Sales Person

Part 3 Marketing Factors

From the Likert scale is an ordinary scale format that asks respondents to indicate the extent to which they agree or disagree with a series of mental belief or behavior belief statements about a given object. (Hair, Bush, & Ortinau, 2006, p.393).

For the meaning of the average score, researcher define as 5 level, and each level have the same wide which is 0.8 calculate from

$$\text{Wide of level} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Level}}$$

$$= (5-1)/5$$

$$= 0.8$$

From the above the score, interval mean and meaning will be as the table below

Table 3: Table of interval mean and meaning

Score	Interval Mean	Meaning
5	4.21-5.00	Strongly Important
4	3.41-4.20	Important
3	2.61-3.40	Normal
2	1.81-2.60	Less Important
1	1.00-1.80	Least Important

Conclusion

For this chapter, the researcher reviews the research theory and also important part of the research element for conduct the research. After literature review, the researcher also selected the element that researcher use with the study of Digital SLR camera

This research is quantitative research which collects primary data by use questionnaire that posted online to collect data. The raw data of questionnaire put in the program Statistical Package for the Social Sciences program (SPSS) version 13.0 for data analysis.

CHAPTER 4

DATA PRESENTATION

In this chapter, researcher presents the data that researcher collect from the 400 respondents to study consumer behavior towards Digital SLR camera. The results will divided to be 4 big parts as follow

4.1 Demographic data of respondents

4.2 Consumer behavior data of respondents

4.3 Marketing factors

Table 4.1: Gender of Respondents

Gender	No. of respondents	Percentage
Male	340	85
Female	60	15
Total	**400**	**100**

From the table 4.1, we found that from 400 respondents, most of respondents are male; 340 respondents which is 85%, and the less are female; 60 respondents which is 15%.

Table 4.2: Age of Respondents

Age	No. of respondents	Percentage
15-20 years old	30	7.5
21-25 years old	94	23.5
26-30 years old	132	33.0
31-35 years old	70	17.5
36-40 years old	41	10.3
41-45 years old	23	5.5

(Continue)

Table 4.2 (Continued): Age of Respondents

Age	No. of respondents	Percentage
46-50 years old	5	1.3
50 years old up	6	1.5
Total	**400**	**100**

From the table, majority of respondents is in the age range of 26-30 years old; 132 respondents 33.0%. Next by order are 21-25 years old; 94 respondents 23.5%, 31-35 years old; 70 respondents 17.5%, 36-40 years old; 41 respondents 10.3%, 15-20 years old; 30 respondents 7.5%, 41-45 years old; 23 respondents 5.5%, 50 years old up; 6 respondents 1.5%,and 46-50 years old; 5 respondents 1.3%.

Table 4.3: Education of Respondents

Education	No. of respondents	Percentage
High School, Diploma	22	5.5
Bachelor Degree	273	68.3
Master Degree	101	25.3
Doctor of Philosophy	4	1.0
Total	**400**	**100**

From table, majority of respondents has Bachelor Degree education; 273 respondents 68.3%. Next by order are Master Degree; 101 respondents 25.3%, High School, Diploma; 22 respondents 5.5%, and Doctor of Philosophy; 4 respondents 1.0%.

Table 4.4: Occupation of Respondents

Occupation	No. of respondents	Percentage
Government Officer, State Enterprise Employee	51	12.8

(Continued)

Table 4.4 (Continued): Occupation of Respondents

Occupation	No. of respondent	Percentage
Business Owner's	68	17.0
Private Company's Employee	202	50.5
Student	68	17.0
Others	11	2.8
Total	**400**	**100**

From the table, majority of respondents has occupation as Private Company's Employee; 202 respondents 50.5%. Next by order are Business Owner's; 68 respondents 17.0%, Student; 68 respondents 17.0%, Government Officer, State Enterprise Employee 51 respondents 12.8%, and 11 others 2.8% which consist of 7 Free lance photographers, 2 Architectures, 1 Part time employee, 1 Animal Doctor, and 1 Unemployed.

Table 4.5: Monthly Income of Respondents

Monthly Incomes	No. of respondents	Percentage
Below 10,000 Baht	68	17.0
10,000 – 20,000 Baht	121	30.3
20,001 – 30,000 Baht	68	17.0
30,001 – 40,000 Baht	42	10.5
40,001 – 50,000 Baht	35	8.8
Above 50,001	66	16.5
Total	**400**	**100**

From the table, majority of respondents has monthly income in rage of 10,000-20,000 Baht; 121 respondents 30.3%. Next by order are below 10,000 Baht; 68 respondents 17%, 20,001-30,000 Baht; 68 respondents 17%, above 50,001 Baht; respondents 16.5%, 30,001-40,000 Baht; 42 respondents 10.5%, and 40,001-50,000 Baht; 35 respondents 8.8%.

Table 4.6: Current Digital SLR cameras' brand of Respondents

Brand	No. of respondents	Percentage
Nikon	126	31.5
Canon	195	48.8
Sony	16	4.0
Olympus	5	1.3
Pentax	56	14.0
Panasonics	0	0.0
Others	2	0.5
Total	**400**	**100**

From the table, majority of respondents is own Canon Digital SLR camera; 195 respondents 48.8%. Next by order are Nikon; 126 respondents 31.5%, Pentax; 56 respondents 14.0%, Sony; 16 respondents 4.0%, Olympus; 16 respondents 1.3%, and others; 2 respondents 0.5% which consist of 2 respondent respond for Fujifilm

Table 4.7: The Reason that the Sample buy Digital SLR Camera of Respondents

Reason to buy Digital SLR Camera	No. of respondents	Percentage
Use for Job	32	8.0
Use for Hobby	272	68
For social status among friends	1	0.3
Use to take photo for fun	80	20
Camera become old or damaged	1	0.3
Want to have new technology camera	8	2.0
Others	6	1.5
Total	**400**	**100**

From the table, majority of respondents is use for hobby; 272 respondents 68%. Next by order are use to take photo for fun; 80 respondents 20%, use for job; 32

respondents 8.0%, want to have new technology camera; 8 respondents 2.0%, others; 6 respondents 1.5% which consist of use for study 2, want to have camera that response to the own style 2, DSLR make photo has dimension 1, Like 1, for social status among friends; 1 respondent 0.3%, and camera become old or damaged; 1 respondent 0.3%.

Table 4.8: How do the respondents buy Digital SLR Camera?

How to Buy Digital SLR Camera	No. of respondents	Percentage
Cash	260	65.0
Credit Card	88	22.0
Installment	52	13.0
Total	**400**	**100**

From the table, majority of respondents is buy Digital SLR camera by cash; 260 respondents 65%. Next by order are credit card; 88 respondents 22%, and installment; 52 respondents 13.0%

Table 4.9 Average Price of Digital SLR Camera that the Respondents Prefer to Buy (Not Including Lens)

Price	No. of respondents	Percentage
Below 20,000	40	10.0
20,001 – 30,000 Baht	164	41.0
30,001 – 40,000 Baht	93	23.3
40,001 – 50,000 Baht	45	11.3
50,001 – 60,000 Baht	12	3.0
60,001 – 70,000 Baht	10	2.5
Above 70,001	36	9.0
Total	**400**	**100**

From the table, majority of respondents prefers to buy camera around the price of 20,001-30,000 Baht; 164 respondents; 41.0%. Next by order are, 30,001-40,000 Baht; 93 respondents 23.3%, 40,001-50,000 Baht; 45 respondents 11.3%, below 20,000 Baht; 40 respondents 10.0%, above 70,001 Baht; 36 respondents 9,0%, 50,001-60,000 Baht; 12 respondents 3.0%, and 60,001-70,000 Baht; 10 respondents 2.5%.

Table 4.10 The Place that the Respondents Choose to Buy Digital SLR Camera

Place	**No. of respondents**	**Percentage**
IT Department Store, for example: Pantip Plaza	93	23.3
Camera Store and IT Zone in Department Store, for example: Power Buy, Big Camera	143	35.8
Distributor of Digital SLR camera outside department store	138	34.5
Discount Store, for example: Lotus, Carrefour	0	0
Camera Fair	17	4.3
Others	9	2.3
Total	**400**	**100**

From the table, majority of respondents prefers to buy camera at camera store and IT zone in department store; 143 respondents 35.8%. Next by order are distributors of Digital SLR camera outside department store; 138 respondents 34.5%, IT department store; 93 respondents 23.3%, Camera fair; 17 respondents 4.3%, and other; 9 respondents 2.3% which consist of purchase online 7, buy second hand from other person 2.

Table 4.11 Planning and Information Search Time before Buy Digital SLR Camera

Time	No. of respondents	Percentage
never have plan, buy immediately	13	3.3
with in 2 weeks	54	13.5
with in 1 month	147	36.8
with in 3 months	71	17.8
more than 3 months	115	28.8
Total	**400**	**100**

From the table, majority of respondents use time for planning to buy Digital SLR camera with in 1 month; 147 respondents 36.8%. Next by order are more than 3 months; 155 respondents 28.8%, with in 3 months; 71 respondents 17.8%, with in 2 weeks; 52 respondents 13.5%, and never have plan, buy immediately; 13 respondents 3.3%.

Table 4.12 The Most Influence source for the Respondents to Buy Digital SLR Camera

Source	No. of respondents	Percentage
Sales Person	6	1.5
Camera Fair	2	0.5
Recommend from other Users	62	15.5
Internet	311	77.8
Camera Magazine	13	3.3
Brochures / Leaflet	3	0.8
Advertising (e.g. television, radio)	1	0.3
Others	2	0.5
Total	**400**	**100**

From the table, majority of respondents has internet as influence source; 311 respondents 77.8%. Next by order are recommend from other users; 62 respondents 15.5%, Camera magazine; 13 respondents 3.3%, Sales person;

Table 4.13 Media that has the most influence power for the respondents to buy Digital SLR Camera

Media	No. of respondents	Percentage
Television	6	1.5
Radio	0	0.0
Newspaper	0	0.0
Internet	349	87.3
Billboard	0	0.0
Brochure / Leaflet	7	1.8
Camera Magazine	38	9.5
Others	0	0.0
Total	**400**	**100**

From the table, majority of respondents chose internet; 349 respondents 87.3%. Next by order are camera magazine; 38 respondents 9.5%, brochure/leaflet; 7 respondents 1.8%, and television; 6 respondents 1.5%.

Table 4.14 The person who has the most influence power to the sample to buy Digital SLR camera.

Source	No. of respondents	Percentage
Yourself	247	61.8
Reference group/ presenter	1	0.3
Source	**No. of respondents**	**Percentage**
Family	10	2.5
Friend	59	14.8
Camera professional	81	20.3
Sales person	2	0.5
Total	**400**	**100**

From the table, majority of respondents chose respondent's self as the most influence power person; 247 respondents 61.8%. Next by order are camera professional; 81 respondents 20.3%, friends; 59 respondents 20.3%, family; 10 respondents 14.8%, Sales person; 2 respondents 0.5%, and reference group/presenter 1 respondent 0.3%.

4.3 Marketing Factors

Table 4.15 Product Factors

Product Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Build Quality	131 (32.8)	227 (56.8)	42 (10.5)	0 (0.0)	0 (0.0)	0.620	4.22 Strongly Imp.
Ergonomics & handling	124 (31.3)	222 (55.5)	49 (12.3)	5 (1.3)	0 (0.0)	0.676	4.16 Important
Pixel Size	53 (13.3)	176 (44.0)	143 (35.8)	20 (5.0)	8 (2.0)	0.851	3.62 Important
High-Low ISO Performance	82 (20.5)	204 (51.0)	103 (25.8)	9 (2.3)	2 (0.5)	0.766	3.89 Important
Product Factor	Strongly Important	Important	Normal	Less Important	Least Important	Std. Deviation	Average
Focus Point	46 (11.5)	161 (40.3)	158 (39.5)	24 (6.0)	11 (2.8)	0.876	3.52 Important
Image Quality	243 (60.8)	139 (34.8)	17 (4.5)	1 (0.3)	0 (0.0)	0.589	4.56 Strongly Imp.
Function	99 (24.8)	233 (58.3)	65 (16.3)	2 (0.5)	1 (0.3)	0.670	4.07 Important

(Continued)

Table 4.15 (Continue): Product Factors

Product Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Accessories	42 (10.5)	133 (33.3)	191 (47.8)	25 (6.3)	9 (2.3)	0.847	3.44 Important
Design of Camera	37 (9.3)	147 (36.8)	164 (41.0)	32 (8.0)	20 (5.0)	0.939	3.37 Normal
Reputation and image of the Brand	84 (21.0)	156 (39.0)	126 (31.5)	25 (6.3)	9 (2.3)	0.944	3.70 Important
Additional Function (e.g. Video Record)	35 (8.8)	84 (21.0)	149 (37.3)	81 (20.3)	51 (12.8)	1.127	2.93 Normal
Total							3.77 Important

From the table, respondents give important for the product factor which has the overall important rate to the Digital SLR camera consumer behavior in Bangkok area as important; average 3.77

The factors that have average point as strongly important rate are image quality has the average point of 4.56, and built quality has the average point of 4.22, Ergonomics & handling has the average point of 4.16, and function has the average point of 4.07.

The factors that have average point as important rate are Ergonomics & handling has the average point of 4.16, and function has the average point of 4.07. Hi-Low ISO performance has the average point of 3.89, reputation and image of brand has the average point of 3.70, pixel size has the average point of 3.62, focus point has the average point of 3.52, accessories has the average point of 3.44.

The factors that have average point as normal are design of camera has the average points of 3.37, additional function which has the average point of 2.93.

Table 4.16: Price Factor

Price Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Value for money	203 (50.8)	177 (44.3)	19 (4.8)	0 0.0	1 (0.3)	0.599	4.46 Strongly Imp.
Resale Price	24 (6.0)	105 (26.3)	145 (36.3)	79 (19.8)	47 (11.8)	1.082	2.95 Normal
Can use Credit Card to Buy	41 (10.3)	86 (21.5)	113 (28.3)	73 (18.3)	87 (21.8)	1.282	2.80 Normal
Interest rate of installment	40 (10.0)	68 (17.0)	105 (26.3)	73 (18.3)	114 (28.5)	1.323	2.62 Normal
Price Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Length of installment	38 (9.5)	66 (16.5)	107 (26.8)	74 (18.5)	115 (28.8)	1.312	2.60 Less Imp.
Maintenance and repairing cost	91 (22.8)	131 (32.8)	123 (30.8)	37 (9.3)	18 (4.5)	1.074	3.60 Important
Total							3.17 Normal

From the table, respondents give important for the price factor which has the overall important rate to the Digital SLR camera consumer behavior in Bangkok area as normal; average 3.17

The factors that have average point as strongly important rate is value of money which has the average point of 4.46

The factors that have average point as important is maintenance and repairing cost which has the average point of 3.60

The factor that has average point as normal are resale price has the average point of 2.95, can use credit card to buy has the average point of 2.80, interest rate of installment has average point of 2.62, and length of installment has average point of 2.60

The factors that have average point as important is length of installment has average point of 2.60

Table 4.17: Distribution Factors

Distribution Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Number of service center/store	87 (21.8)	174 (43.5)	107 (26.8)	22 (5.5)	10 (2.5)	0.936	3.77 Important
Distance of service center/store	65 (16.3)	167 (41.8)	125 (31.3)	27 (6.8)	16 (4.0)	0.971	3.60 Important
Speed of service of service center/store	132 (33.0)	161 (40.3)	83 (20.8)	17 (4.3)	7 (1.8)	0.931	3.99 Important

(Continued)

Table 4.17 (Continued) : Distribution Factors

Distribution Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Appearance of service center/store	84 (21.0)	162 (40.5)	117 (29.3)	31 (7.8)	6 (1.5)	0.933	3.72 Important
Reputation of service center/store	115 (28.8)	163 (40.8)	96 (24.0)	20 (5.0)	6 (1.5)	0.925	3.90 Important
Total							3.80 Important

From the table, respondents give important for the distribution factor which has the overall important rate to the Digital SLR camera consumer behavior in Bangkok area as important; average 3.80

The factors that have average point as important are speed of service center/store has the average point of 3.99, reputation of service/store has the average point of 3.90, number of service center/store has the average point of 3.77, appearance of service center/store has the average point of 3.72, and distance of service center/store has the average point of 3.60.

Table 4.18 Promotion Factor

Promotion Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Booth in camera fair and other activities	28 (7.0)	118 (29.5)	182 (45.5)	55 (13.8)	17 (4.3)	0.916	3.21 Normal

(Continued)

Table 4.18 Promotion Factor

Promotion Factor	Important					Std. Deviation	Average
	Strongly Important	Importnat	Normal	Less Important	Least Important		
Advertising in medias	29 (7.3)	93 (23.3)	198 (49.5)	58 (14.5)	22 (5.5)	0.935	3.12 Normal
Premium gift	59 (14.8)	114 (28.5)	149 (37.3)	53 (13.3)	25 (6.3)	1.075	3.32 Normal
Cash discount center/store	130 (32.5)	141 (35.3)	95 (23.8)	32 (8.0)	2 (0.5)	0.960	3.91 Important
Sales person service	119 (29.8)	186 (46.5)	73 (18.3)	18 (4.5)	4 (1.0)	0.867	4.00 Important
After sales service	197 (49.3)	139 (34.8)	50 (12.5)	13 (3.3)	1 (0.3)	0.827	4.30 Strongly Imp.
The length of warrantee	188 (47.0)	148 (37.0)	54 (13.5)	9 (2.3)	1 (0.3)	0.800	4.28 Strongly Imp.
Total							3.73 Important

From the table, respondents give important for the promotion factor which has the overall important rate to the Digital SLR camera consumer behavior in Bangkok area as important; average 3.73

The factors that have average point as strongly important rate are after sales service has the average point of 4.30, and the length of warrantee has the average point of 4.28

The factors that have average point as important are sales person service has the average point of 4.00, and cash discount has the average point of 3.91

The factors that have average point as normal are premium gift has the average point of 3.32, booth in camera fair and activities has the average point of 3.21, and advertising in medias has the average point of 3.12.

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CHAPTER 5
DATA ANALYSIS

In this part, researcher analyze the data to compare between the factors that have the effect on consumer behavior of Digital SLR Camera

5.1 The different of individual; factor gender, age, education, occupation, and monthly income has different consumer behavior.

5.2 Marketing factors; product factor, price factor, distribution factor, and promotion factor have relationship with consumer behavior.

Table 5.1 Gender

					t-test for Equality of Means	
	Gender	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Current Camera	Male	340	2.26	1.352	2.305	.022
	Female	60	1.83	1.107		
Reason to Buy DSLR Cameras	Male	340	2.41	1.100	-3.259	.001
	Female	60	2.93	1.436		
Purchase Method	Male	340	1.48	.714	-.039	.969
	Female	60	1.48	.725		
Average Price that Consumer Prefer to Buy	Male	340	3.01	1.620	.242	.809
	Female	60	2.95	1.808		
Place to buy DLSR	Male	340	2.34	1.064	.228	.819
	Female	60	2.30	1.306		

(Continue)

Table 5.1 (Continue): Gender

					t-test for Equality of Means	
	Gender	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Planning Time	Male	340	3.54	1.160	-.597	.551
	Female	60	3.63	.991		
Influence Source	Male	340	3.89	.643	2.057	.040
	Female	60	3.70	.830		
Media Influence	Male	340	4.30	.940	1.199	.231
	Female	60	4.13	1.255		

* significance level as 0.05

From the table, consumers which has different gender have different consumer behavior of the current camera that they own, reason to buy camera, influence source, and person that has influence for them to buy Digital SLR camera with significance level as 0.05

Table 5.2: Ages

Consumer Behavior of Digital SLR Camera		Sum of Squares	df	Mean Square	F	Sig.
Current Camera	Between Groups	22.470	7	3.210	1.855	.076
	Within Groups	678.320	392	1.730		
	Total	700.790	399			
Reason to Buy DSLR Cameras	Between Groups	13.473	7	1.925	1.417	.197
	Within Groups	532.437	392	1.358		
	Total	545.910	399			

(Continued)

Table 5.2 (Continued): Ages

Consumer Behavior of Digital SLR Camera		Sum of Squares	df	Mean Square	F	Sig.
Purchase Method	Between Groups	7.289	7	1.041	2.077	.045
	Within Groups	196.551	392	.501		
	Total	203.840	399			
Consumer Behavior of Digital SLR Camera		Sum of Squares	df	Mean Square	F	Sig.
Average Price that Consumer Prefer to Buy	Between Groups	73.386		10.484	4.071	.000
	Within Groups	1009.611	392	2.576		
	Total	1082.998	399			
Place to buy DLSR	Between Groups	9.425	7	1.346	1.111	.355
	Within Groups	475.015	392	1.212		
	Total	484.440	399			
Planning Time	Between Groups	14.405	7	2.058	1.612	.130
	Within Groups	500.492	392	1.277		
	Total	514.898	399			
Influence Source	Between Groups	5.077	7	.725	1.600	.134
	Within Groups	177.633	392	.453		
	Total	182.710	399			
Media Influence	Between Groups	22.734	7	3.248	3.431	.001
	Within Groups	371.016	392	.946		
	Total	393.750	399			

(Continued)

Table 5.2 (Continued): Ages

Consumer Behavior of Digital SLR Camera		Sum of Squares	df	Mean Square	F	Sig.
Person Influencer	Between Groups	27.135	7	3.876	1.284	.257
	Within Groups	1183.305	392	3.019		
	Total	1210.440	399			

* significance level as 0.05

From the table, the different of ages have the different consumer behaviors in the part of purchase method, average price that consumer prefer to buy, and media that has influence power to the respondents with significance level as 0.05

Researcher use the LSD method to do pair compare for each consumer behavior that have different when the age of the consumer change. As the tables below:

Table 5.2.1: This table shows comparison by LSD method of age of respondents and purchase method of consumer behavior of Digital SLR camera consumer

LSD

Age	15-20 years old	21-25 years old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51 years old up
15-20 years old	- -	-0.006 (0.970)	-0.073 (0.612)	-0.119 (0.422)	-0.414 (0.015)	-0.270 (0.176)	-0.633 (0.065)	-0.133 (0.674)
21-25 years old	0.006 (0.970)	- -	-0.067 (0.483)	-0.133 (0.311)	-0.408 (0.002)	-0.264 (0.116)	-0.628 (0.054)	-0.128 (0.669)

(Continued)

Table 5.2.1(Continued): This table shows comparison by LSD method of age of respondents and purchase method of consumer behavior of Digital SLR camera consumer

LSD

Age	15-20 years old	21-25 years old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51 years old up
26-30 years old	0.073 (0.612)	0.067 (0.483)	- -	-0.046 (0.658)	-0.341 (0.007)	-0.197 (0.228)	-0.561 (0.083)	-0.061 (0.838)
31-35 years old	0.119 (0.422)	0.133 (0.311)	0.046 (0.658)	- -	-0.295 (0.035)	-0.151 (0.385)	-0.514 (0.117)	-0.014 (0.962)
36-40 years old	0.414 (0.015)	0.408 (0.002)	0.341 (0.007)	0.295 (0.035)	- -	0.144 (0.442)	-0.220 (0.513)	0.280 (0.365)
41-45 years old	0.270 (0.176)	0.264 (0.116)	0.197 (0.228)	0.151 (0.385)	0.220 (0.442)	- -	-0.364 (0.301)	0.136 (0.676)
46-50 years old	0.633 (0.065)	0.628 (0.054)	0.561 (0.083)	0.514 (0.117)	0.220 (0.513)	0.364 (0.301)	- -	0.500 (0.244)
51 years old up	0.133 (0.674)	0.128 (0.669)	0.061 (0.838)	0.014 (0.962)	-0.280 (0.365)	-0.136 (0.676)	-0.500 (0.244)	- -

* significance level as 0.05

From the table, when do pair comparison between the different age of consumer with **purchase method** of consumer behavior of Digital SLR camera consumer.

Group of 15-20 years old has different on average with group of 36-40 years old; has a significant different with significance level as 0.05

Group of 21-25 years old has different on average with group of 36-40 years old; has a significant different with significance level as 0.05

Group of 26-30 years old has different on average with group of 36-40 years old; has a significant different with significance level as 0.05

Group of 31-35 years old has different on average with group of 36-40 years old; has a significant different with significance level as 0.05

Table 5.2.2: This table shows comparison by LSD method of age of respondents and **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer

LSD

Age	15-20 years old	21-25 years old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51 years old up
15-20 years old	- -	-0.551 (0.102)	-0.548 (0.092)	-0.786 (0.025)	-1.212 (0.002)	-1.927 (0.176)	-1.700 (0.029)	0.133 (0.853)
21-25 years old	0.551 (0.102)	- -	0.003 (0.911)	-0.235 (0.355)	-0.611 (0.028)	-1.376 (0.000)	-1.149 (0.120)	0.684 (0.312)
26-30 years old	0.548 (0.092)	-0.003 (0.911)	- -	-0.237 (0.318)	-0.644 (0.021)	-1.379 (0.000)	-1.152 (0.116)	0.682 (0.309)
31-35 years old	0.786 (0.025)	0.235 (0.355)	0.237 (0.318)	- -	-0.426 (0.177)	-1.142 (0.004)	-0.914 (0.219)	0.919 (0.179)

(Continued)

Table 5.2.2(Continued): This table shows comparison by LSD method of age of respondents and **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer

LSD

Age	15-20 years old	21-25 years old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51 years old up
36-40 years old	1.212 (0.002)	0.611 (0.028)	0.644 (0.021)	0.426 (0.177)	- -	-0.715 (0.093)	-0.488 (0.521)	1.346 (0.056)
41-45 years old	1.927 (0.176)	1.376 (0.000)	1.379 (0.000)	1.142 (0.004)	0.715 (0.093)	- -	0.227 (0.775)	2.061 (0.006)
46-50 years old	1.700 (0.029)	1.149 (0.120)	1.152 (0.116)	0.914 (0.219)	0.488 (0.521)	-0.227 (0.775)	- -	1.833 (0.060)
51 years old up	-0.133 (0.853)	-0.684 (0.312)	-0.682 (0.309)	-0.919 (0.179)	-1.346 (0.056)	-2.061 (0.006)	-1.833 (0.060)	- -

* significance level as 0.05

From the table, when do pair comparison between the different age of consumer with **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer.

Group of 15-20 years old has different on average with group of 31-35 years old, 36-40 years old, and 46-50 years old; has a significant different with significance level as 0.05

Group of 21-25 years old has different on average with group of 36-40 years old, and 41-45 years old; has a significant different with significance level as 0.05

Group of 26-30 years old has different on average with group of 36-40 years old, and 41-45 years old; has a significant different by significance level as 0.05

Group of 31-35 years old has different on average with group of 41-45 years old; has a significant different with significance level as 0.05

Table 5.2.3: This table shows comparison by LSD method of age of respondents and **media that has influence power** of consumer behavior of Digital SLR camera consumer

LSD

Age	15-20 years old	21-25 years old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51 years old up
15-20 years old	- -	0.287 (0.160)	0.402 (0.042)	-0.071 (0.737)	-0.378 (0.107)	0.091 (0.739)	-1.100 (0.020)	0.500 (0.251)
21-25 years old	-0.287 (0.160)	- -	0.114 (0.385)	-0.359 (0.020)	-0.091 (0.618)	-0.196 (0.395)	-1.387 (0.002)	0.213 (0.604)
26-30 years old	-0.402 (0.042)	-0.114 (0.385)	- -	-0.473 (0.001)	-0.023 (0.893)	-0.311 (0.166)	-1.502 (0.001)	0.098 (0.809)
31-35 years old	0.071 (0.737)	0.359 (0.020)	0.473 (0.001)	- -	0.449 (0.019)	-0.162 (0.495)	1.029 (0.023)	0.571 (0.168)
36-40 years old	-0.378 (0.107)	-0.091 (0.618)	0.023 (0.893)	0.449 (0.019)	- -	-0.287 (0.265)	-0.488 (0.521)	1.346 (0.056)

(Continued)

Table 5.2.3 (Continued): This table shows comparison by LSD method of age of respondents and **media that has influence power** of consumer behavior of Digital SLR camera consumer

LSD

Age	15-20 years old	21-25 years old	26-30 years old	31-35 years old	36-40 years old	41-45 years old	46-50 years old	51 years old up
41-45 years old	-0.091 (0.739)	0.196 (0.395)	0.311 (0.166)	-0.162 (0.495)	0.287 (0.265)	- -	-1.191 (0.014)	0.409 (0.362)
46-50 years old	1.100 (0.020)	1.387 (0.002)	1.502 (0.001)	1.029 (0.023)	1.478 (0.001)	1.191 (0.014)	- -	1.600 (0.007)
51 years	-0.500 (0.251)	-0.213 (0.604)	-0.098 (0.809)	-0.571 (0.168)	-1.346 (0.056)	-0.409 (0.362)	-1.600 (0.007)	- -

* significance level as 0.05

From the table, when do pair comparison between the different age of consumer with **media that has influence power** of consumer behavior of Digital SLR camera consumer.

Group of 15-20 years old has different on average with group of 26-30 years old, and 46-50 years old; has a significant different with significance level as 0.05

Group of 21-25 years old has different on average with group of 31-35 years old, and 46-50 years old; has a significant different with significance level as 0.05

Group of 26-30 years old has different on average with group of 31-35 years old, and 46-50 years old; h as a significant different with significance level as 0.05

Group of 31-35 years old has different on average with group of 36-40 years old, and 46-50 years old; h as a significant different with significance level as 0.05

Group of 41-45 years old has different on average with group of 46-50 years old; has a significant different with significance level as 0.05

Group of 46-50 years old has different on average with group of 50 years old up; has a significant different with significance level as 0.05

Table 5.3: Education

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Current Camera	Between Groups	7.032	3	2.344	1.338	.262
	Within Groups	693.758	396	1.752		
	Total	700.790	399			
Reason to Buy DSLR Cameras	Between Groups	.506	3	.169	.122	.947
	Within Groups	545.404	396	1.377		
	Total	545.910	399			
Purchase Method	Between Groups	1.826	3	.609	1.193	.312
	Within Groups	202.014	396	.510		
	Total	203.840	399			
Average Price that Consumer Prefer to Buy	Between Groups	48.475	3	16.158	6.185	.000
	Within Groups	1034.522	396	2.612		
	Total	1082.997	399			
Place to buy DLSR	Between Groups	14.413	3	4.804	4.048	.007
	Within Groups	470.027	396	1.187		
	Total	484.440	399			

(continued)

Table 5.3 (Continued): Education

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Planning Time	Between Groups	2.750	3	.917	.709	.547
	Within Groups	512.148	396	1.293		
	Total	514.898	399			
		Sum of Squares	df	Mean Square	F	Sig.
Influence Source	Between Groups	1.844	3	.615	1.346	.259
	Within Groups	180.866	396	.457		
	Total	182.710	399			
Media Influence	Between Groups	1.119	3	.373	.376	.770
	Within Groups	392.631	396	.991		
	Total	393.750	399			
Person Influencer	Between Groups	6.255	3	2.085	.686	.561
	Within Groups	1204.185	396	3.041		
	Total	1210.440	399			

From the table, the different of education have the different consumer behaviors in the part of average price that consumer prefer to buy, and place to buy camera with significance level as 0.05

Researcher use the LSD method to do pair compare for each consumer behavior that have different when the education of the consumer change. As the tables below:

Table 5.3.1: This table shows comparison by education method of age of respondents and **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer

LSD

Education	High School / Diploma	Bachelor Degree	Master Degree	Doctor of Philosophy
High School / Diploma	- -	-0.238 (0.508)	-0.467 (0.220)	-3.568 (0.000)
Bachelor Degree	0.238 (0.508)	- -	-0.229 (0.630)	-3.331 (0.000)
Master Degree	0.467 (0.220)	0.229 (0.224)	- -	-3.101 (0.000)
Doctor of Philosophy	3.568 (0.000)	3.331 (0.000)	3.101 (0.000)	- -

* significance level as 0.05

From the table, when do pair comparison between the different education of consumer with **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer.

Group of Doctor of Philosophy has different on average with group of high school/diploma, Bachelor Degree, and Master Degree; has a significant different with significance level as 0.05

Table 5.3.2: This table shows comparison by education method of age of respondents and **place to buy camera** of consumer behavior of Digital SLR camera consumer

Table 5.3.2: This table shows comparison by education method of age of respondents and **place to buy camera** of consumer behavior of Digital SLR camera consumer

LSD

Education	High School / Diploma	Bachelor Degree	Master Degree	Doctor of Philosophy
High School / Diploma	- -	0.204 (0.399)	-0.255 (0.381)	-0.341 (0.565)
Bachelor Degree	-0.204 (0.399)	- -	-0.429 (0.001)	-0.545 (0.321)
Master Degree	-0.255 (0.381)	-0.429 (0.001)	- -	0.116 (0.834)
Doctor of Philosophy	0.341 (0.565)	0.545 (0.321)	0.116 (0.834)	- -

* significance level as 0.05

From the table, when do pair comparison between the different education of consumer with **place to buy camera** of consumer behavior of Digital SLR camera consumer.

Group of Master Degree has different on average with group of Bachelor Degree; has a significant different with significance level as 0.05

Table 5.4: Occupation

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Current Camera	Between Groups	.831	4	.208	.117	.976

(continued)

Table 5.4 (Continued): Occupation

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
	Within Groups	699.959	395	1.772		
	Total	700.790	399			
Reason to Buy DSLR Cameras	Between Groups	.933	4	.233	.169	.954
	Within Groups	544.977	395	1.380		
	Total	545.910	399			
Purchase Method	Between Groups	9.169	4	2.292	4.651	.001
	Within Groups	194.671	395	.493		
	Total	203.840	399			
Average Price that Consumer Prefer to Buy	Between Groups	56.872	4	14.218	5.473	.000
	Within Groups	1026.125	395	2.598		
	Total	1082.998	399			
Place to buy DLSR	Between Groups	14.330	4	3.582	3.010	.018
	Within Groups	470.110	395	1.190		
	Total	484.440	399			
Planning Time	Between Groups	7.961	4	1.990	1.551	.187

(Continued)

Table 5.4 (Continued): Occupation

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
	Within Groups	506.937	395	1.283		
	Total	514.898	399			
Influence Source	Between Groups	1.381	4	.345	.752	.557
	Within Groups	181.329	395	.459		
	Total	182.710	399			
Media Influence	Between Groups	6.590	4	1.647	1.681	.154
	Within Groups	387.160	395	.980		
	Total	393.750	399			
Person Influencer	Between Groups	13.401	4	3.350	1.105	.354
	Within Groups	1197.039	395	3.030		
	Total	1210.440	399			

* significance level as 0.05

From the table, the different of occupation have the different consumer behaviors in the part of purchase method, average price that consumer prefer to buy, and media that has influence power to the respondents with confidence interval level as 0.05

Researcher use the LSD method to do pair compare for each consumer behavior that have different when the occupation of the consumer change. As the tables below:

Table 5.4.1: This table shows comparison by LSD method of occupation of respondents and **purchase method** of consumer behavior of Digital SLR camera consumer

Occupation	Government Sector	Business Owner	Employee	Student	Others
Government Sector	- -	0.108 (0.407)	-0.192 (0.081)	0.152 (0.243)	0.159 (0.479)
Business Owner	-0.108 (0.407)	- -	-0.300 (0.002)	0.044 (0.714)	0.051 (0.824)
Employee	0.192 (0.081)	0.300 (0.002)	- -	0.344 (0.001)	0.351 (0.107)
Student	0.152 (0.243)	0.044 (0.714)	0.344 (0.001)	- -	0.007 (0.977)
Others	-0.159 (0.479)	-0.051 (0.824)	-0.344 (0.001)	-0.007 (0.977)	- -

* significance level as 0.05

From the table, when do pair comparison between the different occupation of consumer with **purchase method** of consumer behavior of Digital SLR camera consumer.

Group of private company employee has different on average with group of business owner, and student; has a significant different with significance level as 0.05

Table 5.4.2: This table shows comparison by LSD method of occupation of respondents and **average price that consumer prefer to buy camera** of consumer behavior of Digital SLR camera consume

Occupation	Government Sector	Business Owner	Employee	Student	Others
Government Sector	- -	-0.599 (0.062)	0.305 (0.228)	0.574 (0.055)	0.813 (0.130)
Business Owner	-0.599 (0.062)	- -	0.864 (0.000)	1.132 (0.00)	1.372 (0.009)
Employee	-0.305 (0.228)	-0.864 (0.000)	- -	0.268 (0.236)	0.508 (0.310)
Student	-0.574 (0.055)	-1.132 (0.00)	-0.268 (0.236)	- -	0.239 (0.648)
Others	-0.813 (0.130)	-1.372 (0.009)	-0.508 (0.310)	-0.239 (0.648)	- -

* significance level as 0.05

From the table, when do pair comparison between the different occupation of consumer with **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer.

Group of Business Owner has different on average with group of private company employee, student, and others; has a significant different with significance level as 0.05

Table 5.4.2: This table shows comparison by LSD method of occupation of respondents and **place to buy camera** of consumer behavior of Digital SLR camera consumer

Occupation	Government Sector	Business Owner	Employee	Student	Others
Government Sector	- -	-0.123 (0.545)	0.076 (0.657)	0.083 (0.680)	-1.030 (0.005)
Business Owner	0.123 (0.545)	- -	0.198 (0.195)	0.206 (0.272)	-0.908 (0.011)
Employee	-0.076 (0.657)	-0.198 (0.195)	- -	0.007 (0.961)	-1.106 (0.001)
Student	-0.083 (0.680)	-0.206 (0.272)	-0.007 (0.961)	- -	-1.114 (0.002)
Others	1.030 (0.005)	0.908 (0.011)	1.106 (0.001)	1.114 (0.002)	- -

* significance level as 0.05

From the table, when do pair comparison between the different occupation of consumer with **place to buy camera** of consumer behavior of Digital SLR camera consumer.

Group of other occupations has different on average with group of government officer/ state enterprise employee, business owner, private company employee, and student; has a significant different with significance level as 0.05

Table 5.5: Monthly Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Current Camera	Between Groups	2.315	5	.463	.261	.934
	Within Groups	698.475	394	1.773		
	Total	700.790	399			
Reason to Buy DSLR Cameras	Between Groups	10.640	5	2.128	1.566	.169
	Within Groups	535.270	394	1.359		
	Total	545.910	399			
Purchase Method	Between Groups	.639	5	.128	.248	.941
	Within Groups	203.201	394	.516		
	Total	203.840	399			
Average Price that Consumer Prefer to Buy	Between Groups	132.483	5	26.497	10.983	.000
	Within Groups	950.515	394	2.412		
	Total	1082.998	399			
Place to buy DLSR	Between Groups	12.363	5	2.473	2.064	.069
	Within Groups	472.077	394	1.198		
	Total	484.440	399			

(Continued)

Table 5.5 (Continued): Monthly Income

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Planning Time	Between Groups	23.737	5	4.747	3.808	.002
	Within Groups	491.160	394	1.247		
	Total	514.897	399			
Influence Source	Between Groups	3.443	5	.689	1.513	.185
	Within Groups	179.267	394	.455		
	Total	182.710	399			
Media Influence	Between Groups	5.844	5	1.169	1.187	.315
	Within Groups	387.906	394	.985		
	Total	393.750	399			
Person Influencer	Between Groups	31.562	5	6.312	2.110	.063
	Within Groups	1178.878	394	2.992		
	Total	1210.440	399			

significance level as 0.05

From the table, the different of monthly income have the different consumer behaviors in the part of average price that consumer prefer to buy, and planning time that has influence power to the respondents with confidence interval level as 0.05

Researcher use the LSD method to do pair compare for each consumer behavior that have different when the occupation of the consumer change. As the tables below:

Table 5.5.1: This table shows comparison by education method of monthly income of respondents and **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer

Monthly Income	Below 10,000 B	10,000-20,000B	20,001-30,000B	30,001-40,000 B	40,001-50,000B	Above 50,000 B
Below 10,000 B	- -	-0.250 (0.288)	-0.074 (0.783)	-0.800 (0.009)	-0.743 (0.022)	1.666 (0.000)
10,000-20,000B	0.250 (0.200)	- -	0.177 (0.453)	-0.550 (0.049)	-0.493 (0.099)	-1.416 (0.000)
20,001-30,000B	0.074 (0.783)	-0.177 (0.453)	- -	-0.727 (0.018)	-0.670 (0.039)	-1.593 (0.000)
30,001-40,000 B	0.800 (0.009)	0.550 (0.049)	0.727 (0.018)	- -	0.057 (0.872)	-0.866 (0.005)
40,001-50,000B	-0.743 (0.022)	-0.493 (0.099)	-0.670 (0.039)	-0.057 (0.872)	- -	-0.923 (0.005)
Above 50,000 B	1.666 (0.000)	0.311 (0.166)	1.593 (0.000)	0.866 (0.005)	0.923 (0.005)	- -

* significance level as 0.05

From the table, when do pair comparison between the different monthly income of consumer with **average price that consumer prefer to buy** of consumer behavior of Digital SLR camera consumer.

Group of below 10,000 Baht has different on average with group of 30.001-40.000 Baht, 40,001-50,000 Baht, and above 50,000 Baht; has a significant different with significance level as 0.05

Group of 10,001-20,000 Baht has different on average with group of 30.001-40.000, and above 50,000 Baht; has a significant different with significance level as 0.05

Group of 20,001-30,000 Baht has different on average with group of 30.001-40.000, 40,001-50,000 Baht, and above 50,000 Baht; has a significant different with significance level as 0.05

Group of 30,001-40,000 Baht has different on average with group of above 50,000 Baht; has a significant different with significance level as 0.05

Group of 40,001-50,000 Baht has different on average with group of above 50,000 Baht; has a significant different with significance level as 0.05

Table 5.5.2: This table shows comparison by education method of monthly income of respondents and **planning time** of consumer behavior of Digital SLR camera consumer

Monthly Income	Below 10,000 B	10,000-20,000B	20,001-30,000B	30,001-40,000 B	40,001-50,000B	Above 50,000 B
Below 10,000 B	- -	0.407 (0.017)	0.471 (0.014)	0.581 (0.008)	0.385 (0.098)	0.819 (0.000)
10,000-20,000B	-0.407 (0.017)	- -	0.064 (0.706)	0.174 (0.385)	-0.021 (0.920)	-0.412 (0.016)
20,001-30,000B	-0.471 (0.014)	-0.064 (0.706)	- -	0.110 (0.616)	-0.085 (0.714)	-0.348 (0.072)
30,001-40,000 B	-0.581 (0.008)	-0.174 (0.385)	-0.110 (0.616)	- -	-0.195 (0.415)	0.238 (0.281)
40,001-50,000B	0.385 (0.098)	-0.021 (0.920)	-0.085 (0.714)	-0.195 (0.415)	- -	0.433 (0.233)
Above 50,000 B	-0.819 (0.000)	-0.412 (0.016)	-0.348 (0.072)	-0.238 (0.281)	-0.433 (0.233)	- -

* significance level as 0.05

From the table, when do pair comparison between the different monthly income of consumer with **planning time** of consumer behavior of Digital SLR camera consumer.

Group of below 10,000 Baht has different on average with group of 10.001-20.000 Baht, 20.001-30.000 Baht, 30.001-40.000 Baht, 40,001-50,000 Baht, and above 50,000 Baht; has a significant different with significance level as 0.05

Group of 10,001-20,000 Baht has different on average with group of above 50,000 Baht; has a significant different with significance level as 0.05

5.2 Marketing factors; product factor, price factor, distribution factor, and promotion factor have relationship with consumer behavior.

Table 5.6: This table shows test result of the relationship between product factors with consumer behavior of Digital SLR camera

Relationship between product factors with consumer behavior	Chi-square Value	df	P	Result
1. Current Camera	348.736	200	0.164	No relationship
2. Reason to buy camera	311.127	240	0.294	No relationship
3. Purchase Method	80.451	80	0.451	No relationship
4. Average Price of camera	372.09	240	0.209	No relationship
5. Place to buy camera	214.672	168	0.443	No relationship
6 Planning time	193.325	160	0.334	No relationship
7. Influence Source	293.249	280	0.491	No relationship
8 Media that has influence	133.05	120	0.448	No relationship
9 Person that has influence	242.909	200	0.341	No Relationship

* significance level as 0.05

From the table, the results show that there is no relationship between product factors with consumer behavior of Digital SLR camera with significance level as 0.05

Table 5.7: This table shows test result of the relationship between price factors with consumer behavior of Digital SLR camera

Relationship between product factors with consumer behavior	Chi-square Value	df	P	Result
1. Current Camera	202.348	115	0.211	No relationship
2. Reason to buy camera	167.914	138	0.235	No relationship
3. Purchase Method	256.274	46	0.2465	No relationship
4. Average Price of camera	142.785	138	0.4195	No relationship
5. Place to buy camera	106.262	92	0.380	No relationship
6 Planning time	113.187	92	0.349	No relationship
7. Influence Source	220.203	161	0.249	No relationship
8 Media that has influence	102.605	69	0.245	No relationship
9 Person that has influence	139.64	115	0.340	No Relationship

* significance level as 0.05

From the table, the results show that there is no relationship between price factors with consumer behavior of Digital SLR camera with significance level as 0.05

Table 5.8: This table shows test result of the relationship between distribution factors with consumer behavior of Digital SLR camera

Relationship between product factors with consumer behavior	Chi-square Value	df	P	Result
1. Current Camera	389.170	100	0.000	Has relationship
2. Reason to buy camera	167.914	138	0.235	No relationship
3. Purchase Method	23.452	40	0.772	No relationship
4. Average Price of camera	122.476	120	0.473	No relationship
5. Place to buy camera	73.747	80	0.530	No relationship
6 Planning time	104.763	80	0.246	No relationship
7. Influence Source	211.719	140	0.125	No relationship
8 Media that has influence	94.527	60	0.124	No relationship
9 Person that has influence	137.497	100	0.144	No Relationship

* significance level as 0.05

From the table, the results show that there is relationship between distribution factors with current camera (camera's brand) with consumer behavior of Digital SLR camera with significance level as 0.05

For other factors in distribution factor group has no relationship with consumer behavior of Digital SLR camera with significance level as 0.05

Table 5.9: This table shows test result of the relationship between promotion factors with consumer behavior of Digital SLR camera

Relationship between product factors with consumer behavior	Chi-square Value	df	P	Result
1. Current Camera	196.521	140	0.390	No relationship
2. Reason to buy camera	137.253	168	0.690	No relationship
3. Purchase Method	73.540	56	0.299	No relationship
4. Average Price of camera	183.710	168	0.363	No relationship
5. Place to buy camera	112.722	112	0.528	No relationship
6 Planning time	177.296	112	0.215	No relationship
7. Influence Source	340.830	196	0.086	No relationship
8 Media that has influence	82.466	84	0.480	No relationship
9 Person that has influence	222.739	140	0.082	No Relationship

*Confidence Interval level as 0.05

From the table, the results show that there is no relationship between promotion factors with consumer behavior of Digital SLR camera with significance level as 0.05

From all marketing factors, there is only one distribution factor that has relationship with the consumer behavior to choose the camera brand. For other marketing factors has no relationship with the consumer behavior of Digital SLR camera.

CHAPTER 6
CONCLUSION

Introduction

This chapter, researcher summarizes and concludes the main point of this study of consumer behavior of Digital SLR camera. In discussion, there are some results that researcher found from study this research. The researcher found some possible recommendation that might be useful for the existing Digital SLR camera company and with anyone who want to enter to this market.

Discussion

From the 400 samples which are the consumers of Digital SLR camera in Bangkok area researcher concludes that most of samples are male, age from 26-30 years old, has Bachelor degree education, occupation is private company's employee, and has income in the range of 10,001-20,000 Baht

For the consumer behavior of Digital SLR camera of the samples, researcher concludes that the majority of sample chose the camera brand Canon, and the second one is Nikon. The reason that the most of samples buy Digital SLR camera the most is use for their hobby. The method that the samples use to buy Digital SLR camera the most is cash by the average price that the samples are prefer to buy the most is in the range of 20,001-30,000 Baht. For the place that the samples prefer to go to buy the most is IT zone/ camera store in the department store. Most of the sample plan and find for information before buy Digital SLR camera within 1 month. The information source that has influence power to their consumer behavior is internet. The second information source that has influence power to the samples is recommended from other users. The media that has the most influence to the samples is internet, and the second one is camera magazine. The person who has the most influence power to the sample group is themselves.

For the study of marketing factors with the consumer behavior of Digital SLR camera of the samples, researcher found that distribution factors have the most score in the important rate scale. Next by order are product factors, promotion factors, and price factors.

For product factors, the samples gave overall score to the product factor of Digital SLR camera as important. Image quality is the most concern from the sample. The next concerns are built quality of camera and ergonomic and handling

For price factors, the samples gave overall score to the product factor of Digital SLR camera as important Value for money is the most concern from the sample. The next concerns are maintenance and repairing cost and resale price

For distribution factors, the samples gave overall score to the product factor of Digital SLR camera as important Speed of service of service center/store is the most concern from the sample. The next concern is reputation of service center/store and number of service center/store

For promotion factors, the samples gave overall score to the product factor of Digital SLR camera as important. After sales service is the most concern from the samples. The next concerns are length of warranty and sales person service.

<u>Answer to the research question</u>

Major research question:

1. How do marketing strategies and individual factor affect the consumer behavior of Digital SLR cameras?

Sub-question Development

1. The different of demographic of consumer has different consumer behavior of Digital SLR camera?
2. In what ways do consumer response to the marketing strategies of the Digital SLR camera companies?

From data analysis, researcher found that the different demographic factor; gender, age, education, occupation, and monthly income have the different of consumer behavior of Digital SLR camera

The samples which has different gender have different consumer behavior of the current camera that they own, reason to buy camera, influence source, and person that has influence for them to buy Digital SLR camera with significance level as 0.05

The different of ages have the different consumer behaviors in the part of purchase method, average price that consumer prefer to buy, and media that has influence power to the respondents with significance level as 0.05

The different of education have the different consumer behaviors in the part of average price that consumer prefer to buy, and place to buy camera with significance level as 0.05

The different of occupation have the different consumer behaviors in the part of purchase method, average price that consumer prefer to buy, and media that has influence power to the respondents with significance level as 0.05

The different of occupation have the different consumer behaviors in the part of purchase method, average price that consumer prefer to buy, and media that has influence power to the respondents with significance level as 0.05

For the marketing mix, only distribution factor has the relationship with consumer behavior of Digital SLR camera in the part of choose the brand of camera (current camera) with significance level as 0.05

For other part of marketing mix; product, price, promotion have no relationship with consumer behavior of Digital SLR camera.

In addition for product factor, researcher includes video record in this part which pulls down the result of product factor. If researcher does not include video record might change the result to make product factor to have relationship with consumer behavior of Digital SLR camera.

Addition to that, video record function in Digital SLR camera is the function that many manufacturers try to put in the new model. The manufacturer should consider that this function does really need from customer or not.

Recommendation

From the study of consumer behavior towards Digital SLR camera of consumer in Bangkok area, the researcher has the recommendation as follow.

Marketing factors

1. Product factors of Digital SLR camera: from the result of this research, consumer concerns the most on image quality. This is also the key function that people need from their camera. Manufacturer should concerns image quality to be the most important in the product factor. Build quality also the key important that consumer put the high score in the important rate. Build quality is what customer can see, and customer can touch with the camera. Manufacturer should concerns to build with the good material for this type of camera. In addition to product factors, video record seems to have low significant to product factors. Manufacturer can consider to do not put this function in the Digital SLR camera for lower the cost because consumers do not see the important of this function.

2. Price factor of Digital SLR camera: the result of research showed that consumer of Digital SLR camera concerns for the value that they buy for the product. This market has high competition, the value for money for consumer choice is important. In addition, the price of maintenance and repairing cost is the key concerns for customer from this research for the price factor. Manufacturers should who that their product is easy to maintenance with low price.

3. Distribution Factor: the store and service center should give more information to consumer. Staff in store should have enough knowledge and be able to recommend to the consumer for the suitable Digital SLR camera to the consumer. The speed of service center is also important because some customer have to wait for repairing for long time. The store should do good for their reputation which is also the concerns from the result of distribution factors.

4. Promotion factor: from the result, consumer concerns that they can get good after sales service from manufacturer or distributor of Digital SLR camera or not. Manufacturer should

consider and help with distributor to build up the good after sales service to response to the consumer demand. In addition to promotion factor, the normal length of warranty is only 1 year, but the life time of Digital SLR camera is longer than 1 year. Manufacturer or store should make the warranty expandable to be 2 or 3 years.

Conclusion

Digital SLR camera is one of the high involve product with also have a high price. The different of demographic of consumer also has the different consumer behavior of Digital SLR camera. Manufacturer should aim to the distribution factor and product factor which have the concern from consumer. In addition, from the research, researcher found that internet is play in very important role of information source and media that have influence to customer. Manufacturer should hire some professional photographer to test and write a recommendation on the internet which is the source that has influence to customer. Digital SLR camera's manufacturer also should concern more on after sales service which also can build up the brand and make recommendation for other user.

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APPENDIX

Appendix A: Yamane, Taro table

Table 1. Sample size for ±3%, ±5%, ±7% and ±10% Precision Levels Where Confidence Level is 95% and P=.5.				
Size of	Sample Size (n) for Precision (e) of:			
Population	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100
a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.				

Yamane, Taro. 1967. *Statistics, An Introductory Analysis*, 2nd Ed., New York: Harper and Row.

Appendix B: English Questionnaire

Questionnaire

Subject: "Consumer Behavior Toward Digital Single-Lens Reflex Camera(DSLR)"

This questionnaire is in the part of subject BA 615 "Independent Study" of MBA (International Program) Bangkok University. The researcher would like to ask the sample to answer all below question with truth. All data from this questionnaire will be kept for study only

Part 1 Personal Data

Instruction Please use the ✓ sign in the box ❑

1. Gender

❑ 1 Male ❑ 2 Female

2. Age

❑ 1 under 20 years old ❑ 2 21 – 25 years old

❑ 3 26 – 30 years old ❑ 4 31 – 35 years old

❑ 5 35 – 40 years old ❑ 6 41 – 45 ปี

❑ 7 46 – 50 years old ❑ 8 51 years old up

3. Education

❑1 High School, Diploma ❑ 2 Bachelor Degree

❑3 Master Degree ❑ 4 Doctor of Philosophy

4. Occupation

❑ 1 Government Officer, State Enterprise Employee

❑ 2 Business Owners ❑ 3 Private Company's Employee

❑ 4 Student ❑ 5 others: please

specify.....

5. Monthly Income

❑ 1 below 10,000 Baht ❑ 2 10,001 – 20,000 Baht

❑ 3 20,001 – 30,000 Baht ❑ 4 30,001 – 40,000 Baht

❑ 5 40,001 – 50,000 Baht ❑ 6 above 50,001 Baht

Part 2 Consumer Behavior Data

<u>Instruction</u> **Please use the ✓ sign in the box ❑**

6. What is your current Digital SLR Camera's Brand?

❑1 Nikon ❑2 Canon ❑3 Sony

❑4 Olympus ❑3 Pentax ❑6 Panasonics

❑7 others: please specify.....

7. The reason that you buy Digital SLR Camera?

❑1 Use for job

❑2 Use for hobby

❑3 For Social Status among friends

❑4 Use to take photo for fun

❑5 Camera become old or damaged

❑6 Want to have a new technology camera

❑7 others: please specify.....

8. How do you purchase your Digital SLR Camera?

❑1 Cash ❑2 Credit Card ❑3 Installment

9. What is the average price that you prefer to buy Digital SLR camera (not including lens)?

❑ 1 Below 20,000 Bath ❑2 20,001 - 30,000 Baht

❑ 3 30,001 – 40,000 Baht ❑4 40,001 – 50,000 Baht

❑ 5 50,001 – 60,000 Baht ❑6 60,001 – 70,000 Baht

❑ 7 above 70,001 Baht

10. Where is the place that you convenience to go to buy Digital SLR Camera the most?

❑ 1 IT Department Store, for example: Pantip Plaza

❑ 2 Camera Store and IT Zone in Department Store, for example: Power Buy, Big Camera

❑ 3 Distributor of Digital SLR camera outside department store

❑ 4 Discount Store, for example: Lotus, Carrefour

❏ 5 Camera Fair

❏ 6 others: please specify.....

11. How long that you plan and find information before buy Digital SLR Camera?

❏ 1 never have plan, buy immediately ❏ 2 with in 2 weeks

❏ 3 with in 1 month ❏ 4 with in 3 months

❏ 5 more than 3 months

12. What is the most influence source for you to buy Digital SLR Camera?

❏ 1 Sales Person ❏ 2 Camera Fair

❏ 3 Recommend from other users ❏ 4 Internet

❏ 5 Camera Magazine ❏ 6 Brochures/ Leaflet

❏ 7 advertising (e.g. TV, radio) ❏ 8 others: please specify.....

13. Which **media** has the most influence power for you to buy Digital SLR Cameras?

❏ 1 Television ❏ 2 Radio

❏ 3 Newspaper ❏ 4 Internet

❏ 5 Billboard ❏ 6 Brochures/ Leaflet

❏ 7 Camera Magazine ❏ 8 others: please specify.....

14. Which **person or group of people** has the most influence power for you to buy Digital SLR Camera?

❏ 1 Yourself ❏ 2 Reference group / Presenter

❏ 3 Family ❏ 4 Friends

❏ 5 Camera Professional ❏ 6 Sales person

<u>Part 3</u> Relationship of marketing factor and consumer behavior of Digital SLR Camera

<u>Instruction</u> Please define the important scale of marketing factors below which relate with your consumer behavior of Digital SLR Cameras by put the sign ✓ in the table

Product Factor	Important				
	Strongly Important	Importnat	Normal	Less Important	Least Important
15. Appearances					
15.1 Build Quality	(5)	(4)	(3)	(2)	(1)
15.2 Ergonomics & handling	(5)	(4)	(3)	(2)	(1)
16. Specification					
16.1 Pixel Size	(5)	(4)	(3)	(2)	(1)
16.2 High-Low ISO Performance	(5)	(4)	(3)	(2)	(1)
16.3 Focus Point	(5)	(4)	(3)	(2)	(1)
16.4 Image Quality	(5)	(4)	(3)	(2)	(1)
16.5 Function	(5)	(4)	(3)	(2)	(1)
17. Accessories	(5)	(4)	(3)	(2)	(1)
18. Design of Camera	(5)	(4)	(3)	(2)	(1)
19. Reputation and image of brand	(5)	(4)	(3)	(2)	(1)
20. Additional Function; video record	(5)	(4)	(3)	(2)	(1)

Price Factor	Important				
	Strongly Important	Importnat	Normal	Less Important	Least Important
21. Value for the Price	(5)	(4)	(3)	(2)	(1)
22. Resale Price	(5)	(4)	(3)	(2)	(1)
23. Can use credit card to buy	(5)	(4)	(3)	(2)	(1)
24. Interest rate of installment	(5)	(4)	(3)	(2)	(1)
25. Length of installment	(5)	(4)	(3)	(2)	(1)
26. Maintenance and repairing cost	(5)	(4)	(3)	(2)	(1)

Distribution Factor	Important				
	Strongly Important	Importnat	Normal	Less Important	Least Important

27. Number of service center/store	(5)	(4)	(3)	(2)	(1)
28. Distance of service center/store	(5)	(4)	(3)	(2)	(1)
29. Speed of service of service center/store	(5)	(4)	(3)	(2)	(1)
30. Appearance of service center/store	(5)	(4)	(3)	(2)	(1)
31. Reputation of service center/store	(5)	(4)	(3)	(2)	(1)

Promotion Factor	Important				
	Strongly Important	Importnat	Normal	Less Important	Least Important
32. Booth in camera fair and other activities	(5)	(4)	(3)	(2)	(1)
33. Advertising in medias	(5)	(4)	(3)	(2)	(1)
34. Premium gift	(5)	(4)	(3)	(2)	(1)
35. Cash discount	(5)	(4)	(3)	(2)	(1)
36. Sales person service	(5)	(4)	(3)	(2)	(1)
37. After sales service	(5)	(4)	(3)	(2)	(1)
36. The length of warrantee	(5)	(4)	(3)	(2)	(1)

Additional Comment for improve Digital SLR camera

_____
_____
_____
_____

----------End----------

Thank you for your kindly corporation

Appendix C: Thai Questionnaire

<u>แบบสอบถาม</u>

เรื่อง “การศึกษาพฤติกรรมผู้บริโภคเกี่ยวกับการเลือกซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR)”

แบบสอบถามนี้เป็นส่วนหนึ่งในวิชา BA 615 การศึกษาและค้นคว้าอิสระ ของนักศึกษาโครงการปริญญาโท หลักสูตรบริหารธุรกิจ มหาบัณฑิต (โปรแกรมนานาชาติ) มหาวิทยาลัยกรุงเทพ ทางผู้จัดทำใคร่ขอความกรุณาจากผู้ที่ตอบแบบสอบถามนี้ทำการตอบแบบสอบถามทุกข้อตามความเป็นจริงของท่านข้อมูลที่ได้จากแบบสอบถามจะถูกเก็บไว้เป็นความลับเพื่อใช้ในการศึกษาเท่านั้น

<u>ส่วนที่ 1</u> ข้อมูลส่วนบุคคล

<u>คำชี้แจง</u> กรุณาใส่เครื่องหมาย ✓ ในช่อง ❑ ตามความเป็นจริง

1. เพศ

❑ 1 ชาย ❑ 2 หญิง

2. อายุ

❑ 1 ต่ำกว่า 20 ปี ❑ 2 21 – 25 ปี

❑ 3 26 – 30 ปี ❑ 4 31 – 35 ปี

❑ 5 36 – 40 ปี ❑ 6 41 – 45 ปี

❑ 7 46 – 50 ปี ❑ 8 51 ปี ขึ้นไป

3. ระดับการศึกษา

❑ 1 ต่ำกว่าปริญญาตรี ❑ 2 ปริญญาตรี

❑ 3 ปริญญาโท ❑ 4 ปริญญาเอก

4. อาชีพ

❑ 1 ข้าราชการ / พนักงานรัฐวิสาหกิจ ❑ 2 เจ้าของธุรกิจส่วนตัว

❑ 3 พนักงานบริษัทเอกชน / รับจ้างทั่วไป ❑ 4 นิสิต / นักศึกษา

❑ 5 อื่น ๆ โปรดระบุ.....

5. รายได้เฉลี่ยต่อเดือน

❑ 1 ต่ำกว่า 10,000 บาท ❑ 2 10,001 – 20,000 บาท

❑ 3 20,001 – 30,000 บาท ❑ 4 30,001 – 40,000 บาท

❑ 5 40,001 – 50,000 บาท ❑ 6 มากกว่า 50,001 บาท

<u>ส่วนที่ 2</u> ข้อมูลด้านพฤติกรรมการเลือกซื้อ

<u>คำชี้แจง</u> กรุณาใส่เครื่องหมาย ✓ ในช่อง ❑ ตามความเป็นจริง

6. ปัจจุบันท่านใช้กล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) ยี่ห้อใด

❑ 1 Nikon ❑ 2 Canon ❑ 3 Sony

❑ 4 Olympus ❑ 3 Pentax ❑ 6 Panasonics

❑ 7 อื่นๆ..... (โปรดระบุ)

7. เหตุผลในการซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) มากที่สุด

❑ 1 ใช้ในการประกอบอาชีพ

❑ 2 ใช้ถ่ายรูปเป็นงานอดิเรก

❑ 3 เพื่อที่จะได้ยอมรับในสังคมและหมู่เพื่อนฝูง

❑ 4 ใช้ถ่ายเพื่อความสนุก

❑ 5 กล้องที่ใช้อยู่เดิมเก่าหรือหมดสภาพ

❑ 6 ต้องการกล้องรุ่นใหม่ที่ทันสมัย

❑ 7 อื่นๆ โปรดระบุ.....

8. ท่านซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) โดยวิธีใด

❑ 1 เงินสด ❑ 2 บัตรเครดิต ❑ 3 เงินผ่อน/งวด

9. ราคาเฉลี่ยของกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) ที่ท่านพอใจเลือกซื้อ อยู่ที่ประมาณเท่าใด (ราคาเฉพาะตัวกล้อง)

❑ 1 ต่ำกว่า 20,000 บาท ❑ 2 20,001 - 30,000 บาท

❑ 3 30,001 – 40,000 บาท ❑ 4 40,001 – 50,000 บาท

❑ 5 50,001 – 60,000 บาท ❑ 6 60,001 – 70,000 บาท

❑ 7 มากกว่า 70,001 บาท

10. สถานที่ที่ท่านสะดวกไปเลือกซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) **มากที่สุด**

❑ 1 ห้างสรรพสินค้าด้านไอที เช่น ห้างพันธุ์ทิพย์พลาซ่า

❑ 2 ร้านค้าอุปกรณ์กล้อง / โซนไอที ภายในห้างสรรพสินค้า เช่น Power Buy, Big Camera

❑ 3 ร้านตัวแทนจำหน่ายอุปกรณ์กล้องภายนอกห้างสรรพสินค้า

❑ 4 ดิสเคาท์สโตร์ เช่น คาร์ฟู โลตัส

❑ 5 งานแสดงมหกรรมกล้อง

❑ 6 อื่นๆ โปรดระบุ.....

11. ท่านใช้ระยะเวลาในการหาข้อมูล วางแผนการตัดสินใจซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) นาน เพียงใด

❑ 1 ไม่เคยวางแผน ตัดสินใจซื้อทันที ❑ 2 ภายใน 2 สัปดาห์

❑ 3 ภายใน 1 เดือน ❑ 4 ภายใน 3 เดือน

❑ 5 มากกว่า 3 เดือน

12. ท่านหาข้อมูลเพื่อประกอบการตัดสินใจซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) จากแหล่งใด **มากที่สุด**

❑ 1 พนักงานขาย ❑ 2 งานแสดงกล้อง

❑ 3 คำแนะนำจากผู้ที่เคยใช้ ❑ 4 อินเตอร์เน็ต

❑ 5 นิตยสารกล้อง ❑ 6 แผ่นปลิว / แผ่นพับ

❑ 7 โฆษณาทางโทรทัศน์ และ/หรือ วิทยุ ❑ 8 อื่น ๆ โปรดระบุ.....

13. ***สื่อ*** ใดต่อไปนี้ที่มีอิทธิพลต่อพฤติกรรมการตัดสินใจเลือกซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) ของท่าน **มากที่สุด**

❑ 1 โทรทัศน์ ❑ 2 วิทยุ

❑ 3 หนังสือพิมพ์ ❑ 4 อินเตอร์เน็ต

❑ 5 แผ่นป้ายโฆษณา ❑ 6 แผ่นปลิว / แผ่นพับ

❑ 7 นิตยสารกล้อง ❑ 8 อื่น ๆ โปรดระบุ.....

14. ***บุคคล / กลุ่มบุคคล*** ใดมีอิทธิพลต่อการตัดสินใจเลือกซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR) ของท่าน **มากที่สุด**

❑ 1 ตัวท่านเอง ❑ 2 กลุ่มอ้างอิงเช่นดาราพรีเซนเตอร์

❑ 3 ครอบครัว ❑ 4 เพื่อน

❑ 5 ผู้เชี่ยวชาญด้านกล้อง ❑ 6 พนักงานขาย

<u>ส่วนที่ 3</u> ปัจจัยทางการตลาดที่มีความสัมพันธ์กับพฤติกรรมการเลือกซื้อกล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR)

<u>คำชี้แจง</u> โปรดระบุระดับความสำคัญของปัจจัยทางการตลาดดังต่อไปนี้ว่ามีความสัมพันธ์กับพฤติกรรมการเลือกซื้อ

กล้องดิจิตอลสะท้อนเลนส์เดี่ยว (DSLR) ของท่านมากน้อยเพียงใด โดยใส่เครื่องหมาย ✓ ในช่องตารางตามความเป็นจริง

ปัจจัยด้านผลิตภัณฑ์	ความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
15. ปัจจัยภายนอกของกล้อง					
15.1 คุณภาพวัศดุ	(5)	(4)	(3)	(2)	(1)
15.2 รูปร่างและการจับถือ	(5)	(4)	(3)	(2)	(1)
16. ปัจจัยภายในของกล้อง					
16.1 ขนาดพิกเซล (pixel) ของกล้อง	(5)	(4)	(3)	(2)	(1)
16.2 ระดับ ISO ของกล้อง	(5)	(4)	(3)	(2)	(1)
16.3 จำนวนจุดโฟกัส	(5)	(4)	(3)	(2)	(1)
16.4 คุณภาพของรูป	(5)	(4)	(3)	(2)	(1)
16.5 ฟังชั่นของการใช้งาน	(5)	(4)	(3)	(2)	(1)
17. อุปกรณ์เสริม	(5)	(4)	(3)	(2)	(1)
18. การออกแบบที่ทันสมัยของรูปลักษณ์	(5)	(4)	(3)	(2)	(1)
19. ชื่อเสียงและภาพลักษณ์ของตราสินค้า	(5)	(4)	(3)	(2)	(1)
20. ประโยชน์การใช้งานเพิ่มเติม เช่น ถ่ายวีดิโอ	(5)	(4)	(3)	(2)	(1)

ปัจจัยด้านราคา	ความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
21. ความเหมาะสมของราคาที่ซื้อ	(5)	(4)	(3)	(2)	(1)
22. ราคาขายต่อ	(5)	(4)	(3)	(2)	(1)
23. สามารถชำระผ่านบัตรเครดิตได้	(5)	(4)	(3)	(2)	(1)
24. อัตราดอกเบี้ยผ่อนชำระ	(5)	(4)	(3)	(2)	(1)
25. จำนวนงวดการผ่อนชำระ	(5)	(4)	(3)	(2)	(1)
26. ราคาอะไหล่และค่าซ่อมบำรุง	(5)	(4)	(3)	(2)	(1)

ปัจจัยด้านช่องทางการจัดจำหน่าย	ความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
27. จำนวนศูนย์บริการ / ร้านค้า	(5)	(4)	(3)	(2)	(1)
28. ความใกล้ไกล ของสถานที่ตั้งของศูนย์บริการ / ร้านค้า	(5)	(4)	(3)	(2)	(1)
29. ความรวดเร็วของศูนย์บริการ / ร้านค้า	(5)	(4)	(3)	(2)	(1)

30. สภาพและความทันสมัยของศูนย์บริการ / ร้านค้า	(5)	(4)	(3)	(2)	(1)
31. ความมีชื่อเสียงของศูนย์บริการ / ร้านค้า	(5)	(4)	(3)	(2)	(1)

ปัจจัยด้านการส่งเสริมการตลาด	ความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
32. การออกบูท จัดกิจกรรมงานต่างๆ	(5)	(4)	(3)	(2)	(1)
33. การโฆษณาผ่านสื่อต่างๆ เช่น ทีวี วิทยุ แผ่นพับ และ อื่นๆ	(5)	(4)	(3)	(2)	(1)
34. การแจกของแถม	(5)	(4)	(3)	(2)	(1)
35. การให้ส่วนลดเงินสด	(5)	(4)	(3)	(2)	(1)
36. การให้บริการของพนักงานขาย	(5)	(4)	(3)	(2)	(1)
37. การบริการหลังการขาย	(5)	(4)	(3)	(2)	(1)
38. ระยะเวลาการรับประกันสินค้า	(5)	(4)	(3)	(2)	(1)

ข้อเสนอแนะเพื่อใช้ในการนำไปพัฒนากล้องสะท้อนเลนส์เดี่ยวแบบดิจิตอล (DSLR)

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จบแบบสอบถาม

ขอขอบคุณทุกท่านที่ให้ความร่วมมือในการตอบแบบสอบถาม

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